Habitat for Humanity®
Chicago

Fundraising for
STRENGTH
STABILITY
SELF-RELIANCE

**Getting Started &
Being Wildly Successful
on my.habitatchicago.org**

GETTING STARTED

How to Register (New Users)

iF YOU ARE CREATING A PAGE JUST FOR YOU

1. Navigate to my.habitatchicago.org and click "Register" in the top right menu.

2. Fill out the quick registration form. "Campaign Name" refers to the title of your fundraising page - something along the lines of " *Your Name's 2019* Habitat Chicago Page" will do! You can update this later.

3. You'll be asked whether you want to "Stay solo", "Start a new team", or "Join an existing team". Select stay solo!

4. You'll then receive a confirmation email asking you to veryify your account and encouraging you to explore the resources available to you.

5. To return to your page in the future, go to my.habitatchicago.org and select the green "Login" button in the upper right corner.

### IF YOU ARE CREATING OR JOINING A TEAM

1. To create or join a fundraising team, you must first create your own personal page. Follow the steps above for creating a solo campaign.

2. Once you've finished creating your personal page, you'll be asked if you want to "Start a new team", "Join an existing team", or "Stay solo". Choose "Start a new team" or "Join an existing team."
   -> If you select "Create a new team", you'll be prompted to name your team, set your team's fundraising goal, and invite members to join your team with a pre-populated email template.
   -> If you select "Join an existing team", you'll then be prompted to search for your team's name. Once you find the right team, select "Join now".

3. You'll then receive a confirmation email asking you to veryify your account and encouraging you to explore the resources available to you.

4. To return to your page in the future, go to my.habitatchicago.org and select the green "Login" button in the upper right corner.

GETTING STARTED

How to Register (Returning Users)

If you've fundraised for Habitat Chicago before (including special events like Women Build or Winter Warriors) and you want to create a new fundraising page on my.habitatchicago.org, you can do so through your existing account.

1. Navigate to my.habitatchicago.org and click the green "Login" button in the top right menu.

2. Login with your existing credentials.

3. Once you've logged in, click"Register".

4. You can then create a new page by following the steps on page 2 of this guide.

5. You can view all of your past and current campaigns, by clicking on your photo next to the green "Donate" button on the top right of the page, then selecting "Profile" -> "My Campaigns".
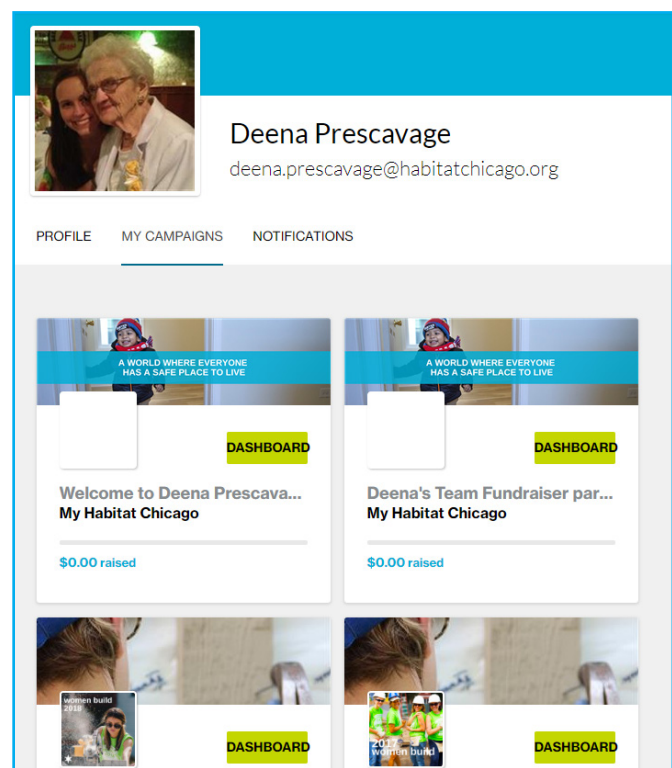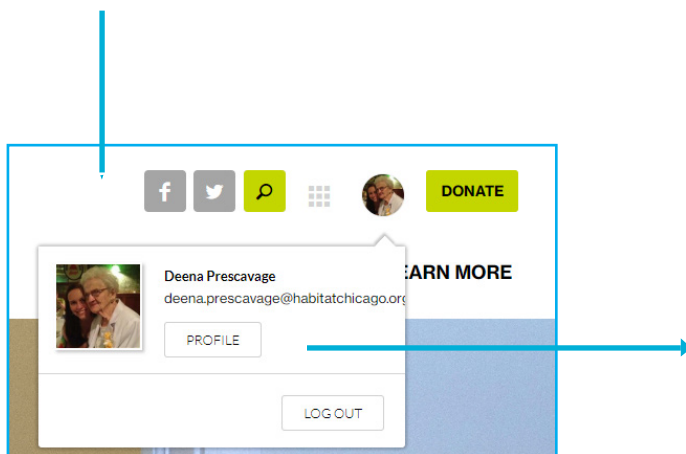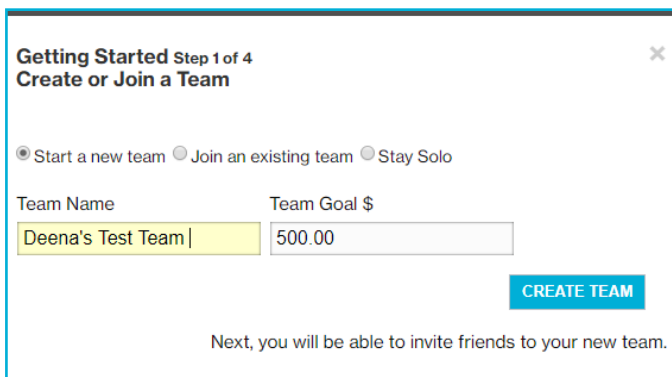
GETTING STARTED

