

MB3 Give For Good Louisville Individual Fundraiser Setup Guide

Go to MB3's fundraising page: <https://www.giveforgoodlouisville.org/organizations/mission-behind-bars-and-beyond>

Click on the orange Fundraise button below the banner.



Fill in the blanks to create your account. That will take you to your new, personal MB3 fundraising page. Basically, the page looks much like the MB3 fundraising page, but with your personal info at the top.



Your page is pre-filled with an explanation of why someone should donate, and it pre-sets your fundraising goal to \$750. To add more personalization to your page and change your settings, you can use the [blue Manage Fundraiser button](#) at the top on your fundraiser page.



Cyndie's fundraising toolkit for Give For Good Louisville

Complete the steps below to be sure that your fundraiser is successful.

Click on Tell Your Story, to personalize the text, set your fundraising goal and add a related picture or video. (You can have a picture or video, but not both.)

YOUR STORY is very important! Explain why you support MB3, why you believe they are a good cause, what they mean to you, how they have helped people. Think about what someone could say to you that would get you to want to donate money to MB3.

Videos: Making your own video to tell your story is a great idea. However, if you would like to use a video but don't have one of your own, at the bottom of this guide are some MB3 videos that you can choose from.

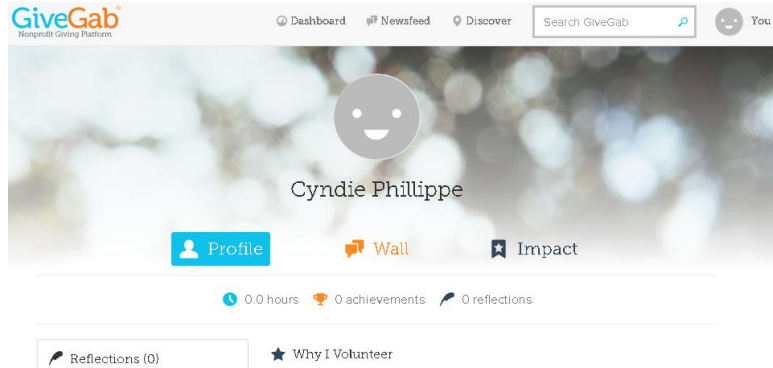
The Reach Out section helps you to send out emails to let people know about your fundraising campaign. They provide a sample email, but feel free to personalize it in your own words.

The Share Socially section makes it easy for you to tweet and create a Facebook post with the link to your donation page.

Use the Give Thanks section to send thank you's to your donors. This is VERY IMPORTANT! So don't forget to do this.

To have a Profile Picture above your name on your page instead of the smiley icon, you need to go to your profile on GiveGab. You can either click on the gray happy face at the top right of the page, or the "You" down arrow where you have more options and can log out.

This will take you to your profile page where you can click on the big happy face above your name to add a profile picture.



Now, **SHARE, SHARE, SHARE!** Promote your page and tell everyone to go there on September 17th to make a donation.

OPTIONAL VIDEOS FOR YOUR USE:

If you would like to use a video and don't have a good one of your own, you may use one of the following MB3 videos:

MB3 Mark Johnson - There Has To Be A Better Way (5:43):

<https://www.youtube.com/watch?v=fZJEA2nLrdc>

Mission Behind Bars and Beyond Testimonials – Cheri & Will (2:39):

<https://youtu.be/0oLwWaV8o84>

Mission Behind Bars and Beyond Testimonials – Karen & Kim (1:45):

<https://youtu.be/1ND3Xkagggg>

Rev. Dean W. Bucalos – MB3 Overview – Mission & Vision (1:12):

<https://youtu.be/qaJgxK6gqto>