

## Why online fundraising?

**1. Its fun. 2. Its Fast. 3. Its Easy!** The fastest way to make your donation goal is to ask people to support your cause.

- There are many ways to ask...by email, in person, on the phone and by letter.
- Due to our busy schedules, online fundraising is recommend.
- You use a personalized email campaign as part of your fundraising efforts.

## Get started by using your Personal Donation Page!

- Ask your event coordinator for your friendly URL.
- Register online. Remember, it is fun, fast and easy.
- Use your own secure personal donation web page. Customize your donation page. Add photos and text to add a more personal touch. (For step-by-step instructions, please refer to “Quick and Easy Steps to Kintera.”)

## Now you are ready to start your online fundraising campaign!

1. Compile a list of email addresses. For example: family, friends, co-workers, college friends, sorority sisters, and civic organizations all make excellent sources of donations.
2. Send personalized existing email messages or compose a new message. Ask your friends and family for their support in helping you reach your goal. Do not forget to ask for the donations (“Please donate now!”) Email templates have been created and are available for your use within your Personal Event Headquarters.
3. Use the email option located within the Personal Event Headquarters; your friends and family receive emails from you that link to your personal donation page. This makes donating convenient and easy. In just takes a few minutes, their donation is entered on the secured website, they get a receipt and Thank You note, too.

## Additional Resources...

1. Your staff person is a great resource. Call them for help.
2. Refer to the **“Quick and Easy Steps to Kintera”** brochure.
3. Visit the Kintera website, then click on the “Help” icon on the upper right hand corner of the site. This online help feature provides step-by step directions on every aspect of using your Personal Donation page.

**Click here to print this form.**  
***About Kintera Inc.***

Kintera is the leading web-based platform provider offering online software and related services to the nonprofit sector. For more information and an online demo, visit Kintera at [www.kintera.com](http://www.kintera.com).