The First Four Things You Should Do!

A great fundraising page is personal. Yes, you are fundraising for Habitat Chicago (and we love you for it!) but people give to people – and you are in the spotlight here. So, spend a little time right at the start customizing your page!

The platform makes it easy to personalize your page. The first time you login to the website, you'll be prompted with four easy steps to get started.

A note: we really suggest making a donation to your own page (no matter how small) so you can show your friends and family that you, too, think the mission is worthy of investment.

Step 1: Create or Join a Team Or Stay Solo

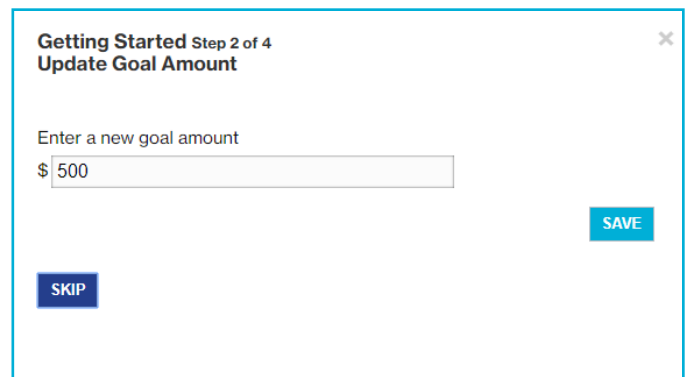Getting Started Step 1 of 4
Create or Join a Team

○ Start a new team ○ Join an existing team ○ Stay Solo

Team Name   Team Goal $
Deena's Test Team | 500.00

CREATE TEAM

Next, you will be able to invite friends to your new team.

Step 2: Update Your Goal Amount
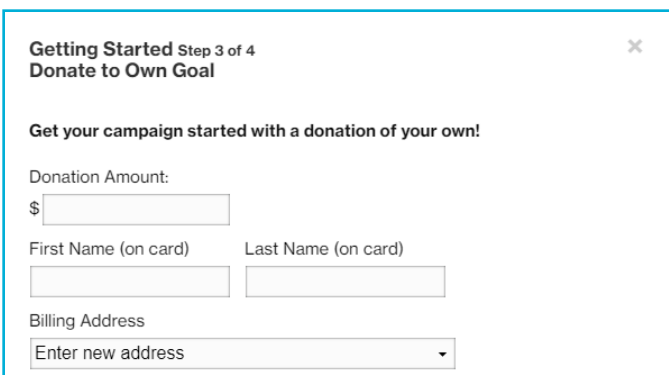
Getting Started Step 2 of 4
Update Goal Amount

