



How to create your crowd fundraising page for your drive

Thank you for wanting to make a difference by hosting a holiday drive for DMARC. Your efforts will spread some holiday cheer! It's a sad fact that one in seven in our community faces food insecurity and last year nearly *20% of all visits to the DMARC Food Pantry Network occurred in November and December.*

Hosting a drive is easy! And you'll have fun and build camaraderie within your organization as you also give back to your community. We're happy to help you create your own Crowdfunding Campaign for DMARC - and brand it to your organization! **The tool we use is Just Giving.**

Steps to Success:

1) Create your Justgiving profile

- Go to <https://www.justgiving.com>
- Click, Sign up and here you will be asked to put in name, email, and create password
- Once complete you will be taken to your profile page.
- Here we suggested going to "Account & preferences" to change your name to appear as company name
- Under personal information, Name click "edit"
- Here you can change first and last name to company name
- Now your profile is complete!

2) Create your own fundraising page and encourage others to support this drive!

- Go to <https://www.justgiving.com/campaign/FoodFundDrivesDMARC>
- Click, "start fundraising"
- Once there, it will ask, "what are you doing?" Choose Emergency Aid by clicking start.
- From there, it will take you to the next page. Under event type choose "an appeal for a charity"
- Event name: Type **your company name** and year
- Note – The event date is not required!
- Next click "Create your Page"
- This will take you to your fundraising page. Once there, you click "edit your page" to create your own personal fundraising goal, add photos and story!
- Also remember to "Personalize your thank you message"
- You're almost done! Next please share your giving page on social media – on Facebook and whatever other sites that make sense. DMARC will do the same!
- Make sure you make your own gift – whatever makes sense to you. This will help you challenge others to join you in supporting DMARC!

Questions or would like to get on a call and create the page together! Contact Nisha Kishor at nkishor@dmarcunited.org or 515-277-6969 X18