



FUNDRAISING WITH FUNDLY

How does Fundly work?

NCCJ of the Piedmont Triad has registered with Fundly to make fundraising easy for ANYTOWN Energy Check fundraisers! Fundly is a simple way to make charitable gifts, and it allows you to turn each online donation to your cause into a **social donation**. That means whenever one of your supporters makes a gift, they can instantly share it with their friends on Facebook – helping you spread the word, build community, and do more for ANYTOWN!

STEP 1: Join the ANYTOWN Team!

- Go to the ANYTOWN Team page ([click here](#))
- Click the “Join This Team” button on the right side of the page.
- Fill in the “Become a Fundraiser” form and sign up with your email or your Facebook account (your choice!)

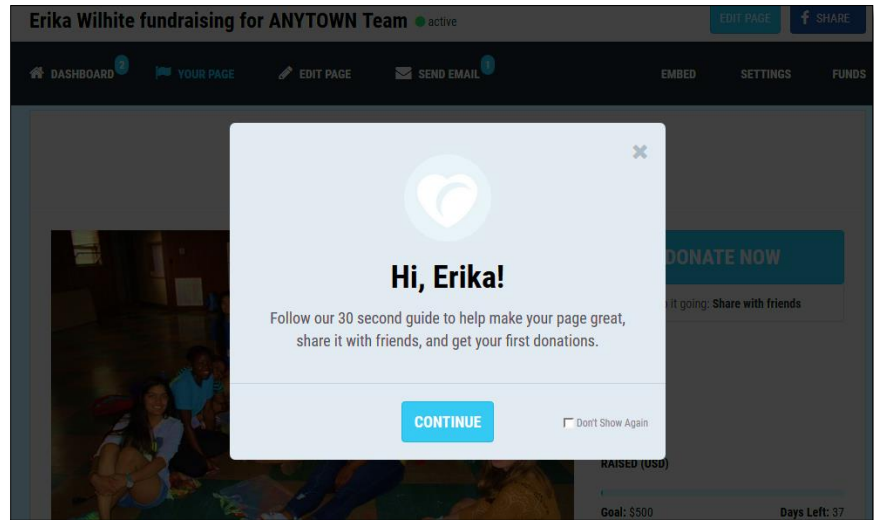
A screenshot of the "Become a Fundraiser" form. The form has a title "Become a Fundraiser" and a close button (X). It contains three input fields: "Name" (with a sub-label "First & Last Name"), "Email", and "Password". Below the fields is a blue "SIGN UP" button with a link "or Sign In". At the bottom, there is a small text line: "By signing up, you are agreeing to our Privacy Policy and our Terms of Use." and a link "Want to use Facebook instead?". The background of the form is a dark image of people.

STEP 2: Create your Personal Fundraising Page

- D. Follow Fundly’s screen prompts to create your **personal fundraising page**.

(You’ll see a short series of prompts to help you finish setting up your personal page.

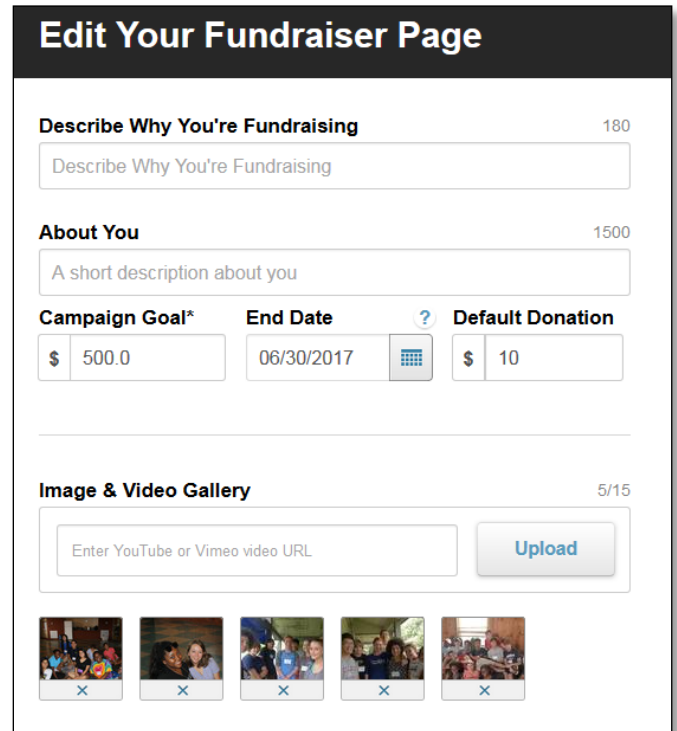
NOTE: you can skip setting up your page for now and come back to it later!)