Enter a new goal amount
$ 500

SAVE

SKIP

Step 3: Donate to Your Own Goal
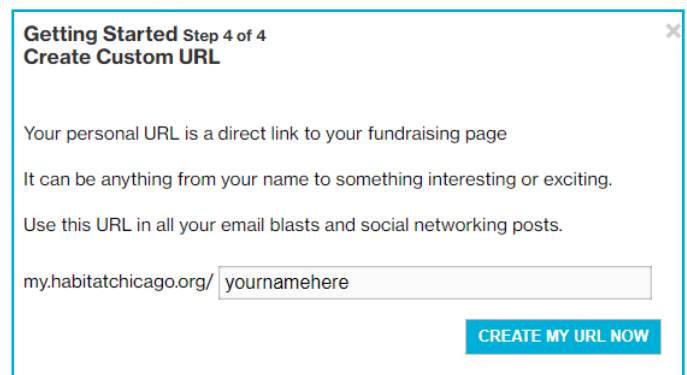
Getting Started Step 3 of 4
Donate to Own Goal

Get your campaign started with a donation of your own!

Donation Amount:
$

First Name (on card)   Last Name (on card)

Billing Address
Enter new address

Step 4: Create a Custom URL for Your Individual Page

Getting Started Step 4 of 4
Create Custom URL

Your personal URL is a direct link to your fundraising page

It can be anything from your name to something interesting or exciting.

Use this URL in all your email blasts and social networking posts.

my.habitatchicago.org/ yournamehere

CREATE MY URL NOW

YOUR DASHBOARD

Your Dashboard View

Once you finish those start-up steps, you'll land on your fundraiser dashboard. Your dashboard is where you can personalize your page, promote or share your page through email or social media, monitor your fundraising progress, and say thanks to your donors!

It will look something like this:
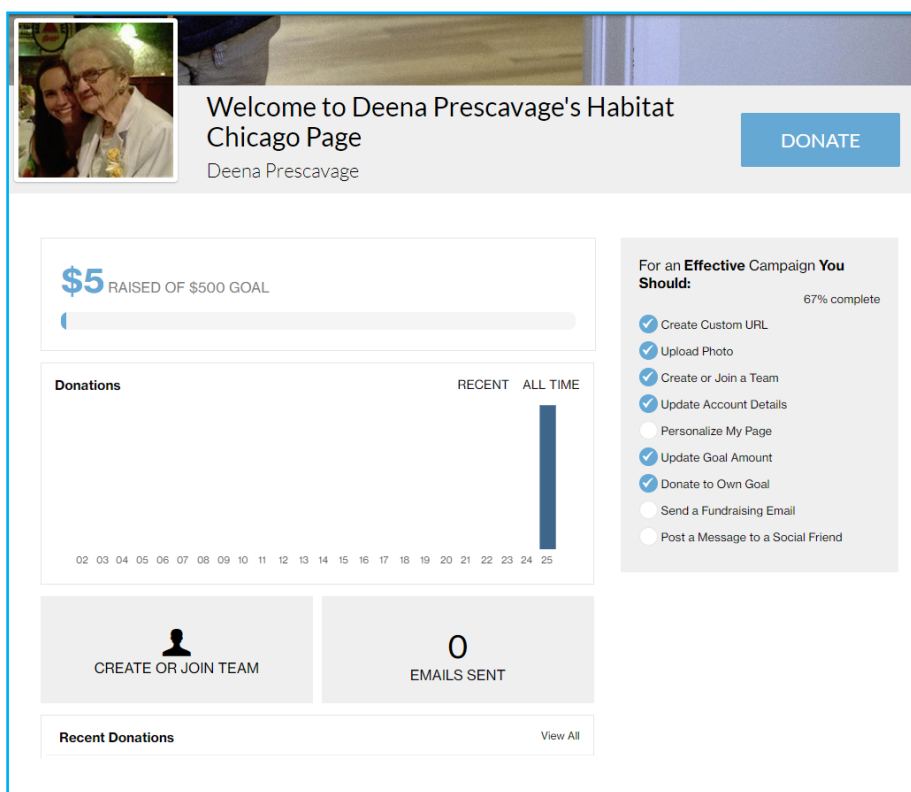
On the left-hand side, you'll see graphs of your donation activity.

Underneath the graph is the option to "Create or Join Team". If you are a solo fundraiser, this button can be pushed at any time to create or join a team. If you are already on a team, this button will change to allow you to invite members to join your team.

