



A Guide to Your *Grow Green @* Fundraising Page

On your personal *Grow Green @ Home* page you can add text and photos to make the page more personal and tell the story of your project to your friends and family. Your personal story of why you got involved will make the difference with your friends, family and coworkers. Share why you love nature and want to protect it.

In the Manage Page section, you can see all of your donations, directly email your friends and family to ask for their support, share on social media and even thank donors! Everything you need to make your *Grow Green @ Home* project a success is here.

In this guide you will learn how you can personalize and manage your page.

1. Personalize your Page.

MANAGE PAGE

Fundraising Goal
\$300

Special Thanks To

Be the first Donor

Take Root, Nurture Nature

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Tell your story here! What Grow Green @ Home project will you be doing? Why do you love nature? Why are you doing this project to protect and restore more nature? What is your favourite thing about spending time in nature? Why do you think it is important to take action to protect nature and wildlife?

Add Photo Here by Selecting this button

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Update Cancel

Tell your story! Get a bit personal. What inspired you to take a stand, tell you friends and family why you think it's important enough to donate your time and funds to restore nature. What is your personal connection with the cause? Right on your fundraiser page share- Why do you love nature, why are you doing this project to protect and restore more nature?

Add photos! Add a profile and header photo or choose sample images from the drop box here. You can also add photos to the body of your text by clicking on the blue pencil button to edit and then


click the picture button to add a photo . You can add photos of yourself, your project at the beginning, in the middle and of your completed project, or share a photo of your favourite place in nature.

2. Manage Your Page:

To access the Head Quarters of your fundraising page. This is where you can see all of your donations, directly email people to ask for their donation, share on social media and thank donors. Click on Manage Page to access your Head Quarters (HQ).

MANAGE PAGE




In your Head Quarters you will see a Dashboard Summary of your page. Your Goal, the amount raised so far and a list of recent donations. You can also share your page directly to Facebook & Twitter.



Chey's Pollinator Garden
Grow Green

\$300

Send or Share Messages

Amount Raised	Goal
\$0 View Donors	\$300 Change Goal

Recent Donations

Be the first Donor

In your Head Quarters you will also see a lot of options about how you can promote and share your fundraising page.

The image shows two side-by-side panels. The left panel is a dropdown menu titled 'FUNDRAISE' with a downward arrow. It contains five items: 'Personalize Page', 'Send Email', 'Thank Donors', 'Enter Donation', and 'Contacts', each with a right-pointing arrow. The right panel is titled 'Task' and contains five items, each with an 'X' icon: 'Add a profile image', 'Send an email to fundraise', 'Send a text to fundraise', 'Share your page with a tweet', and 'Share your page on Facebook'.

3. Add Contacts:

Your contacts are needed to send emails, track donations and send thank you emails.

When sending emails you will need to type or copy and paste email into the Recipients line. OR you can import a contact list from an Excel Document or add Contacts.

The image shows a 'Contacts' management interface. On the left is the 'FUNDRAISE' menu with 'Contacts' highlighted by a green arrow. The main area has a 'Contacts' header with 'ADD' and 'IMPORT' buttons. Below is a 'New Contact' form with input fields for 'First Name', 'Last Name', 'Email', 'Phone', and 'Notes'. A green 'SAVE' button is at the bottom right.

You can add a contact by entering in their contact information one by one.

Or you can IMPORT a list of contacts from Excel.

The benefit of adding in Contacts is so you can email all of the list with once click of a button and personalize the email with their name. Rather than emailing everyone one by one.

It takes a couple of minutes to create the excel list and import it. But you will save that time when you email the list all at once. ** Ensure that you save the excel document as a CVS file for the Contacts Name and Email to import correctly.

Import a list of contacts from Excel.

	A	B	C
1	First Name	Last Name	Email
2	Dad	Example	dad@example.com
3	Mom	Example	mom@example.com
4	Sister	Example	sister@example.com
5	Friend	Example	friend@example.com
6	Coworker	Example	coworker@example.com

Import Contacts

Import contacts from your email client.

