

GIVE TO THE MAX DAY 2024

HOW TO LIST YOUR FUND *version .10.2.2024*

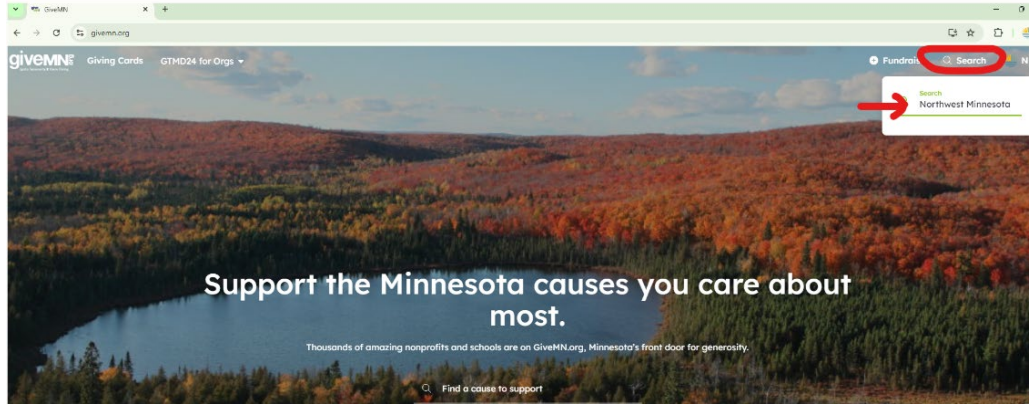


STEP 1

Go to www.giveMN.org

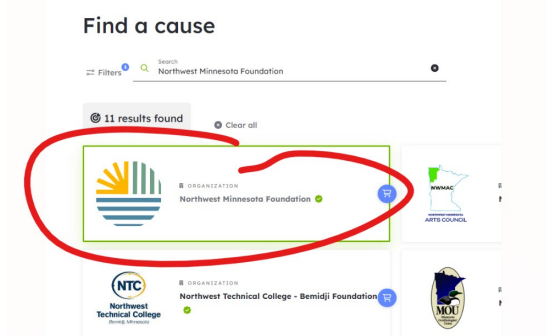
STEP 2

Click on the Search button and type in Northwest Minnesota Foundation.



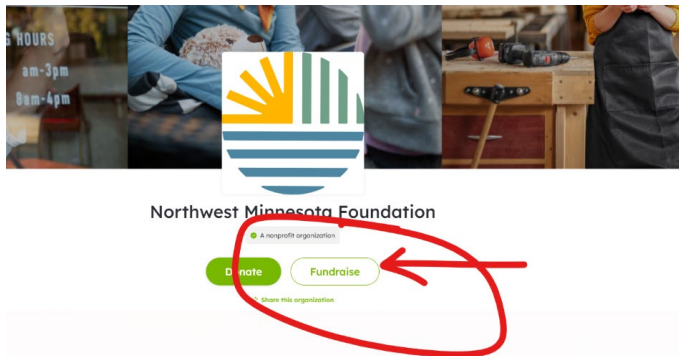
STEP 3

Click the entry for Northwest Minnesota Foundation.



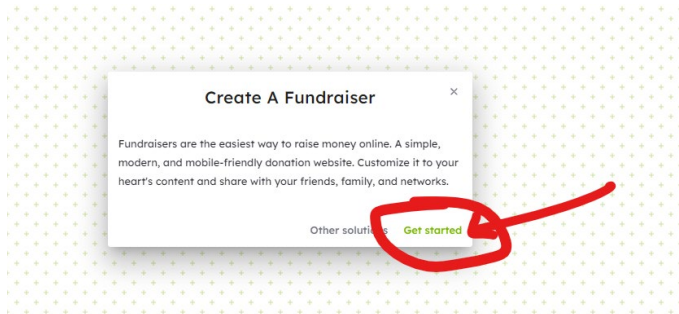
STEP 4

Click on Fundraise.

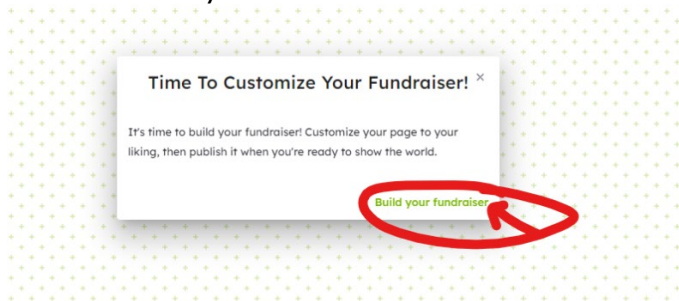


STEP 6

Click on Get Started.