To the right of the "Create or Join Team" button, you can see how many emails you have sent to potential donors (it will not record thank you emails you send tod donors). The more emails you send, the greater odds you will meet your fundraising goal!

On the very bottom is a list of all of your donors. You can click the green envelope to send an email to your donor if s/he has provided an email address.

Your donor dashboard overview continues on page 6!

YOUR DASHBOARD

Your Campaign Progress

The "Campaign Progress" box on the right-hand side of your dashboard contains tasks that are intended to streamline and maximize your fundraising efforts. Once you complete a task, a blue checkbox weill appear on the left. Here's a snapshot of what each task is:

For an Effective Campaign You Should:

67% complete

- ✓ Create Custom URL
- ✓ Upload Photo
- ✓ Create or Join a Team
- ✓ Update Account Details
- ○ Personalize My Page
- ✓ Update Goal Amount
- ✓ Donate to Own Goal
- ○ Send a Fundraising Email
- ○ Post a Message to a Social Friend

Create Custom URL – Update the URL that will be distributed to your network. By default your campaign URL will contain a bunch of numbers. Create your own personal URL so it is simple to find you, and easy for you to remember.

Upload Photo – Upload a profile picture from your computer or use your profile picture from your Facebook or Twitter account. This is the image that will appear on the front page of your site, on the bottom left of the hero image.

Create or Join a Team - This will allow you to Join a team, Create a team, or Leave a team if you are part of one.

Update Account Details – This will allow you to update your information, e.g. your email address, password, address and phone number.

Personalize My Page – This will direct you to the front of your site to update what visitors will see. You will want to make this page authentic to who you are (more info on page 7).

Update Goal – Your fundraising goal will default to a certain amount. You can update this as many times as you'd like. Once you meet your goal, go above and beyond by raising it!

**Donate to Own Goal** – Lead by example and donate to your cause yourself.

Send a Fundraising Email – Reach out to your donors to encourage them to participate or thank them for their support (more info on page 9).

Post a Message to a Social Friend – This will take you to the "Promote Via Social Media" section. In this area of your HQ you can post individual updates to your Facebook, Twitter, or LinkedIn pages. Clicking on a particular social icon will prompt you to login to your account.

PERSONALIZE YOUR PAGE

Personalizing your page is one of the most important things you should do to be a successful fundraiser! We will have some added defaults for you, but you want to take the extra step to make this page yours.

To get started, select **Personalize My Page** in your campaign progress box. This will direct you to the front of your site to update what visitors will see.
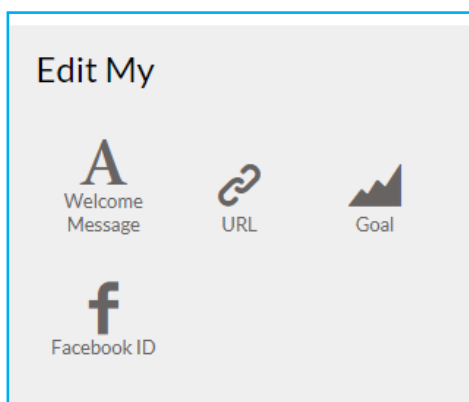
Welcome Message. Clicking on Welcome Message will allow you edit the title of your page, as well as the "body text" on your page. What should you say here? This is the place to explain why Habitat is important to you, and what you you are trying to achieve. This is important work, making sure people have decent, affordable living situations, but that doesn't mean you can't be charming and funny if that's who you are!

URL. Here you can update the URL that will be distributed to your network. Create your own personal URL so that it is easy for you to remember and for folks to find you.

Goal. Click the goal icon to update your fundraising goal. There is no limit on how many times you can update your goal!

Facebook ID. Inputting your Facebook ID will allow you to moderate the comments people leave on your page. Once you click on Facebook ID, you'll be given instructions on how to find your Facebook Id.

Your Fundraiser Feed

Underneath your body text is your "Fundraiser Feed", which is a living, open connection from you to your network. Each update posted to the feed includes a date stamp! Add text, photos, or videos to captivate and engage your donors as you go.

