WANT TO HIT THE MARK WITH YOUR CAMPAIGN ?

SHARE IT
Post the link to your online gifting page on social media, and include the link to your email signature

PUBLICIZE IT
Publicize your gifting page link in your workplace/community newsletters or notice boards

TARGET
Target your most generous supporters first as people tend to donate amounts based on what others have already given.

UPDATE IT
Update your online fundraising page with progress and resend to your contacts.

EMAIL
Email all your friends, family and colleagues with the link to your page

REMIND
At the close of your campaign, update your page with photos and your result, and remind people they can still donate.
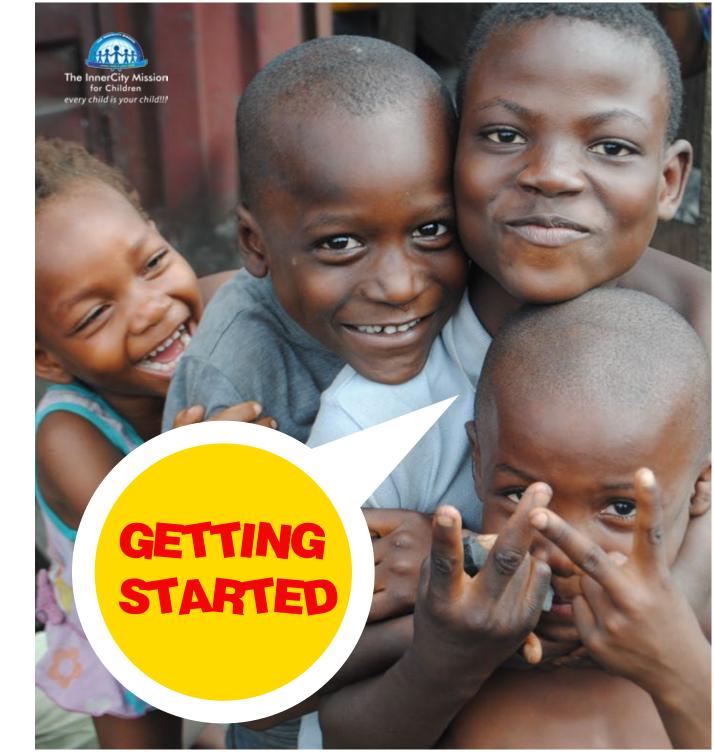
PERSONALIZE
Personalize a thank you email and ask your supporters to spread the word about your fundraiser to their friends and family

**WHEN YOU CROSS 50% OF YOUR TARGET
WE WOULD RECOGNIZE AND FEATURE YOUR CAMPAIGN
ON OUR SUPERUSER ACCOUNT ON KINGSCHAT**

The InnerCity Mission
for Children
every child is your child!!!

GETTING STARTED

The InnerCity Mission for Children is a full-fledged faith-based Non-Governmental Organisation [NGO] in Consultative Status with the United Nations [UN]; it reaches out to indigent children living in forgotten places – the inner cities.

every child is your child

We are dedicated to breaking the Cycle of Poverty by delivering a sustainable solution to the problem of urban and rural child poverty. We work to give the life of every indigent child a meaning; we want them to forget that they were ever poor and give them a hope and a future.

SETTING UP YOUR GIFTING CAMPAIGN PAGE

1 LOGON
Go to www.theinnercitymission.ngo/gifting to set up your own campaign

2 CREATE CAMPAIGN
click on "Create Campaign" located at the top right of the page, on the dropdown menu, select Raise Funds. You will need to create an account first, click on register

3 SET UP YOUR PAGE
Select whch program you would like your campaign to fund, enter a title for your campaign and insert your target amount in dollars. Click on Next Step

4 EDIT THE DETAILS
Upload an image to identify your gifting campaign. It may be your own picture or the picture of what your campaign represents.

Write a very short description (150 characters) of what your campaign intends to achieve.

Set the duration; the date you intend to end the campaign. We usually recommend 3 months, however you're at liberty to set the date as you desire. Click Save.

5 EDIT CAMPAIGN STORY
On the **Video Story** Tab, If you have a pre recorded video about your gifting campaign, you'd need to upload it to Youtube or Vimeo. copy the embed code from there and paste in the Video Story Tab

On the **Image Banner** tab, upload an image you'd like to show for the campaign.

In the **text box**, write your campaign story and what you intend to achieve in full.

Click Save

6 BOOST FUNDRAISER
Click on Boost your Fundraiser: You can copy the embed code and paste on your social media timeline (optional)

7 LAUNCH FUNDRAISER
Launch your fundraiser to make it public.

8 GO LIVE!
Your gifting campaign is now live on the website