

# NATIONAL IMMIGRANT JUSTICE CENTER

A HEARTLAND ALLIANCE PROGRAM



## FUNDRAISER TOOLKIT

Thanks for being an Immigrant Justice Champion and fundraising for the National Immigrant Justice Center (NIJC)! We appreciate you! This toolkit has all the information you need to have a successful campaign.

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### Getting started

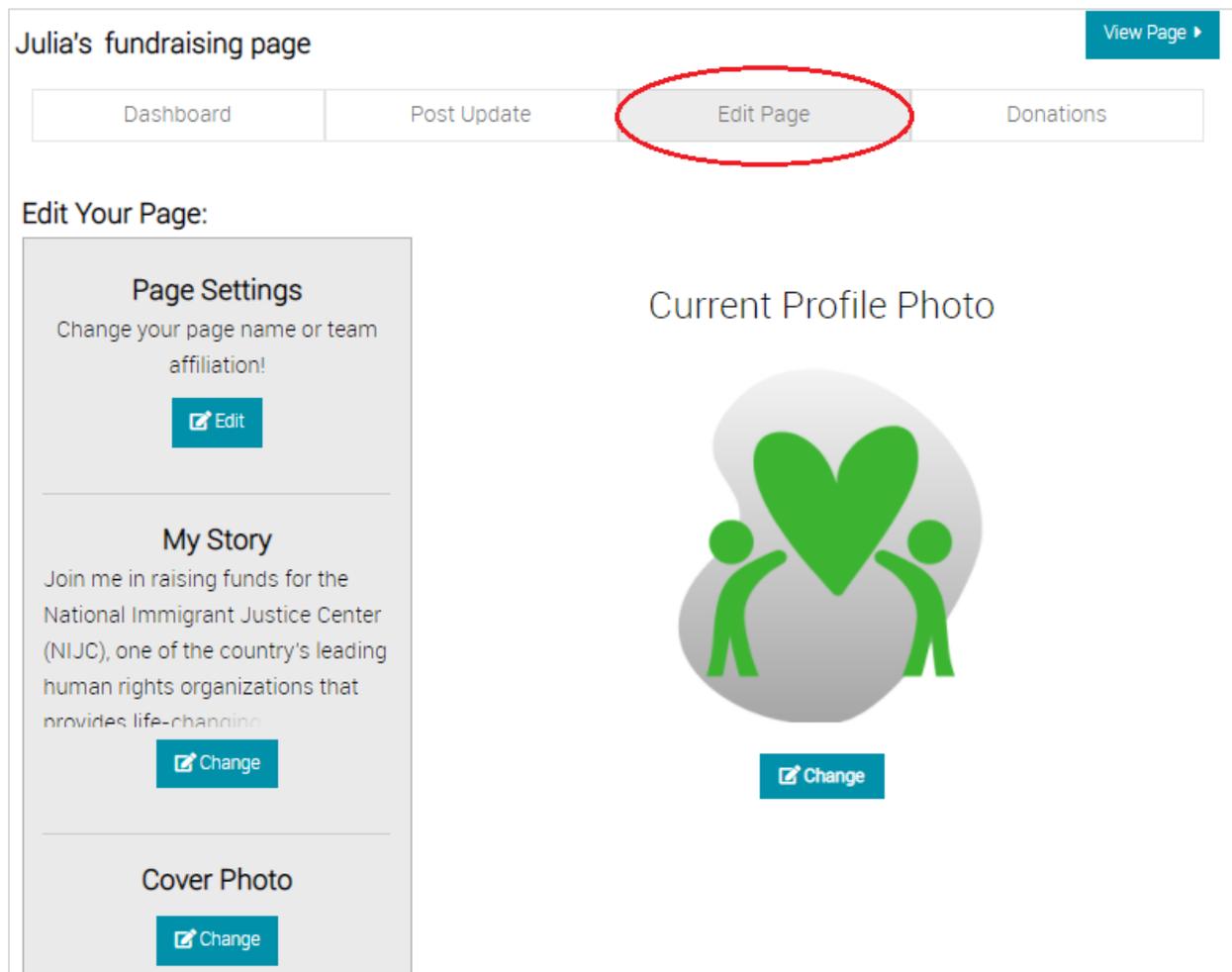
First, register as a fundraiser at [www.immigrantjustice.org/fundraise](http://www.immigrantjustice.org/fundraise) to start your personal fundraising campaign. After you register, we'll send you an email with the link to your personal fundraising page.