FEB 25

Thank you for visiting my page and considering a donation to Habitat Chicago! I really appreciate it and look forward to sharing my experience on the Habitat build site with all of you:)
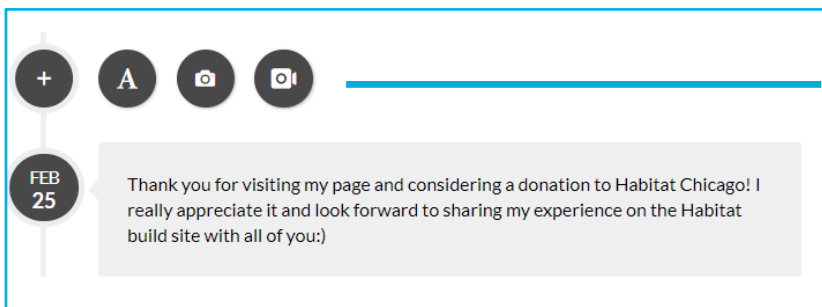
To add a post, click on one of these icons. We recommend doing this to say thanks to new donors, when you hit a fundraising milestone, or just because! The more active your feed, the better.

PERSONALIZE YOUR PAGE

Editing Your Profile and Cover Images

On each personal and team fundraising page, there are two types of photos:
(1) your profile image and (2) your cover photo, also called your "campaign image".

These will be pre-populated with Habitat imagery, but we recommend customizing them to increase familiarity with your potential donors! Below are definitions and instructions on how to update each.

Profile Image. Your profile image is a picture of yourself or something that represents you! This can be updated through a start-up task or by clicking the appropriate task in your campaign progress list.
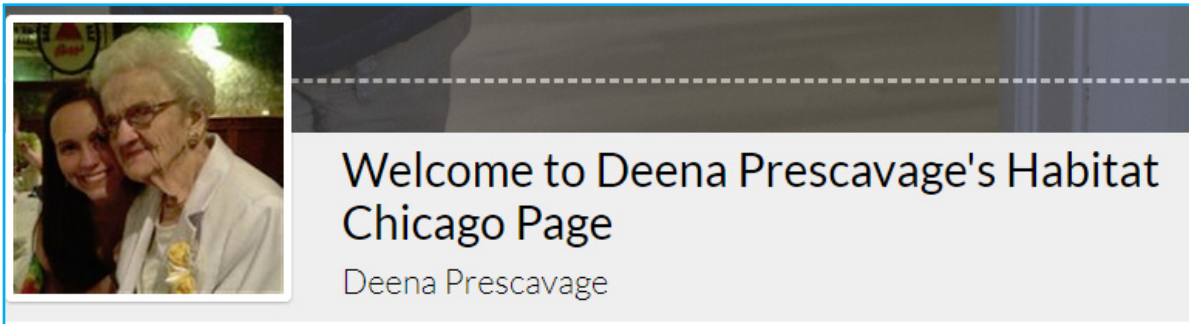
Campaign Image. The campaign image is the big, horizontal banner image that appears at the top of your page . When you hover your mouse on this area, you will see an icon pop up that will allow you to update this image. The recommended image dimensions are 2500px x 785px and will view best as a medium-res.jpg.
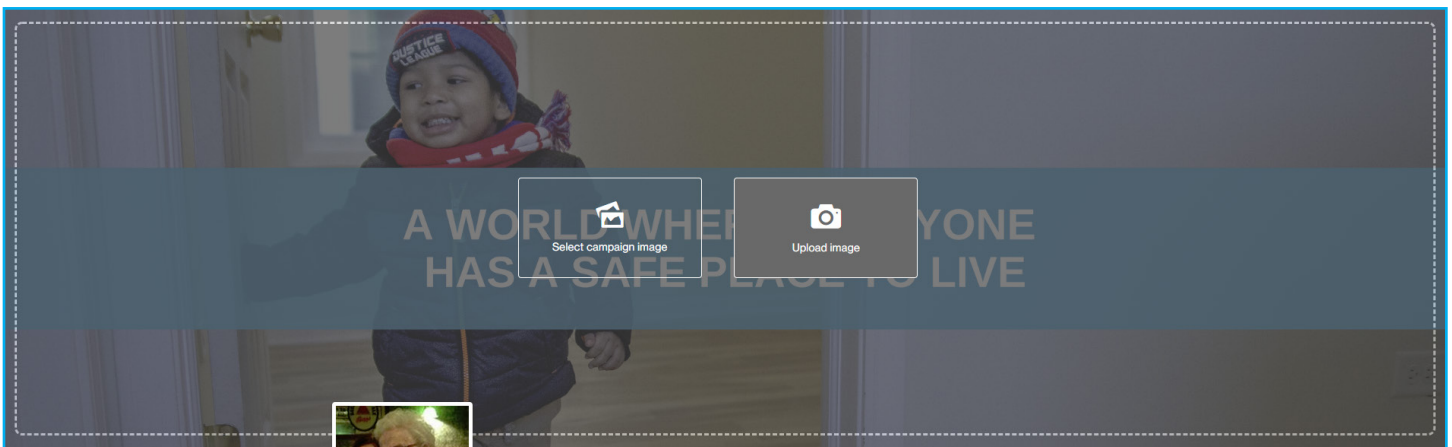
SPREAD THE WORD

