

Make  
Change  
Happen!

## Bridges' FirstGiving Web Page Guide

The FirstGiving website is a quick and effective tool recommended by Bridges to Community to help you reach your fundraising goals. This service will help you set up your own personal fundraising webpage for a Bridges to Community trip or project: just follow their easy instructions to set up your page, send the link to all your friends, then click on your page to watch you donations grow! To get started, follow these step by step directions:

1. Go to the Bridges site at FirstGiving:  
[www.firstgiving.com/bridgestocommunity](http://www.firstgiving.com/bridgestocommunity)
2. Click on the green "**Start Fundraising**" link.
3. This takes you to the "**Select your Event**" box. Click on the "**use your imagination**" option.
4. You are then directed to the box asking "**how long would you like your fundraising page to accept donations for?**" We suggest the **6 months** option. You could take the 12 month option, but if you plan to do another appeal the following year, then the two could become confused.



5. Next, you are asked to provide log-in information. If you are new to the site, enter in your details and continue. If you are a returning member, enter **e-mail address and password** and click **Continue**.
6. Fill in the profile information and choose a title for your new fundraising page (i.e. enter "joesample" to get [www.firstgiving.com/joesample](http://www.firstgiving.com/joesample)). Click the orange "**Create your page**".
7. Click the orange "**edit your page**" and your FirstGiving page will appear.
8. Add photo(s), description of your event, a goal, and whatever else you like to personalize your page.
9. Congratulations! You have now created your FirstGiving page.

## Make Your Page...Yours!

Personalize your page to make it a true reflection of you and what you're about. There are many ways to do this. For example, you can start by writing a personal message so your friends and family can better understand what you are fundraising for, and why they should choose to contribute towards your appeal. Including a photo too is a powerful way of attracting people's attention and encouraging them to support your cause (you can even use some of the photos from this guideline to get started—also check out Bridges to Community's website for even more ideas).



## Set Your Targets!

Selecting a fundraising target helps both you and your supporters have a goal to aim for, and can help motivate your friends and family. Remember, your trip fees pay for only a portion of the project you will be working on. Placing your target higher than your trip fees can help you raise money to cover your personal fees as well as support the project itself! You can also raise money to help support other projects that Bridges works on. For example, you may want to fundraise for your trip costs, for the house you will be helping to build, and for one or more of the many other projects that Bridges to Community is engaged in (reforestation, latrine and stove building, mural painting, educational programs, and more—just contact us for ideas!).

## Get Inspired!

To give you an idea of what your page could look like, visit any of our appeals by clicking on the names listed on our link:

[www.firstgiving.com/bridgestocommunity](http://www.firstgiving.com/bridgestocommunity) and go to "**Fundraisers**". You can then have a look at any of the pages there by clicking on the names listed.

We've also included some great examples on the right!

Send an email to [Christine Goffredo](mailto:Christine.Goffredo@bridgestocommunity.org) or check out the [Bridges website](http://www.bridgestocommunity.org) for a list of the current projects Bridges is working on.



[Dartmouth Lacrosse's](#) 2014  
Fundraising Page: \$24,390 Raised