### Customize your fundraising page

Now, start personalizing your fundraising page. Your [fundraiser portal](#) will be your home base for customizing your fundraising page, managing your campaign, monitoring your progress towards your goal, and sharing your campaign with friends and family.

Log in to your fundraiser portal at: <https://events.salsalabs.org/login>, and enter the username and password you created during registration.

Click on the “Edit Page” tab. This is where you can customize the information that appears on your fundraising page.



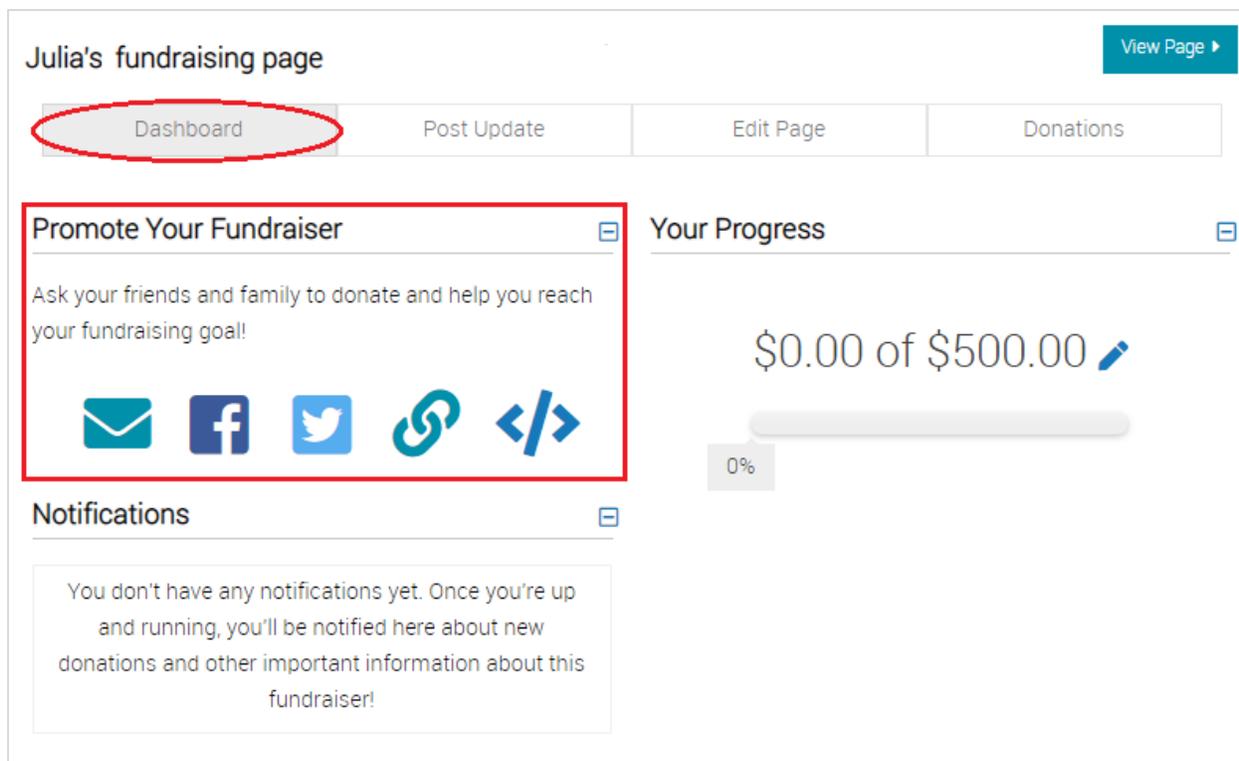
Click the “Change” button in the “My Story” section to personalize the text that people see on your fundraising page. Add a personal experience or story related to NIJC's work (just remember to respect folks' privacy if you're sharing any details about anyone else), and tell the world why this cause is important to you. Click the “submit” button to save your changes and go back to the “Edit Page” section.

You can edit your page name, team affiliation, and customize the URL of your fundraising page in “Page Settings.” You can also change the profile photo and the cover photo that appears on your fundraising page.

Click the “View Page” button at the top of any page in your fundraiser portal to view your public fundraising page.

## Promote your fundraiser

In the “Dashboard” section of your fundraiser portal, you’ll see several built-in options to promote your fundraiser.