Sending Emails Through Your Dashboard

To get started, select "**Send a fundraising email**" in your campaign progress box.

Step 1: Verify Your Email

Your email must first be verified to send emails out through the system. As soon as you first register, you will receive a link to verify your email. If it hasn't yet been verified, you will be be prompted to verify it before you can access the email tools.

Step 2: Choose Your Recipients

You can send emails promoting your page by manually entering email addresses or through the contact book functionality (see page 10 for more on how to use this).

You can also send messages directly to your donors by selecting "Update my Donors". This will send an email to ALL of your donors. To send an email to a specific individual donor, see page 5.

Step 3: Write Your Content

Once you have your audience, you can select an available email template (a preset email message) by clicking the down arrow under the template box. When a template is selected a subject and message will be entered which can then be customized. Alternatively, you can create your own email message from scratch. If it's a message you think you'll re-use you can save it as a template.
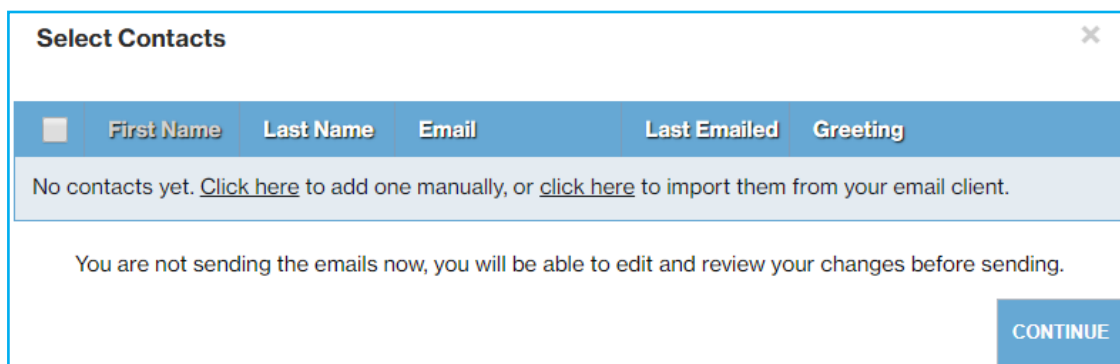
SPREAD THE WORD

Importing Your Contact Book

If you choose to import your contact book through the "Send a fundraising email" task, this pop-up window will appear.
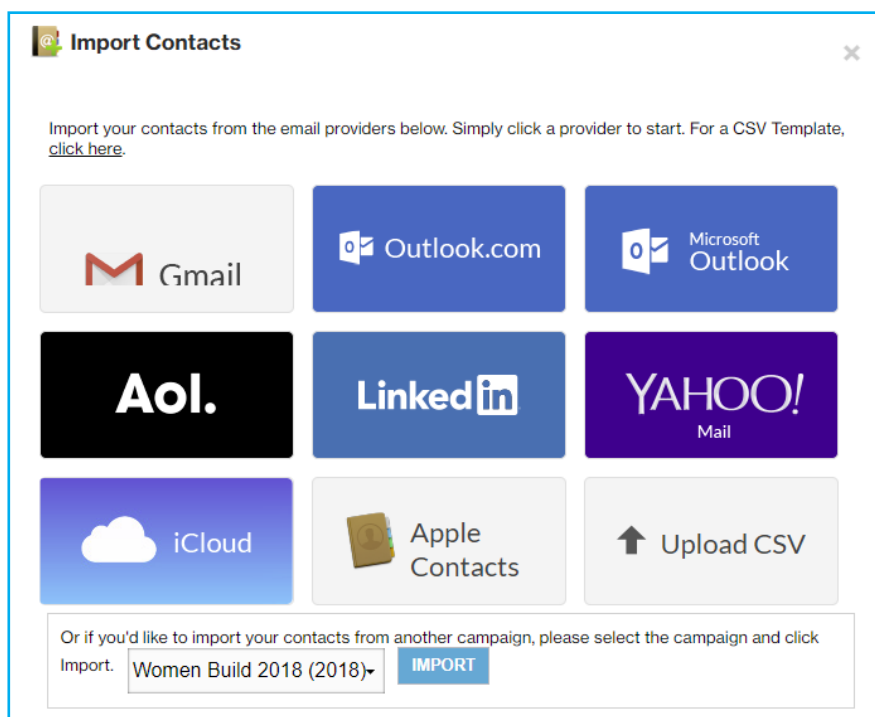

