

Ready to start online fundraising to raise money for your event?

We're happy to help create your fundraising campaign!

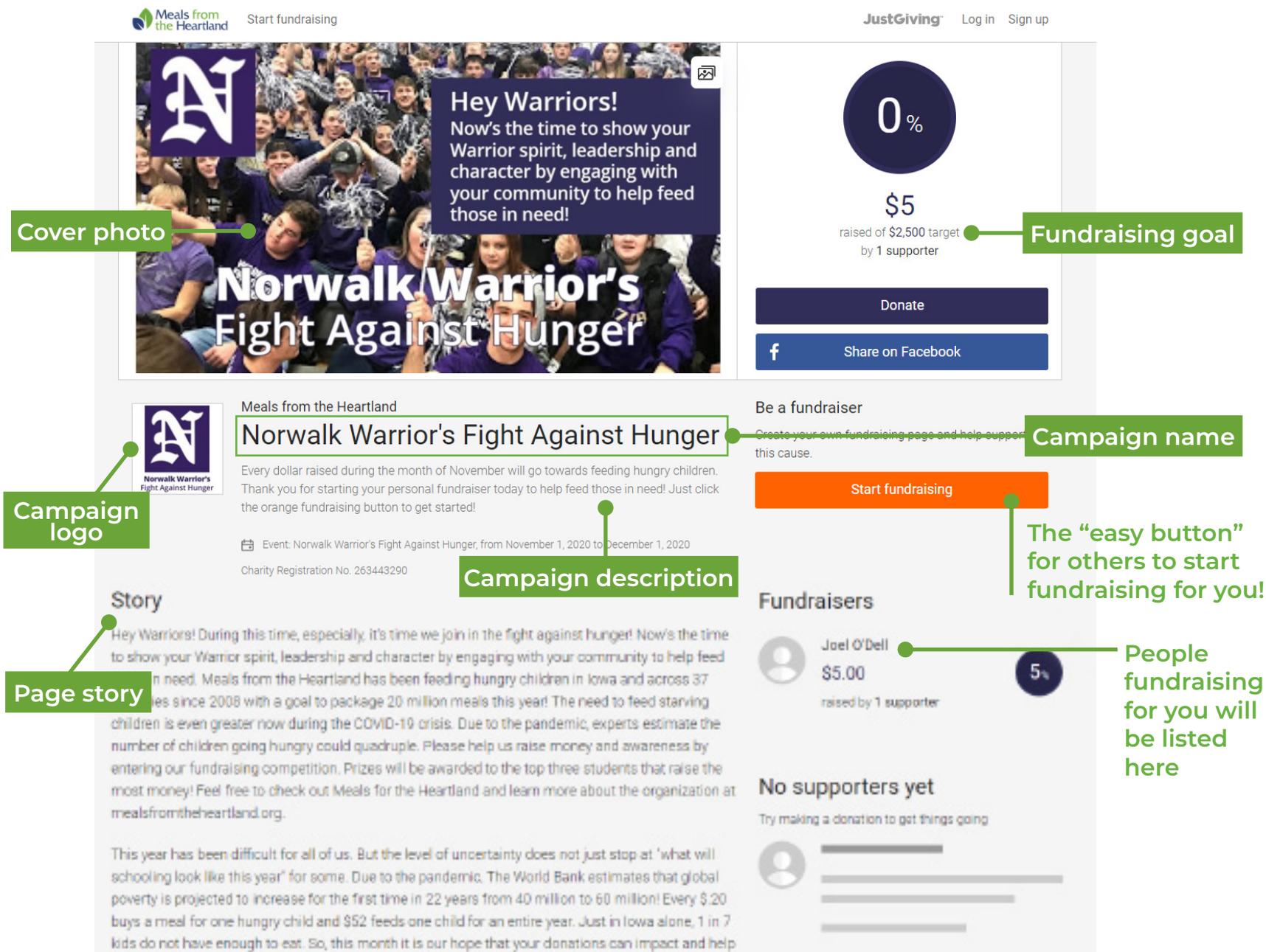
via our peer-to-peer fundraising platform: JustGiving.com

