

**Create a fundraising campaign**

November 30th, 2021

Are you interested in supporting Launch on November 30th, 2021 and asking others to support it too?  Create a “peer-to-peer” fundraising campaign and invite your “peers” (friends, family, colleagues) to join you in donating to your organization of choice. 225Gives is an online giving initiative where donated dollars are matched with a proportional share of challenge fund dollars and qualifies Launch to win monetary prizes throughout the day.

🛈 *Creating a fundraiser campaign requires a Fundraiser account.  This account is independent of a Donor account. Continue reading or* [*jump to this section*](https://docs.google.com/document/d/1cclvWKN3zrkSZ6asEAMhFpdMFc_bePmi0VN7DjUhWPk/edit#heading=h.vik8fcafty05) *to learn more.*

First, locate the organization you want to support and create a fundraiser

1. **Search** for a nonprofit on the Giving Day website
2. Click your chosen nonprofit to **open the**

**organization’s Giving Day page**

1. Click the button to **Create a Fundraiser** and launch

your fundraising campaign

Next, personalize and save your fundraiser page

1. Complete the fields in the left pane

* **Fundraiser Title**: appears prominently on your fundraising page.
* **Goal**: Specify your fundraising goal.  This may be edited at any time.  If you reach your goal, we recommend increasing it and earning more for your cause.
* **Hero Image**: Images will be cropped to a 2:1 aspect ratio.
* **Fundraiser Story**: Write a few sentences that describe why your cause is important to you.

1. Save as Draft or Save and Publish your fundraiser page

* **Save as Draft**: saves your fundraiser page to your account to be edited or published later
* **Save and Publish**: your published fundraiser page is live and ready to accept donations!  Published pages can still be edited or unpublished, if needed. Last, sign into or create your fundraiser account

Almost done! Your fundraiser pages need to be saved to an account.

6. Access or create your account using the login option provided

* **New Fundraisers**: Choose the option to **Sign Up** in the lower right corner where you’ll be asked to create an account.
* **Returning Fundraisers**: *If you have previously created fundraiser pages using Neon Raise*, simply **log into your account** using the email address and password.
* **Donors**: For security purposes, *Donor accounts cannot be used for fundraising*.  You must create a new account with a unique email address.  Choose the option to **Sign Up** in the lower right corner where you’ll be asked to create an account.

A picture containing text

Description automatically generated

Your new fundraiser page is now linked to your account.  [Sign in at any time](https://app.neonraise.com/) to manage your fundraiser pages and see your list of donations.  And don’t forget to share your published pages with your social network!