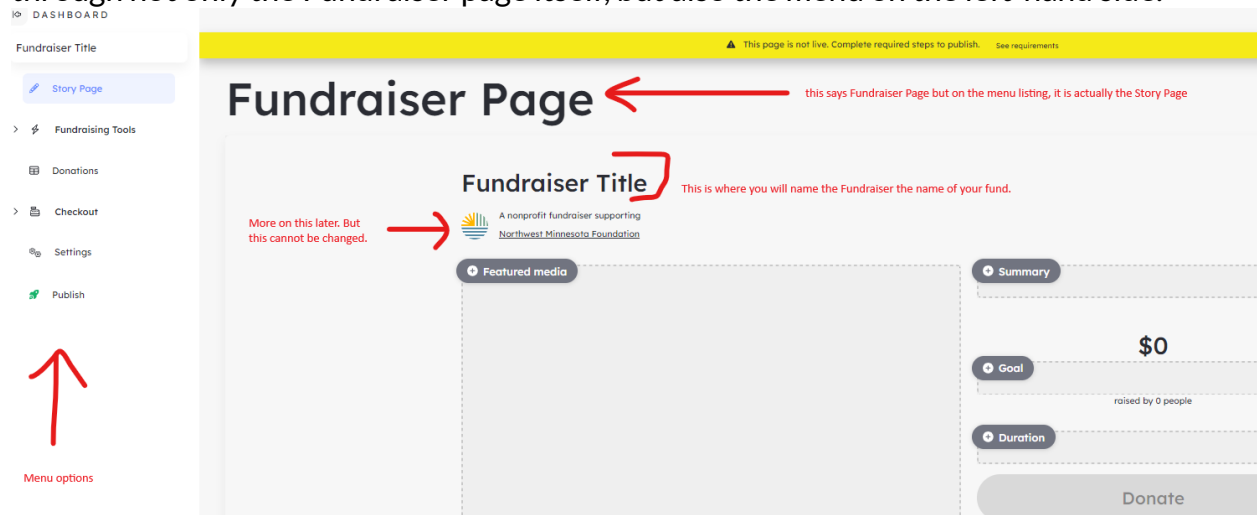
Click on Build your Fundraiser.



STEP 7

Now, you are getting to the actual page creation.

You are now on the Dashboard for the Campaign page. This means you can maneuver through not only the Fundraiser page itself, but also the menu on the left-hand side.

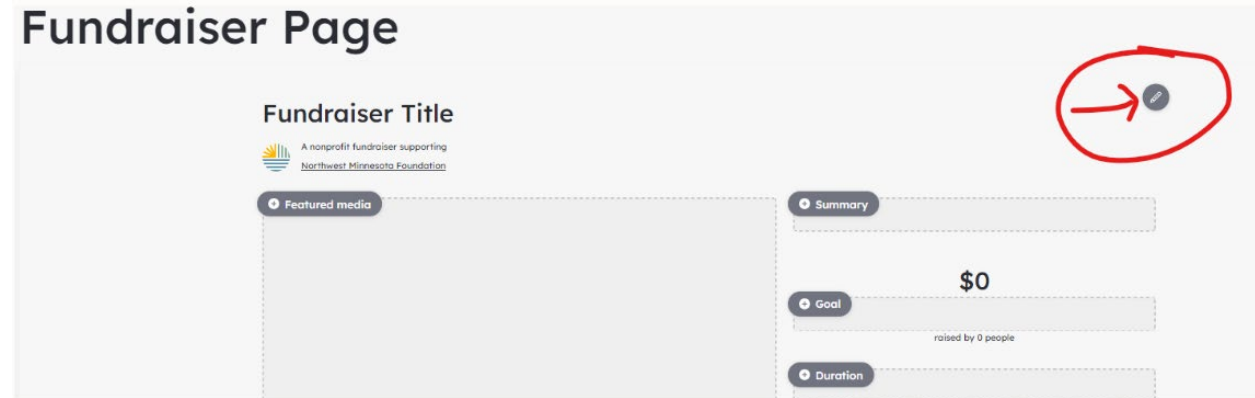


First, let us walk you through the fields that you need to create the Fundraiser page.

Fundraiser Page.

Change this to the name of your fund.

To edit this, click on the pencil/pen edit icon on the right-hand side of the screen.