You can promote your fundraiser in the following ways:

- Generate a new email. 
  - Clicking this icon opens a new email in the default email program on that device. It will automatically fill sample content you can use. You can edit the default content and update the TO: address(es) and Subject line.
  - For your reference, here’s the sample email text:  
“Hi Friends! I know you’re busy and that there’s lots of great causes out there to support. I’m raising money for the National Immigrant Justice Center and I invite you to support my campaign by donating to my fundraiser at *[paste your fundraising page URL here]*. Your donation will keep families together, protect a neighbor from deportation and detention, and ensure someone can start a new and safe life in the United States. I wouldn’t be asking you if I didn’t believe this to be a great cause. Thanks very much for your support!”
- Post to your already-existing Facebook account. 
  - This icon will direct you to authorize your Facebook account. Then, you’ll see a sample message that includes a link to your fundraising page, and you can edit the message if you’d like. Click the button to share the post on Facebook.
  - For a sample Facebook post, please reference the sample email text above.

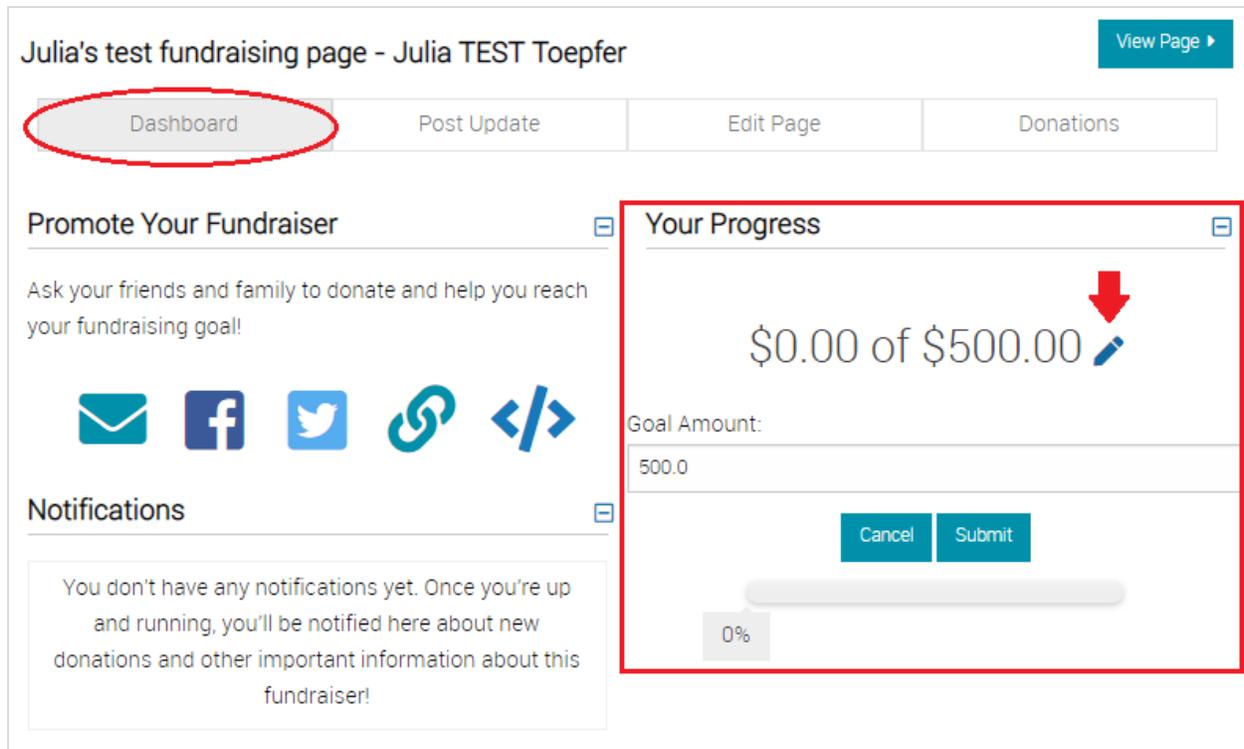
- Post to your already-existing Twitter account. 
  - This icon will direct you to authorize your Twitter account. Then, you'll see a sample message that includes a link to your fundraising page. Copy and paste the content into the blank text box or type your own content, and click the "post to Twitter" button. A link to your fundraiser page will be appended to the end of your tweet.
  - For your reference, here's the sample tweet:  
"Support me in raising money for @nijc & donate to my fundraiser! Your donation will keep families together, protect a neighbor from deportation and detention, & ensure someone can start a new & safe life in the U.S. [paste your fundraising page URL here]"
- Copy your fundraiser page URL to paste somewhere else to share. 
  - Clicking this icon copies the link to your fundraising page automatically to your computer's Clipboard. Then, you can paste it anywhere you'd like.
- Add a donate button to any web page. 
  - Create a custom donation button that you can add to any web page. Copy the code to your clipboard and paste into your website.
- Embed your fundraiser page within any web page. 
  - Embed your fundraising page on an external website, like a blog or other personal page, by copying the code and pasting it into your HTML code on that external site. The fundraising page renders where the code is pasted into your external site and visitors will be able to make donations without leaving the site. We strongly recommend embedding only on secure (https://) pages, to provide security and confidence to donors.