We'll just need a few things to get started (see below):

1. **Your campaign name:** 100 characters including spaces
2. **Campaign logo:** square is best; minimum 50x50px; actual image displayed is 92x92px
3. **Campaign description:** This description will appear in the Just Giving search. 250 characters
4. **Cover photo:** minimum 415x235px; actual displayed is 815x460px
5. **Page story:** Include information you want to share online about your campaign. This can include: your mission statement, logistics for the campaign, why fundraising is important, or how to get involved.
6. **What is your fundraising goal?** (This can be public or can remain private)

6 easy steps!

Campaign page:



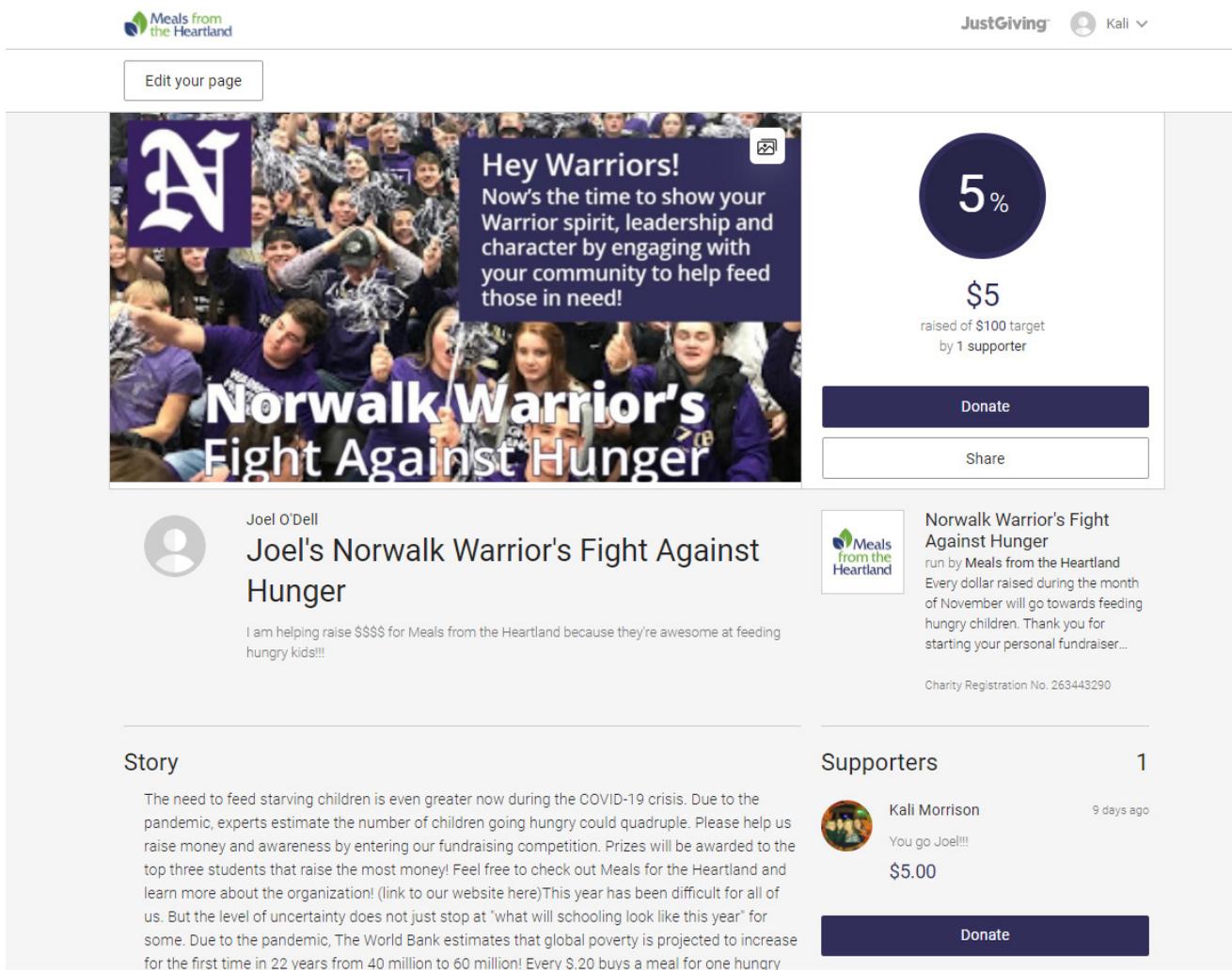
The screenshot shows a campaign page on JustGiving.com. The page features a cover photo of a group of students in purple shirts, a fundraising goal of \$5, and a 'Start fundraising' button. Callouts point to various elements: 'Cover photo', 'Campaign logo', 'Campaign name', 'Campaign description', 'Page story', 'Fundraising goal', 'The "easy button" for others to start fundraising for you!', and 'People fundraising for you will be listed here'.

