

# NewfStock Personal Fundraising Pages

As part of the NewfStock festivities, we are creating personalized fundraising pages for parade/event participants to be able to drum up support and collect online donations for Newf Friends from their network of friends, family and coworkers.

## How Does it Work?

As a participant, you provide us with the information you'd like on your page and we create the page. Once it is created, we'll supply you with your own unique url that you can share with whomever you'd like. The page has built-in functionality so you can share it with Facebook, Twitter and a host of other media outlets. It makes it extremely easy for fundraisers to reach out to people and makes it easy for those people to donate.

See an example below or go to: <http://www.canadahelps.org/GivingPages/GivingPage.aspx?gpID=7598>

The screenshot shows a fundraising page for a black dog. At the top left is the CanadaHelps.org logo with the tagline "Giving made simple." Below it is the "GivingPages" header. The main heading reads "Support me at the Newf Stock Parade!". To the left of the dog's photo is a block of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean at metus metus, vitae varius tortor. Etiam sed consectetur orci. Praesent orci dui, consequat ac faucibus et, suscipit sed mauris. Vivamus dictum sagittis nibh vitae congue. Sed euismod diam vitae tellus semper sit amet commodo tortor euismod. Donec sed sem ut orci facilisis tincidunt sed at nunc. Etiam interdum egestas sem id feugiat. Nam id turpis a ligula imperdiet pellentesque et viverra". To the right is a photo of a black dog sitting in a field of fallen autumn leaves. Below the text is a red "DONATE NOW" button and a "Share / Save" button. A "Fundraising Progress" section features a progress bar that is currently empty, with "Fundraising target: \$1000.00" and "Amount raised so far: \$0.00". Below this are two tabs: "Selected Charities" and "Donations Received". Under "Selected Charities", it says "The following charities have been selected by Jane Smith:" and lists "(HART) HIGHLAND ANIMAL RELIEF TEAM INC." with a red "DONATE NOW" button. The HART logo includes a heart, a paw print, and the text "HART Highland Animal Relief Team 613-338-3333 www.hartanimalrelief.ca". At the bottom, it states "This page will be available for donations until October-15-10." and "If you notice anything offensive or inappropriate on this page, please report it to CanadaHelps."

## What Info Do We Need from You?

- Name
- Email address
- Page Heading
- Personal Message. This is a paragraph explaining what you're doing, why you're it, why it's important to you, why they should donate, etc. Basically whatever you would like to tell people about NewfStock/Newf Friends. (Maximum characters: 500)
- Your fundraising target. You can choose whether you want it displayed publicly or not. It can be any amount between \$10 and \$100,000
- Picture (optional)
- You can choose whether or not to display a list of donations received on your page. This list would include the donor's name, amount, charity, date and any comments they write for you.

## Get Started Now!

Please fill out and submit the online form to start collecting donations from your own personal fundraising page. [www.newfstock.ca/personal-fundraising-form.htm](http://www.newfstock.ca/personal-fundraising-form.htm)

## Wait, who is HART and why are they the recipient of the donations?

Newf Friends is a division of HART (Highland Animal Relief Team) and they generously allow us to operate under their Canada Helps account. Rest assured that all donations you collect will be received entirely by Newf Friends.

**Thank you so much for your support!!**