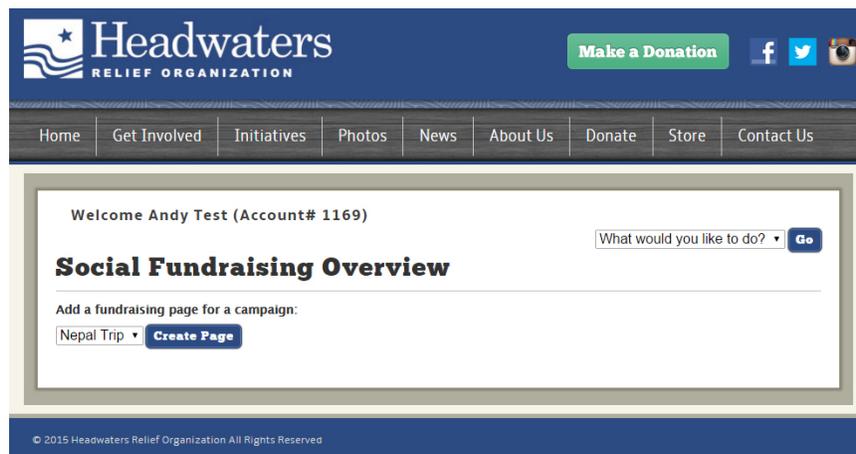


Making an account

Headwaters uses a customer relationship management system (CRM) that provides comprehensive tools to support your personal fundraiser. Most importantly, because Headwaters is a 501(c)(3) organization, contributions received on your behalf are tax deductible. To get started go to our fundraiser page if you're not there already and click "Start your own fundraiser" on the campaign you want to fundraise towards.

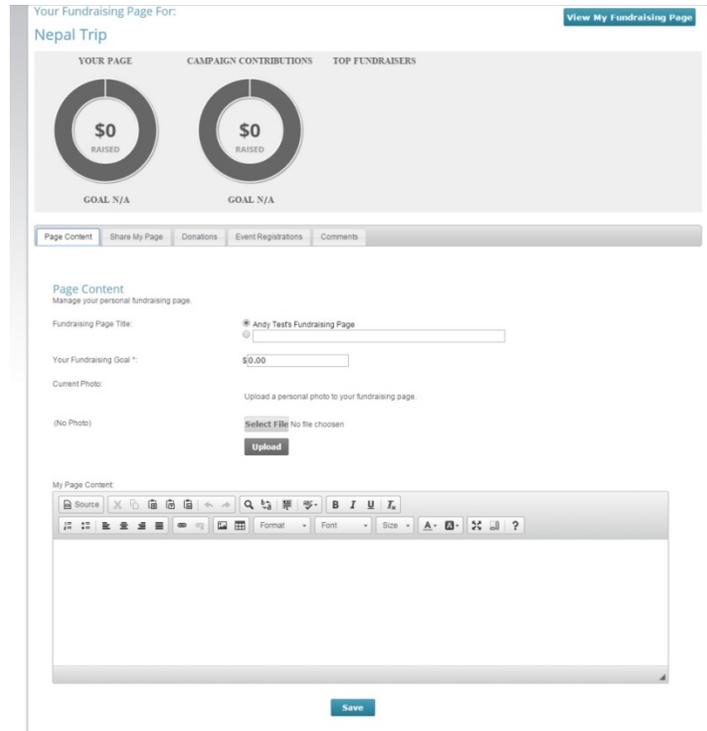
<http://www.headwatersrelief.org/fundraise/>

Create an account if you don't have one already. After you've logged in pick a campaign you wish to start a fundraiser for from the drop down.



Setting up a personal fundraising page

Once you have created an account, you need to set up your personal fundraising page. First, give your campaign a name then set your fundraising goal and upload a photo of yourself or your team. Then, under page content, write a personal message that will compel people to give – we suggest saying why this is important to you.



Sharing Your Page

Next, by copying and pasting the donation link, share your page with friends, family and co-workers in your network. Links on Facebook and other social media channels are great – but we also suggest that you send personal emails or text messages and, whenever possible, tell friends in person about your campaign – you could even host an event or party. Guests can then go online to your page to give.

Also, give people updates on the progress of your campaign.

Headwaters also has photos and other information to help you in your fundraising. Contact us at llombard@headwatersrelief.org

Gifts and Acknowledgments

You will receive an email when a gift to your campaign is received (Headwaters will also send an acknowledgement for tax purposes). Donations can also be viewed on your dashboard. Donors can also leave a personal message – which are great to share with others.

It also great to write or email donors with a personal thank you message. Equally important is to tell donors you will be following up with them to tell them how their contributions made an impact.

Questions or need help? Feel free to contact us at llombard@headwatersrelief.org