



2019 PERSONAL CAMPAIGNS (Peer-to-Peer Fundraising)

RAISE MONEY FOR YOUR FAVORITE NONPROFIT BY CREATING A PERSONAL CAMPAIGN!

WHAT IS A PERSONAL CAMPAIGN?

A Personal Campaign provides a you, as a donor, a way to raise money on behalf of any nonprofit organization featured on **givewhereyoulive.net**. This feature allows you to create a custom web page with pictures, video and a personal appeal for you to share with your friends and family by posting on social media, sending emails with a link to your Personal Campaign on **givewhereyoulive.net** and asking them to help you reach your goal by making a donation. Personal Campaigns make it easy to help your favorite nonprofits garner more support than what you alone can give.

Rally Support

A Personal Campaign can help you raise excitement and have more fun leading up to the giving day. Here are a few ideas:

- Your kids choose their favorite charity and you challenge yourselves to see how much of a difference your family can make.
- It's your birthday in December and you prefer donations to charity rather than presents.
- In gratitude, you want to raise money for the rescue organization that saved your beloved dog from a puppy mill.

HOW DO I SET IT UP?

You can create a Personal Campaign starting November 7. To set up a Personal Campaign, you'll need to create a *Give Where You Live* donor profile. You can then set up a page to promote a nonprofit on **givewhereyoulive.net**. All you need to do is:

1. Go to **givewhereyoulive.net**. Click the "nonprofits" tab and search for your nonprofit's page and click on it. Click the button called "Create Personal Campaign".
2. You will be prompted to log in or create your *Give Where You Live* donor profile if you have not already set one up.
3. Once logged in, go to the "Personal Campaign" tab of your account.
4. Enter the information you want on your Personal Campaign page (i.e. a picture of you, a video about the nonprofit you're supporting, a personal message asking your friends and family to donate, etc.).
5. Make sure you filled in all required fields. After filling out the form, click the button at the top "Submit Personal Campaign for Approval" so the nonprofit can review it for approval. (Create a unique URL that is different than the nonprofit you are supporting.)
6. The nonprofit will review the information and either approve the page or contact you with any questions or concerns they might have.
7. Once the nonprofit approves your campaign, you'll get an email notifying you that your Personal Campaign is now live.
8. Next, you'll want to tell others about it by sending the custom URL to your page in an email, sharing it on social media, texting or instant messaging.



Frequently Asked Questions about Personal Campaigns

IS THERE A LIMIT TO THE AMOUNT I CAN RAISE THROUGH A PERSONAL CAMPAIGN?

While you have the ability to set any goal you want, we encourage you to set a goal that is attainable between the launch of your campaign and the giving day – December 5. Successful campaigns in the past have ranged from \$100-\$2,000.

WHEN WILL MY PERSONAL CAMPAIGN END?

Your Personal Campaign will end at midnight on December 5, 2019.

WILL I BE NOTIFIED WHEN SOMEONE MAKES A DONATION THROUGH MY PERSONAL CAMPAIGN?

Yes. You will be sent an email that tells you that a donation has been made and who made the donation (unless they have chosen to give anonymously). Keep the spirit of generosity going by thanking the donor right away. You may also want to ask them to share your Personal Campaign with their friends!

IF SOMEONE SCHEDULES A DONATION THROUGH MY PERSONAL CAMPAIGN, WILL I SEE IT?

Scheduled donations are processed on December 5, 2019. Any donations scheduled for a Personal Campaign will show on your campaign progress bar and will be totaled under “scheduled” donations. Once the donation is processed, it will be reflected in the amount raised. If a scheduled donation is cancelled or does not process on December 5, 2019, the amount scheduled will be removed from the progress bar.

HOW WILL THE DONATIONS I RAISE THROUGH A PERSONAL CAMPAIGN GET TO THE NONPROFIT?

When people donate from the Personal Campaign you set up, they are donating to the nonprofit that you are raising money for and not directly to you. When someone clicks to donate on your Personal Campaign, they will be directed to the donation page for the designated charity and will complete their donation through the normal checkout process. As with all other donations, the Kearney Area Community Foundation will compile the donations and distribute checks to participating nonprofits after the event. You will receive no financial compensation for your fundraising efforts, but you will reap all the rewards that come from giving back to your community.

CAN I CHEER FOR MULTIPLE CHARITIES?

We recommend you choose only one or two of your favorite nonprofits, and focus your efforts on those!

HOW CAN I SEE WHO IS FUNDRAISING FOR A NONPROFIT?

If a nonprofit has multiple Personal Campaigns, you can click on “View All Personal Campaigns” link located on the nonprofit’s profile. To see a list of Personal Campaign for all organizations, you can select the “Personal Campaigns” button under the menu tab labeled “Nonprofits”.

IF YOU HAVE QUESTIONS REGARDING PERSONAL CAMPAIGNS, PLEASE CONTACT LAUREL MCKELLIPS AT LAUREL@KEARNEYFOUNDATION.ORG or 308-237-3114.