When you select "click here to import them from your email client", you can import your contacts from any of the sources below. You can also upload contacts from an excel file in a CSV format or from one of your previous Habitat Chicago fundraising pages.

If you choose to add contacts manually, you will be prompted to fill in your new contact's first name, last name, and email.

SPREAD THE WORD

Use the power of social media

In your "Campaign Progress" box, you'll see the task "Post a Message to a Social Friend. This tab will allow you to share your personal fundraising page through any of the social networking sites below:
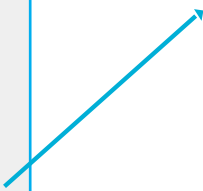
If you area already logged into Facebook, Twitter, or LinkedIn, clicking on the specific icon will trigger a pop-up comfirming your credentials. Once logged in, you'll have the option of customizing your message before completing your social media post.

Top Social Media Tips

1. Post early in your campaign and often. Social media algorithms make it so that not all of your followers will see all of your posts.

2. Include a photo or video with every post. These make it so that your post is significantly more likely to appear in somebody's feed. If you need Habitat imagery, check out our photo library at https://my.habitatchicago.org/Static/Photos.

3. Make sure to customize a social media post before you share it. Your friends and family will be more likely to donate if they know why Habitat matters to YOU.

4. Send direct messages! These really work, especially on Facebook where you can see if someone has read your message. Follow up if you get that "read" receipt and no donation!

5. When someone makes a donation to your page, thank and tag them on social media. Challenge another friend to match (or beat!) the donation. Peer pressure is real, y'all.

6. If you're fundraising as part of a team, support each other! Comment on and like one another's posts to boost momentum and the likelihood of your posts appearing in someone's feed.

DONATIONS 101

People are giving! What happens?

Each time you receive a donation, you'll be notified via email and it will automatically be counted towards your goal. It will also appear in your recent donations report in your Fundraiser Dasboard. If you are part of a team, you will also be able to view recent donations made to your team.

Say thanks!

Upon donation receipt, donors will receive a thank you letter and necessary tax information from Habitat Chicago, but it's equally important for you to say thanks personally.

As soon as you see a new donation, send your donor a thank you e-mail by clicking on the green envelope next to his/her information.
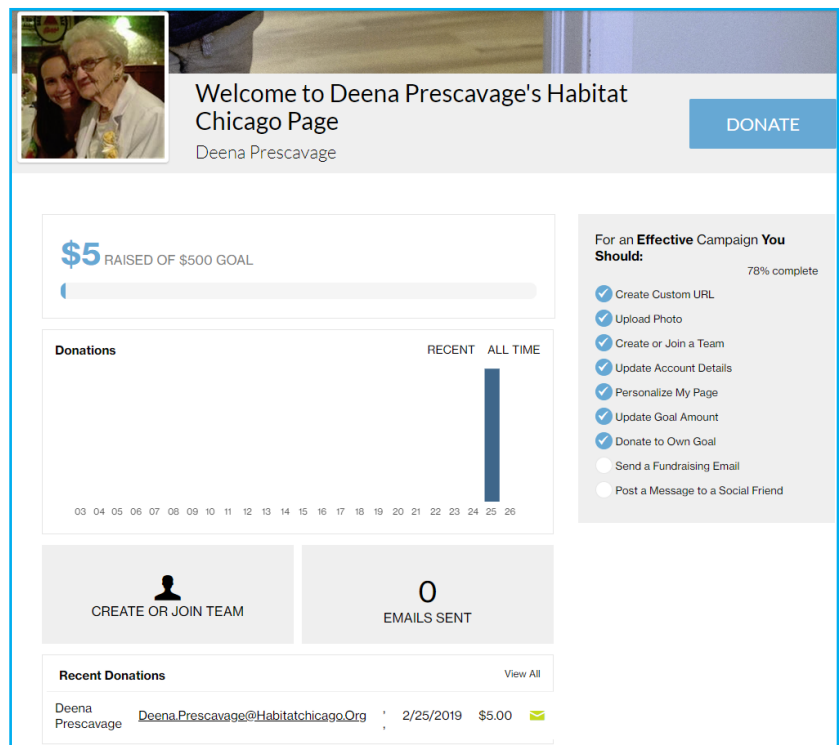
If your donation went to the wrong place...