Your custom url will be created and sent to you to share with friends, family & coworkers!

It's that easy!

How others can create their own fundraising campaign

1. Copy and paste custom url (see page 1) This link will take you directly to your specific campaign page
2. Click the orange Start Fundraising button
3. Create a login for Just Giving (name, email and password)
4. Complete your profile (US, address, city, state, zip)
5. Page “you’re raising money for Norwalk...” complete this page (3 steps) to create your fundraising page. Click “create you page button” at the bottom.
6. Personalize your page –
 - a. Create a page headline
 - b. Tell us what you’re doing and why
 - c. For Meals from the Heartland because...
 - d. Hit save and continue
7. Boom! You’re done and ready to start fundraising with your personal fundraising page. Click the white “Share button” with friends and family via Facebook, Twitter or email.



The screenshot shows a fundraising page on the Just Giving platform. At the top, there are logos for 'Meals from the Heartland' and 'JustGiving' with a user profile 'Kali'. Below the logos is an 'Edit your page' button. The main content area features a large image of a crowd of students in purple shirts with a 'W' logo. Overlaid on the image is a text box that reads: 'Hey Warriors! Now's the time to show your Warrior spirit, leadership and character by engaging with your community to help feed those in need!' Below the image is the title 'Norwalk Warrior's Fight Against Hunger'. To the right of the image, a progress bar shows '5%' raised, with '\$5 raised of \$100 target by 1 supporter'. Below this are 'Donate' and 'Share' buttons. Under the image, the organizer's name 'Joel O'Dell' is shown, along with the campaign title 'Joel's Norwalk Warrior's Fight Against Hunger' and a short description: 'I am helping raise \$\$\$\$ for Meals from the Heartland because they're awesome at feeding hungry kids!!!'. To the right of the organizer's name is a small 'Meals from the Heartland' logo and a description of the campaign: 'Norwalk Warrior's Fight Against Hunger run by Meals from the Heartland Every dollar raised during the month of November will go towards feeding hungry children. Thank you for starting your personal fundraiser...'. Below this is the 'Charity Registration No. 263443290'. At the bottom left, there is a 'Story' section with a paragraph of text: 'The need to feed starving children is even greater now during the COVID-19 crisis. Due to the pandemic, experts estimate the number of children going hungry could quadruple. Please help us raise money and awareness by entering our fundraising competition. Prizes will be awarded to the top three students that raise the most money! Feel free to check out Meals for the Heartland and learn more about the organization! (link to our website here) This year has been difficult for all of us. But the level of uncertainty does not just stop at "what will schooling look like this year" for some. Due to the pandemic, The World Bank estimates that global poverty is projected to increase for the first time in 22 years from 40 million to 60 million! Every \$.20 buys a meal for one hungry'. At the bottom right, there is a 'Supporters' section showing one supporter: 'Kali Morrison' who donated '\$5.00' '9 days ago'. Below the supporter's name is a 'Donate' button.