Step 1: Export contacts as a CSV file from your email client, or create a file.

Step 2: Be sure to include a column label in the first row.

Step 3: Upload file, choose mapping and how you want to import.

UPLOAD CONTACT FILE

Import Contacts

Choose correct field in your contact file to import

Email

First Name

Last Name

Phone

Notes

Choose an existing contact list or enter a name to create new contact list to import

Contact List - Default List -

OR enter new contact list name

IMPORT

CANCEL

Once you have entered or imported your contact they will be available in your contacts like to send emails, track donations and send thank you emails.

Contacts

ADD


IMPORT

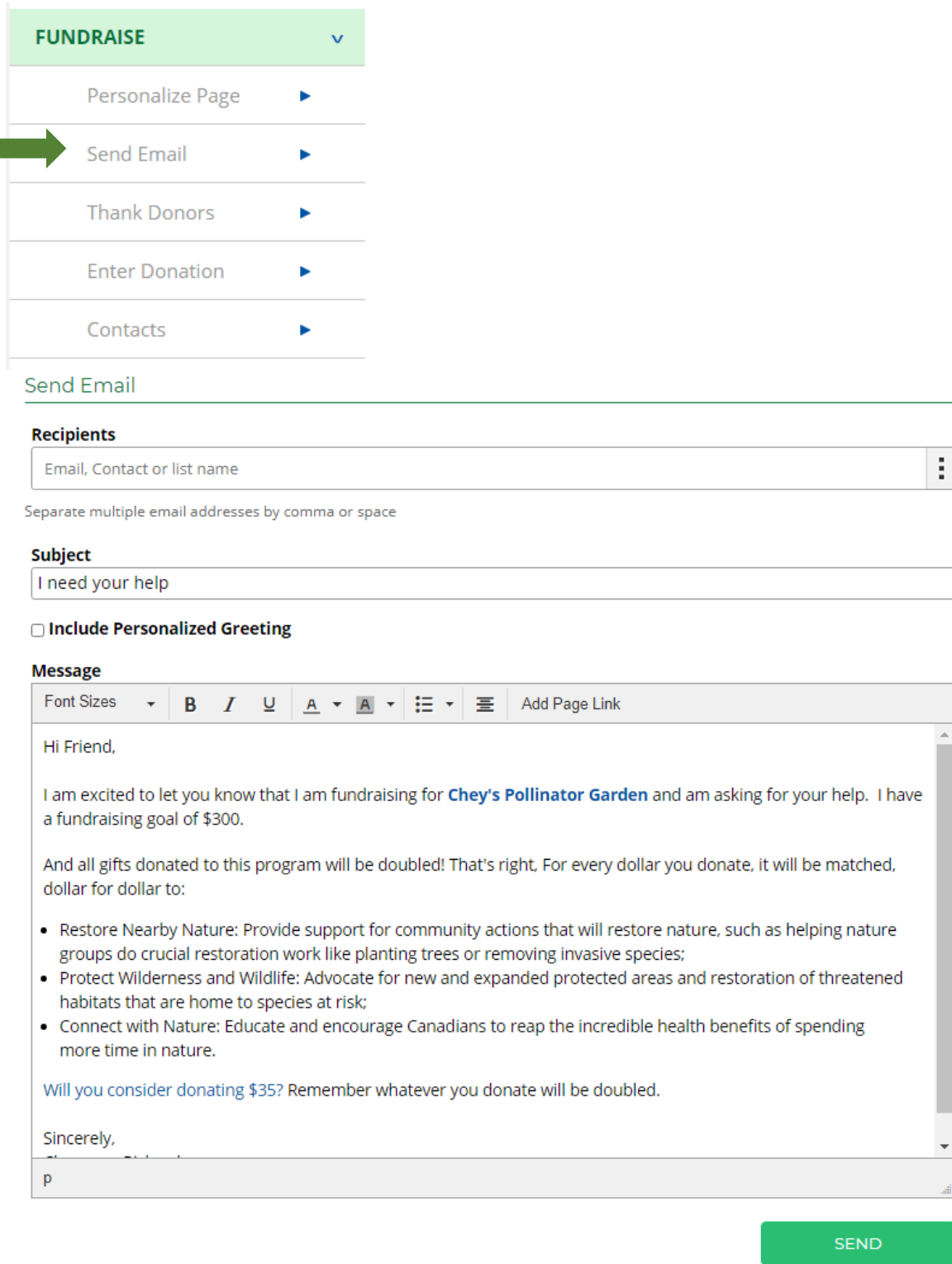


	Sent	Visit	Donations	
Friend Example friend@example.com	0	0	\$0	 Send Email
Cheyenne Richardson cheyannerichardson@naturecanada.ca	0	0	\$0	
Mom Example mom@example.com	0	0	\$0	
Dad Example dad@example.com	0	0	\$0	

4. Send Email:

You can send emails directly to your contact list or you can type email into the Recipients line.

By selecting the three dots  on the right-hand side you can choose which Contacts from your saved contacts list you'd like to send this email to




FUNDRAISE ▾

- Personalize Page ▶
- Send Email** ▶
- Thank Donors ▶
- Enter Donation ▶
- Contacts ▶

Send Email

Recipients



 

Separate multiple email addresses by comma or space

Subject

Include Personalized Greeting

Message

Font Sizes ▾ **B** *I* U A ▾ **A** ▾   Add Page Link

Hi Friend,

I am excited to let you know that I am fundraising for **Chey's Pollinator Garden** and am asking for your help. I have a fundraising goal of \$300.

And all gifts donated to this program will be doubled! That's right, For every dollar you donate, it will be matched, dollar for dollar to:

- Restore Nearby Nature: Provide support for community actions that will restore nature, such as helping nature groups do crucial restoration work like planting trees or removing invasive species;
- Protect Wilderness and Wildlife: Advocate for new and expanded protected areas and restoration of threatened habitats that are home to species at risk;
- Connect with Nature: Educate and encourage Canadians to reap the incredible health benefits of spending more time in nature.