The screenshot shows a form titled "Fundraiser Page". At the top, there is a field for "Fundraiser Title" with a pencil icon to its right, which is circled in red. Below the title is a logo for the Northwest Minnesota Foundation. The form is divided into several sections: "Featured media" (a large empty box), "Summary" (a text input field), "Goal" (a field showing "\$0" and "raised by 0 people"), and "Duration" (a text input field).

Type in the name of the fund.

Featured Media

This can be whatever image you think best, most likely either a logo or photo.

NOTE: Be sure that any photo you post you have permission and rights to share it! This is particularly important as it pertains to photos of reach people and minors.

Once you select the photo/image you want, depending on its size and dimensions, you may have to drag and play with the crop tool to select the area you want displayed.

Summary

Short and sweet! In 100 characters or fewer, describe the mission of your fund!

Potentially helpful tip:

To find your purpose statement, visit <https://nwmf.org/donors-giving/find-a-fund/>
And type the name of your fund in the search bar.

Then you can copy and past the purpose statement into a document, edit it and get it down to 100 characters.

For example, for the Thief River Falls Area Community Fund:

Type: Nothing selected	County: Nothing selected	Tribal Nation: Nothing selected	Communities: Nothing selected	Clear filters
Show 50 entries				Search: ef river falls area community fund
Fund Name	Giving Link	Purpose Statement		
Thief River Falls Area Community Fund	Give Now	Provides financial support for charitable, educational and public purpose activities, projects, or services that enhance or otherwise improve the quality of life enjoyed by residents and/or visitors of the Thief River Falls area. The fund will be a catalyst in stimulating projects that improve the quality of life in the community to help achieve Thief River Falls area's vision for its future.		

I went from the Purpose statement of this (334 characters):

Provides financial support for charitable, educational and public purpose activities, projects, or services that enhance or otherwise improve the quality of life enjoyed by residents and/or visitors of the Thief River Falls area. The fund will be a catalyst in stimulating projects that improve the quality of life in the community to help achieve Thief River Falls area's vision for its future.

To this (99 characters):

Supports activities/projects in the Thief River Falls area to benefit residents and visitors alike!

Goal

We suggest you don't worry about this, unless you have a specific goal for Give to the Max Day.

Duration

We suggest you leave this blank.

Use of funds chart

We suggest you leave this blank.

Story

This is the key section of the page. This is where you will tell your story.

We strongly suggest that you open with the following language:

The (fund name) is a fund in the family of funds at Northwest Minnesota Foundation. Donations raised through this fundraiser will directly benefit the (fund name).

Then, you should feel free to share whatever you think applicable, including perhaps your full Purpose statement.

In this Story section you can also:

- Add photos

- Link to videos
- Edit the font and font size

Story Updates (0)

Use of funds chart

Giving Activity

There aren't any donations yet.

The Thief River Falls Area Community Fund (TRFACF) is a fund in the family of funds at Northwest Minnesota Foundation. Donations raised through this fundraiser will directly benefit TRFACF.

The mission of the TRFACF is to provide financial support for charitable, educational and public purpose activities, projects, or services that enhance or otherwise improve the quality of life enjoyed by residents and/or visitors of the Thief River Falls area. The fund will be a catalyst in stimulating projects that improve the quality of life in the community to help achieve Thief River Falls area's vision for its future.

Once you are good with the Story, you will need to click Save!
 This one is incredibly easy to miss. Click save!

Story Updates (0)

Use of funds chart

The Thief River Falls Area Community Fund (TRFACF) is a fund in the family of funds at Northwest Minnesota Foundation. Donations raised through this fundraiser will directly benefit TRFACF.

The mission of the TRFACF is to provide financial support for charitable, educational and public purpose activities, projects, or services that enhance or otherwise improve the quality of life enjoyed by residents and/or visitors of the Thief River Falls area. The fund will be a catalyst in stimulating projects that improve the quality of life in the community to help achieve Thief River Falls area's vision for its future.

Now, with that done, you will move onto the other menu options to establish your page.

STEP 8: Other menu options

Fundraising tools

We suggest you not dive into this. Just move on.

Donations

Nothing to do here yet. This is where you will go to see donations as they come in.

Checkout

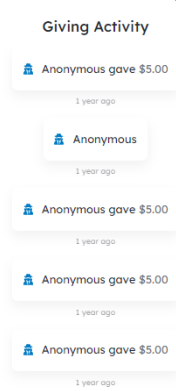
Here, you can customize the communications that your donors receive when they support your fund.