If someone meant to donate to you, but the gift went to the wrong team or member, don't fret! Simply contact gifts@habitatchicago.org. Include, if you can, the donation date, amount, donor first name, donor last name, and that the gift should be credited to you!

Additional Information for Donors

Commonly asked questions: https://my.habitatchicago.org/Static/faq
Tax information and more: https://my.habitatchicago.org/Static/donor-resources
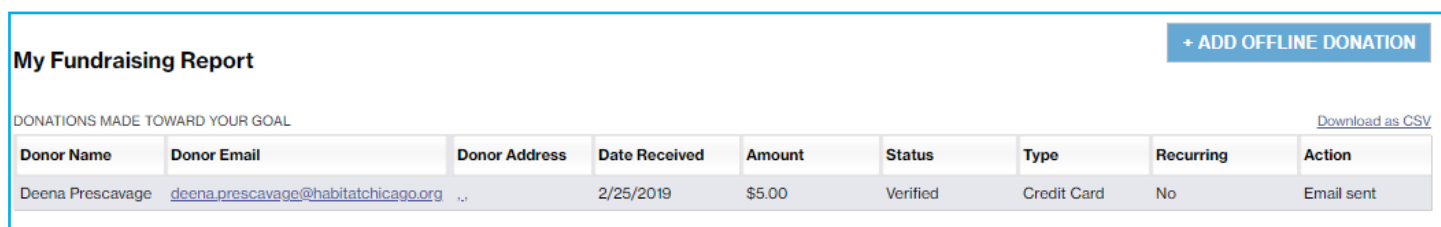Submitting cash or check donations: On page 13 of this guide!

DONATIONS 101

Offline Donations: Cash and Checks

When you receive a check or cash donation, here's what to do:

Step 1: Enter an offline donation by clicking "View All" on your "Recent Donations" report on your dasbhboard. Then select "+Add offline donation" in the top right corner.

Donor Name	Donor Email	Donor Address	Date Received	Amount	Status	Type	Recurring	Action
Deena Prescavage	deena.prescavage@habitatchicago.org	,.	2/25/2019	$5.00	Verified	Credit Card	No	Email sent

My Fundraising Report
DONATIONS MADE TOWARD YOUR GOAL
+ ADD OFFLINE DONATION
Download as CSV

Step 2: If a supporter would like to donate via check, please have him/her:
   1. Make check payable to "Habitat for Humanity Chicago."

   2. Include a note in the check that includes your name and indicates the donation should be credited to your fundraising page.

   3. Mail the check to:
      Habitat for Humanity Chicago
      1100 W Cermak Rd. Ste. 404
      Chicago, IL 60618

If you receive a cash donation, please do not send it via mail. Rather, bring it to the Habitat Chicago office at the address above. Hours and directions can be found at https://www.habitatchicago.org/directions-hours.

Step 3: Offline donations will initially be considered "unverified" donations and they will not be counted towards your goal until they are received and processed by Habitat Chicago. Expect the donation to be credited to your page after 7-10 days. If you do not see it within ten days, please contact gifts@habitatchicago.org with the donor's first and last name, the amount of the donation, and the date on which it was sent to Habitat.

YOU'RE PRETTY GREAT!

Tips and Tricks

For fundraising pointers and some of our favorite ideas to help you hit your fundraising goal, visit my.habitatchicago.org/Static/fundraising-resources.

Questions, Ideas?

We are here for whatever you need!

Contact:
gifts@habitatchicago.org
312-563-0296 x22

Habitat for Humanity Chicago
1100 W Cermak Rd. Ste 404
Chicago, IL 60608

Our biggest thanks!

We can't thank you enough for going above and beyond to ensure stronger, safer, more hopeful futures for Chicago's families and neighborhoods.