Will you consider donating \$35? Remember whatever you donate will be doubled.

Sincerely,

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SEND

There is a prepared email that you can send directly to your friends and family. You can edit this email however you like. Remember to add a page link.

Additional Fundraising Tips

Set an easy goal and raise it later. Start with a goal of \$300 and once you approach it, raise the goal a bit higher! Beating the goal is something you can share on social media to encourage more donations.

Give a gift to yourself! Lead by example. The first donation should be your own. An opening tally above \$20 is a great start! Planting the first seed by gifting your own donation and leading by example has an escalating effect. Your friends and family are more likely to give if they see you personally donated as well.

Ask for set amounts. Encourage people to give specific amounts. If you ask for \$30 donations they're likely to achieve \$30 donations as opposed to \$5 or \$10 donations. The Gift Ask amount can vary based on the person, their affinity to you, how much they love nature, their ability to give. Ask thoughtfully, and don't sell yourself short.

Get creative and ask in many different ways. Use social media channels and email. Ask on email and share on social media as a reminder later. Email asks usually achieve more fundraising success than social media. This is all case by case, but don't forget to ask by email. You can send email, share on social media and send a tweet right from your fundraising page.

Tell your story! Get a bit personal. What inspired you to take a stand? Tell your friends and family why you think it's important enough to donate your time and funds to restore nature. What is your personal connection with the cause? Right on your fundraiser page share: why do you love nature, why are you doing this project to protect and restore more nature? This personal story of why you got involved will make the difference with your friends, family and coworkers. Making the story personal will connect with more potential donors.

Don't forget to have fun. Fundraising is not supposed to be a task. You are doing an amazing thing by committing to a project that will restore nature near you. With a positive attitude, you are likely to reach your goal!