



**Infirmary Foundation**  
INFIRMARY HEALTH

## **How do I create an online fundraising page so I can raise money for **The Think Pink Campaign?****

Creating an online fundraising page for the campaign on JustGiving takes just a few minutes. After a few quick steps, you will be able to share your story on email and social media and will be able to start receiving donations for you're **Think Pink Campaign to expand the Breast Center at Mobile Infirmary.**

You will need to create a fundraising account on JustGiving.com.

1. [Log into your account and click 'Start Fundraising'](#).
  2. When asked 'Are you fundraising for a registered charity?', select 'Yes, continue.'
  3. Search for the cause you want to support. (*Choose Infirmary Foundation and select the United States to find us more easily*)
  4. Let us know whether you're taking part in an event, celebrating an occasion, fundraising in memory or doing your own thing. (*Select doing your own thing and from the choices offered select an appeal for a charity from the event types*)
  5. Choose your web address – this is the link you'll be sharing with friends and family when asking them to donate.
  6. Click 'Create your page.'
- Create a title for your page
  - Set a fundraising goal. (*The average first time fundraiser raises approximately \$350 according to JustGiving. Set the amount you feel most comfortable with so that you have fun, do good and have a positive experience*)
  - Develop a page summary (it has character limits, so be concise)
  - Tell your story (Explain why you have chosen to fundraise for the Think Pink Campaign. Everyone has a different reason, and this will be what your friends and family respond to when they consider donating)
  - Save your story, and you are done.

**Job done!** Your Fundraising Page is now set up and ready to accept donations. The money that is raised from your page will be directed to the Foundation on a weekly basis. You will be able to see who donates to your page.

You can send the page links through social media (Facebook and Twitter) or email.

The Think Pink JustGiving Campaign is tied to Giving Tuesday, which is held on the Tuesday after Thanksgiving each year. Our Campaign will run from November 15 – November 30. Gifts may be received after November 30 and will be applied to the larger campaign, but incentives will be tied to the official dates for the campaign.

We will offer incentives to fundraisers to celebrate your success and efforts to help us achieve our goals. Prizes will be awarded for the following:

- Fundraisers that reach a minimum of \$350 raised
- Largest single gift received on Giving Tuesday (November 29 only)
- Most gifts received on a volunteer fundraising page during the campaign (November 15-30 only)
- Fundraiser receives 5+ gifts with an average of at least \$50
- Most gifts received on Giving Tuesday (November 29 only)
- Most new donors (Donor has not given to Infirmary Foundation before November 15)
- Most Gifts over \$100

Prizes will be distributed during the month of December once all the gifts from the campaign have been processed.

If you have questions, contact Diana Brinson at the Infirmary Foundation at [diana.brinson@infirmaryhealth.org](mailto:diana.brinson@infirmaryhealth.org). We are grateful for your interest in volunteering and want you to have a great time.

Thank you,

Infirmary Foundation Team