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 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. 
  o 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. 
  o 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. 
  o 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. 
  o 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. 
  o 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.

Post an Update

Post an update to your fundraising page wall and tell your friends and family how your fundraiser is going!

A link to your fundraiser page will be included in your post.

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.

Facebook
Twitter
Post
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.

![Dashboard](image)

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* Julia

Last Name* 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.

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