Start with **Donation Form**.

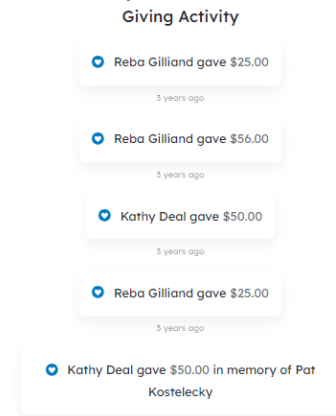
- Here, you can set your donation amounts
- You can also set whether the donation amounts that are made are public or hidden on your page.

- o For example:

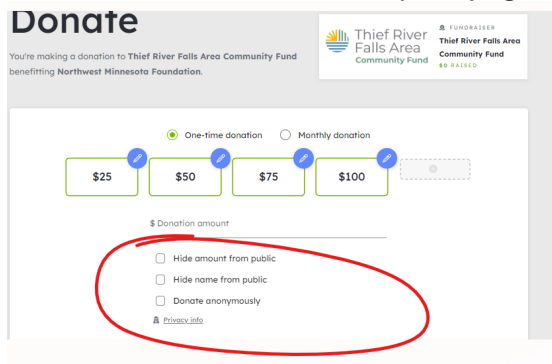
This is all anonymous:



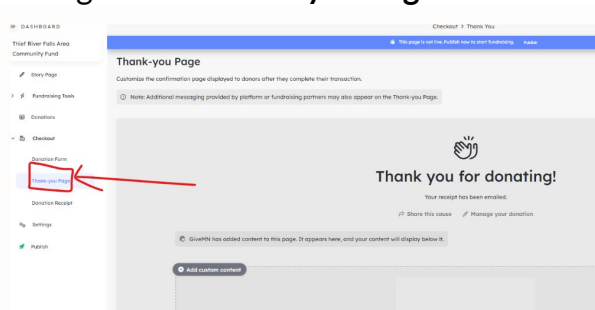
- o This one is public:



- Just click these boxes to set your page as you wish:



Then go to the **Thank-you Page**.



- After clicking on “Add custom content” you can edit the webpage to which your donors will go for a thank you after they make a donation.
- This is not necessary. You do not have to change anything on this page.

When you click on **Donation Receipt**, you are then able to customize the receipt that goes to your donors.

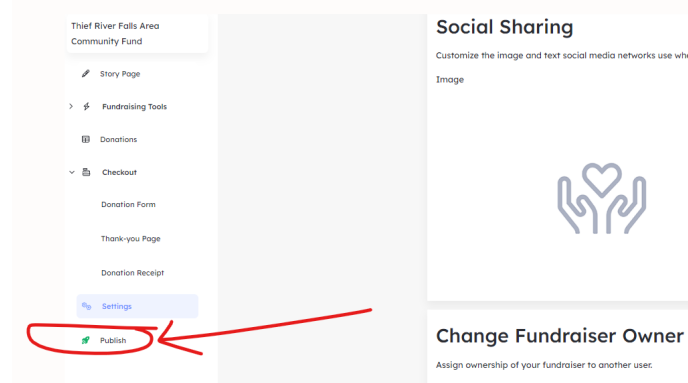
- This is not necessary. You do not have to change anything on this page.

The last page to visit is **Settings**.

- Here, there are a number of options that you can change, *if you want to*. None of this is necessary to change.
 - o URL customization: You can change the URL address to be more specific
 - o Team & Event Participation: Don't worry about this. Leave alone.
 - o Discoverability: You want this on (green button) or visitors won't be able to search for your fund.
 - o Visitor Redirect: Don't worry about this. Leave alone.
 - o Metrics Calculation: Don't worry about this. Leave alone.
 - o Social Sharing: You can change the image and the messaging.
 - o Change Fundraiser Owner: This changes who signs in to manage the fund page.
 - o Fundraiser Tracking ID: Don't worry about this. Leave alone.
 - o Delete Fundraiser: Don't worry about this. Leave alone. Even if you decide you want to delete your page, your Philanthropy Officer can do that on your behalf.

STEP 9

Once you are done with all of this, click Publish!



If you are missing any necessary fields, you will get a message that tells you so. If not, you will be asked to confirm your Publish action. Click Publish.

Once you have successfully Published, please be sure to send a message to your Philanthropy Officer with a link to the Campaign page so they can see it.

Then get ready to promote Give to the Max Day!