STEP 3: Customize your Personal Fundraising Page

When you are ready, you can finish setting up your personal page.

- E. At the top of the page, select “Edit Page” to:
- Share what ANYTOWN means to you (in the “Describe Why You’re Fundraising” box.)
 - Set your personal **campaign goal** (we challenge you to raise at least \$100, but feel free to dream bigger!)
 - **Set the campaign end date to 6/30/2017 (that’s when the campaign ends)**
 - Add photos or videos (they help tell your ANYTOWN story!)



Step 3: Click “Edit Page” on the main navigation bar to set your fundraising goal, add photos and videos, and share your story!

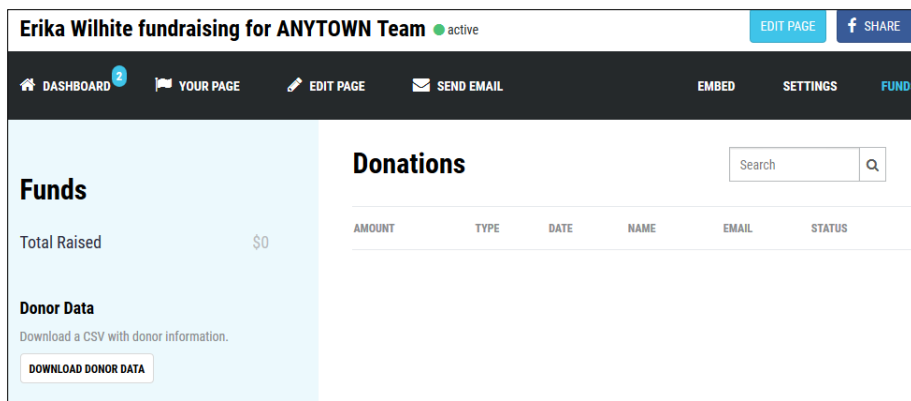
- F. Select the “Funds” tab to track all donations you’ve brought in.

NOTE: Donations you receive offline count toward your goal!

Bring (or mail) any checks you receive for the campaign to NCCJ’s office:

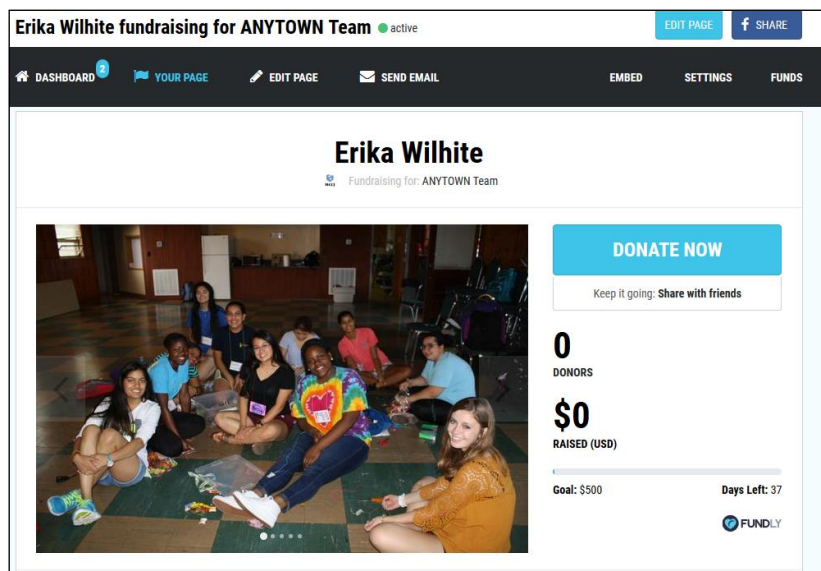


NCCJ of the Piedmont Triad
713 North Greene Street
Greensboro, NC 27401

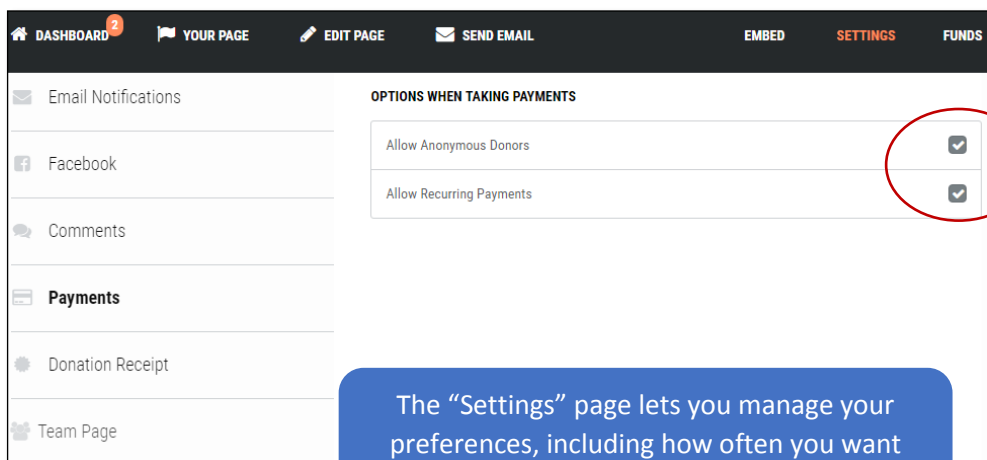


- G. Select the “Send Email” tab to send messages and thank-you letters to your supporters (you can also copy and paste these into your personal email account and send them from there.) **Note:** You can keep in touch with your supporters through Fundly *OR* through your personal email account; it’s up to you!
- H. To get you started, we’ve given you some template emails and messages (see Step 4, below). You can copy & paste them into your Fundly page, then edit to personalize them. **NOTE:** If you choose to send emails through Fundly, you can import your contacts from Gmail and Yahoo accounts.

- I. Select “Your Page” to see how your page looks to others, see a snapshot of your progress toward meeting your goal, and access your Campaign Wall (scroll to the bottom of the page), which lets you post directly to Facebook.

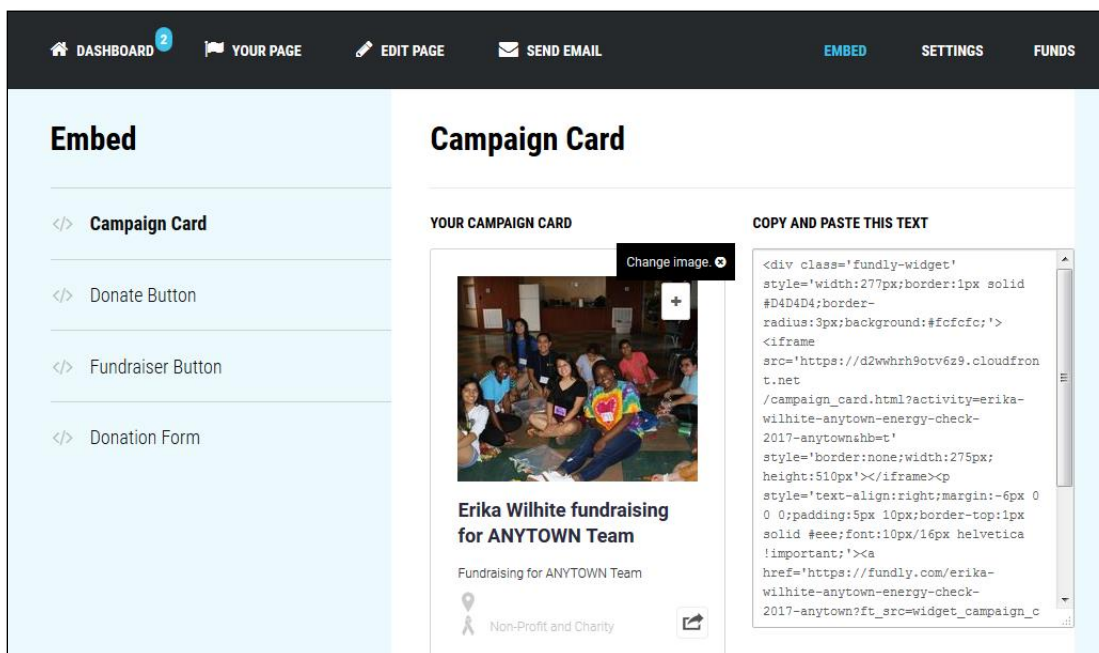


- J. Select “Settings” to set your preferences for email notifications, Facebook posts, payment settings, and more.