In the “Post Update” section, you can post updates to your fundraising page to tell friends, family, and visitors to your page how your fundraiser is going.

The screenshot shows the 'Post an Update' interface on a fundraising page. At the top, the page title is 'Julia's fundraising page' with a 'View Page' button. Below this is a navigation bar with four tabs: 'Dashboard', 'Post Update' (highlighted with a red oval), 'Edit Page', and 'Donations'. The main heading is 'Post an Update'. Below the heading is a text prompt: 'Post an update to your fundraising page wall and tell your friends and family how your fundraiser is going!'. A large red arrow points to a text input field. Below the input field is a note: 'A link to your fundraiser page will be included in your post.' Underneath the input field is a section for social sharing, with the text: 'You can also share this update to your social networks by selecting them below. Twitter updates will be posted automatically. If you select Facebook, you will see the share dialog on the next page.' There are two social media buttons: 'Facebook' and 'Twitter'. At the bottom of this section is a 'Post' button.

## Monitoring your fundraiser progress

In your “Dashboard” in your fundraiser portal, you can see a progress bar showing you how much you’ve raised towards your goal.



The screenshot shows a fundraiser dashboard for "Julia's test fundraising page - Julia TEST Toepfer". At the top right is a "View Page" button. Below the title is a navigation bar with four tabs: "Dashboard" (highlighted with a red oval), "Post Update", "Edit Page", and "Donations". The main content area is divided into two columns. The left column contains a "Promote Your Fundraiser" section with social media icons (email, Facebook, Twitter, LinkedIn, and a code icon) and a "Notifications" section with a message: "You don't have any notifications yet. Once you're up and running, you'll be notified here about new donations and other important information about this fundraiser!". The right column features a "Your Progress" section, outlined in red. It displays "\$0.00 of \$500.00" with a red arrow pointing down and a pencil icon. Below this is a "Goal Amount:" field containing "500.0" and "Cancel" and "Submit" buttons. At the bottom of the progress section is a progress bar showing "0%".

To change your goal, you can click the pen icon, enter in the new goal amount, and click the “submit” button.

In the “Donations” tab, you can see a list of people who have donated to your page and the amount of their donations. Each donor receives an automatic thank you email and receipt from NIJC, but you can also send them a personal thank you if you’d like.

## Offline donations & other donation options

When someone donates to your fundraising campaign, their contribution will appear publicly on your fundraising page.

If someone would like to make a donation to your fundraiser offline, please have them make a check out to "National Immigrant Justice Center" and include your name in the memo line to make sure you get credit for the donation! They can mail their check to:

National Immigrant Justice Center  
Attn: Mayon Yen  
224 S. Michigan Ave., Suite 600  
Chicago, IL 60604

Once we receive the check in the mail, we can add it to the amount you've raised so it counts towards your goal and shows up on your fundraising page.

If someone would like to make their donation anonymously, they can select an option on your online fundraising form to “display my donation anonymously.” The donation will be listed on your fundraising page as from an anonymous donor. Their name will not be displayed publicly.

### 1. Choose a donation amount

\$30    \$100    \$250    \$500    \$    Other

Display my donation anonymously 

Do not display my donation amount 

People also have the option to hide their donation amount. When someone checks this box on your online fundraising form, their name will display on your fundraising page, but the amount they donated will not be listed.

People also can specify the name they'd like displayed, if it is different than the donor's first and last name. If someone fills out the “Public Display Name” field, this name will be listed on your fundraising page for the donation. If someone leaves this field blank, their first and last name will be listed on your fundraising page with their donation.

### 3. Your information

First Name\*   Last Name\*

Julia   Justice

**Public Display Name (if different than your name)**

The Julia Justice Foundation

### Have any questions?

If you have any questions while you're fundraising, please reach out to us and we're happy to help! Email Julia Toepfer at [jtoepfer@heartlandalliance.org](mailto:jtoepfer@heartlandalliance.org).

**Congrats, you're now an Immigrant Justice Champion!** Happy fundraising!