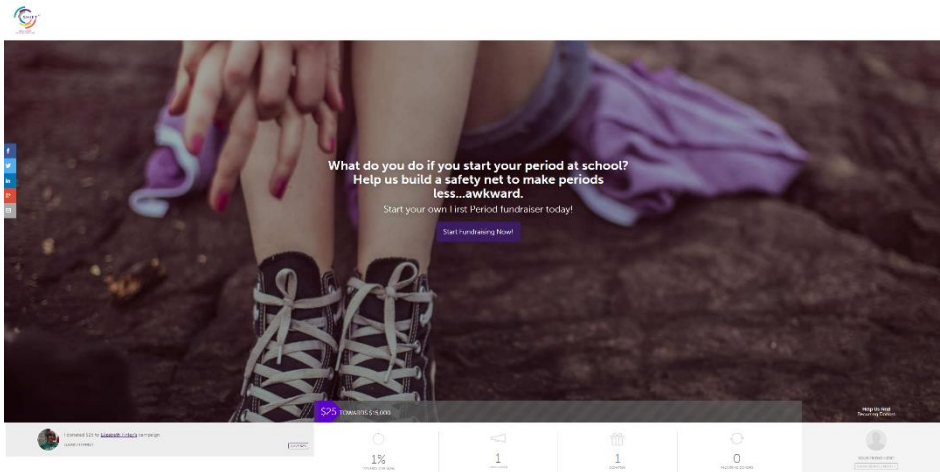




First Period Campaign – How It Works Toolkit for Fundraisers

Go to the “Start A Fundraiser” Page

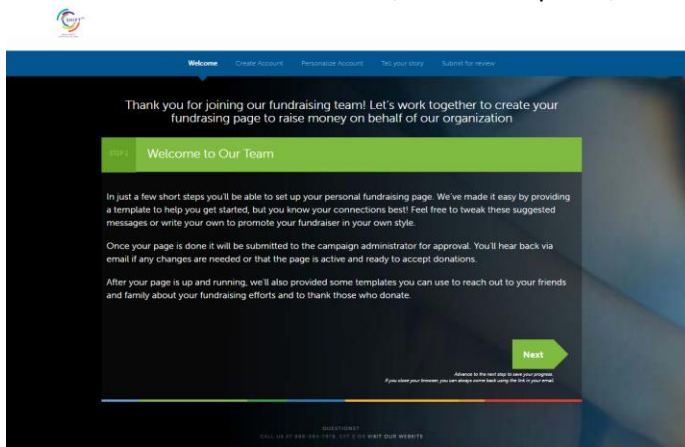
Go to the main First Period Campaign page (<https://shiftnc.networkforgood.com/projects/9570-first-period-project>) and click any of the **Start a Fundraiser** links.



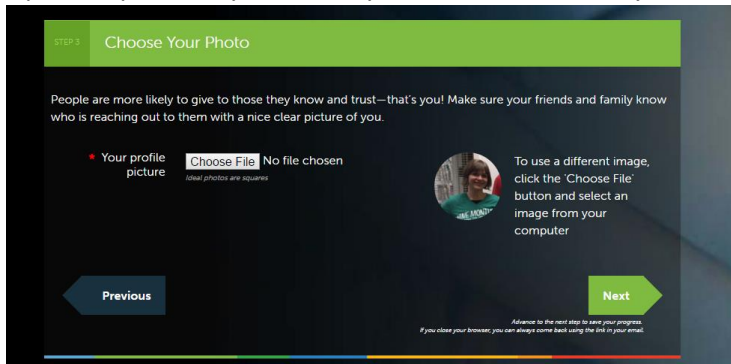
Use the Templates to Build Your Personal Fundraiser Page

Network for Good – the software hosting our fundraiser – will walk you through a step-by-step process to set up your own fundraising page. All template text will be provided for you, but Network for Good will ask you to:

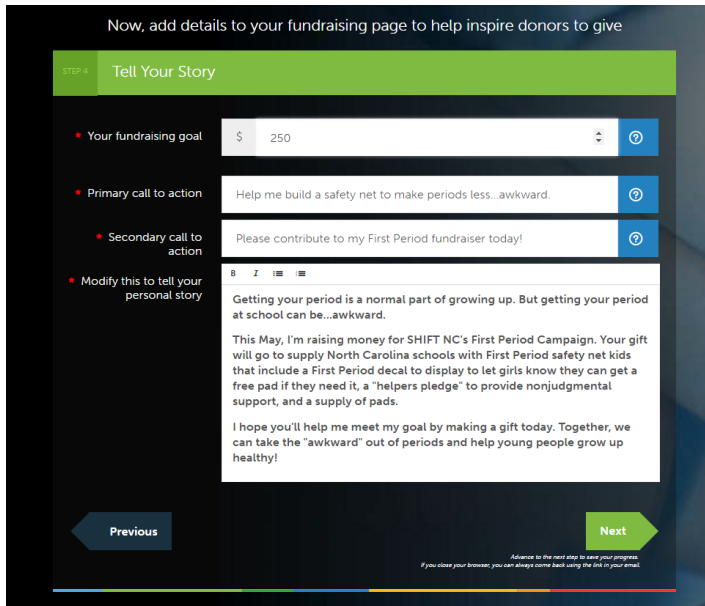
1. Create your own username and password. (If you have made a donation to SHIFT NC in the past few months, you may be asked to log in to your existing Network for Good account.) This will allow you to login to your account to see who has donated, access templates, and send updates to your donors.



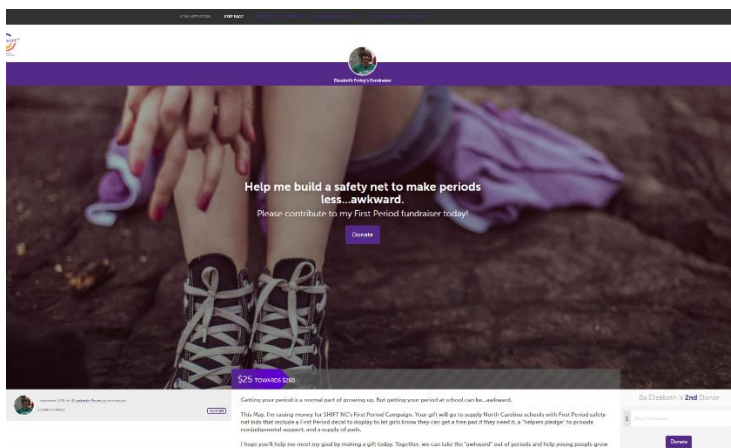
2. Upload a photo of yourself so your donors know it is *you* raising money.



3. Edit your own campaign page. You can set your personal fundraising goal to any amount you feel comfortable with. You simply use the provided page template OR you can edit your personal fundraising page with your own story. *This is a great place to share your own First Period story if you have one you want to share.*



Your individual fundraising page will look something like this:



After you set up your fundraising page, it will be submitted to an administrator for approval. You will receive an approval email with a link to your own personal fundraising page.

Promoting Your Fundraising Page

Promote your First Period campaign by sharing your personal fundraising page link with your own personal networks.

The purple Administration links at the top of your personal fundraising page include templates you can use to ask by email and/or social media. Samples are also provided in the First Period Campaign Promotions Samples Kit.



ADMINISTRATION: [EDIT PAGE](#) [SEND PROJECT UPDATES](#) [DONOR ASK TEMPLATES](#) [DONOR THANK YOU TEMPLATES](#)

Monitoring Your Progress

Your own personal fundraising page will display:

- A ticker with progress toward your fundraising goal
- A list of your donors
- The number of donors to your campaign

Need Help?

If you need help during the campaign, you can contact any of the following people:

Jean Workman, Director of Development, jworkman@shiftnc.org, 919-226-1880 x115

Pat Hilliard, Human Resources Manager, philliard@shiftnc.org, 919-226-1880 x103

Elizabeth Finley, Director of Strategic Communications, efinley@shiftnc.org, 919-266-1880 x107