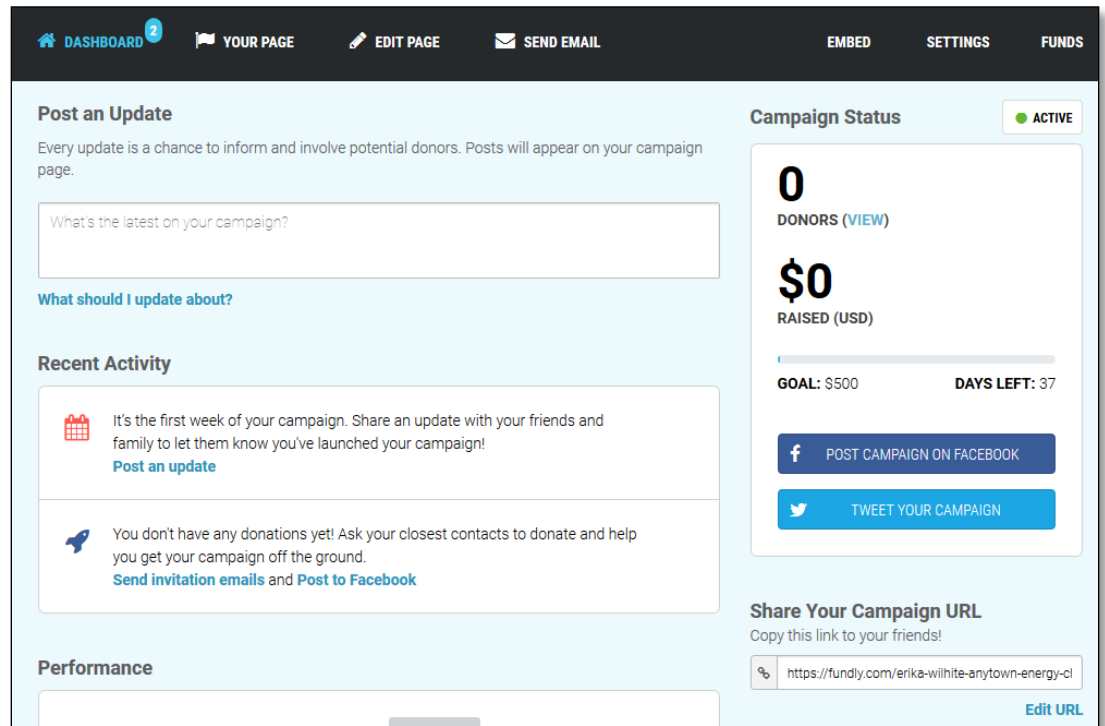


NOTE: Under Payments settings, make sure “Allow Anonymous Donations” and “Allow Recurring Payments” are checked.

- K. Select “Embed” to place campaign cards, donation forms, and buttons (such as “Donate Now” or “Become a Supporter”) on your Facebook page or website.



- L. Select “Dashboard” to see an overview of your progress and post updates through email, Facebook, and Twitter.



Your dashboard shows a snapshot of how much you've raised and is a quick way to post updates to your supporters

STEP 4: Ready, set, go!

Now that your personal fundraising page is ready to go, it's time to reach out to your ANYTOWN circle and begin fundraising! You'll find all sorts of resources, including template emails and messages to copy & paste, [here in the ANYTOWN Energy Check Campaign Toolkit](#).

STEP 5: Tell us where to send your Reward(s)!

Thank you for sharing your time and talents to the ANYTOWN Energy Check! As a thank you for your stellar fundraising efforts, you'll get great rewards for meeting these goals:

- **\$100:** Raise \$100 + to receive a limited-edition, super soft Energy Check 2017 t-shirt
- **Highest Dollar Amount:** Raise more than any other fundraiser and you'll receive a \$50 gift card and other rewards (TBD!)
- **Most Gifts:** Bring in the most gifts (the largest number of individual gifts from different people – in any amount!) and receive a \$50 gift card and other rewards (TBD!)

To make sure we know where to send your reward(s), send an email to energycheck@nccjtriad.org with your full name, your ANYTOWN year, your mailing address, and your t-shirt size.