

# Creating Highly Effective Fundraising Pages

# Agenda

Login and Build Fundraising Page

Editing Your Page

Donations

Next Steps

Let's build your first  
fundraising page!

# How to get to **My Campaigns**

Log in to your software

Go to **My Tools** and select **Fundraising Pages**

Complete the two initial setup steps

# Completing the one-time setup steps

1. Verify your organization's website
2. Choose a primary color or input your organization's hex code
3. Upload your logo

These can be edited later in the Fundraising Pages area by going to the Settings bar at the top and selecting Site Settings!

1 Organization Details Theme & Logo

Welcome! We have a couple of one-time setup steps for you...

Confirm your website address so that we can easily link to your website.

Organization Website

Be sure to add http:// in front of your website address.

### Establish Your Site Theme & Logo

The color you select will be used on your campaign pages. You should choose a color that complements your logo and campaign materials. You can change this color later. Research shows that having a consistent design improves your conversion rate and makes donors more likely to donate larger amounts. Sweet!

Example: Primary Color Usage

Sample Call to Action

Primary Sample Button


Sample Headline

Sample inspiring story that includes a [great link](#).

Secondary Sample Button

That color looks great!

Select a primary color to apply to your communication tools



Or Pick a Custom Color

Upload your Organization's Logo

Your logo will be displayed at the top of all pages you or your fundraisers create. You will be able to change the logo, or add one if you chose not to now, before your site goes live.

# How to get to **My Campaigns**

Log in to your software

Go to **My Tools** and select **Fundraising Pages**

Complete the two initial setup steps

**Once you get to My Campaigns, please let me know in chat by saying Done or dropping an emoji!**

# Donations

# How Funds are Disbursed

- All credit card donations are processed through Network for Good's Fundraising Pages
- Donations immediately populate in your Donor Management system on the Giving tab
- Transaction fees can be covered by the donor during the checkout process
- If you have questions about your payment processor, please contact our Customer Support team at [success@networkforgood.com](mailto:success@networkforgood.com)

## Bonterra Payments (Powered by Stripe)

Disbursed in five business days

Need to complete sign up before you can receive donations

Apple Pay and Google Pay as checkout options

## PayPal

Funds available in your PayPal account

Must complete signup to use

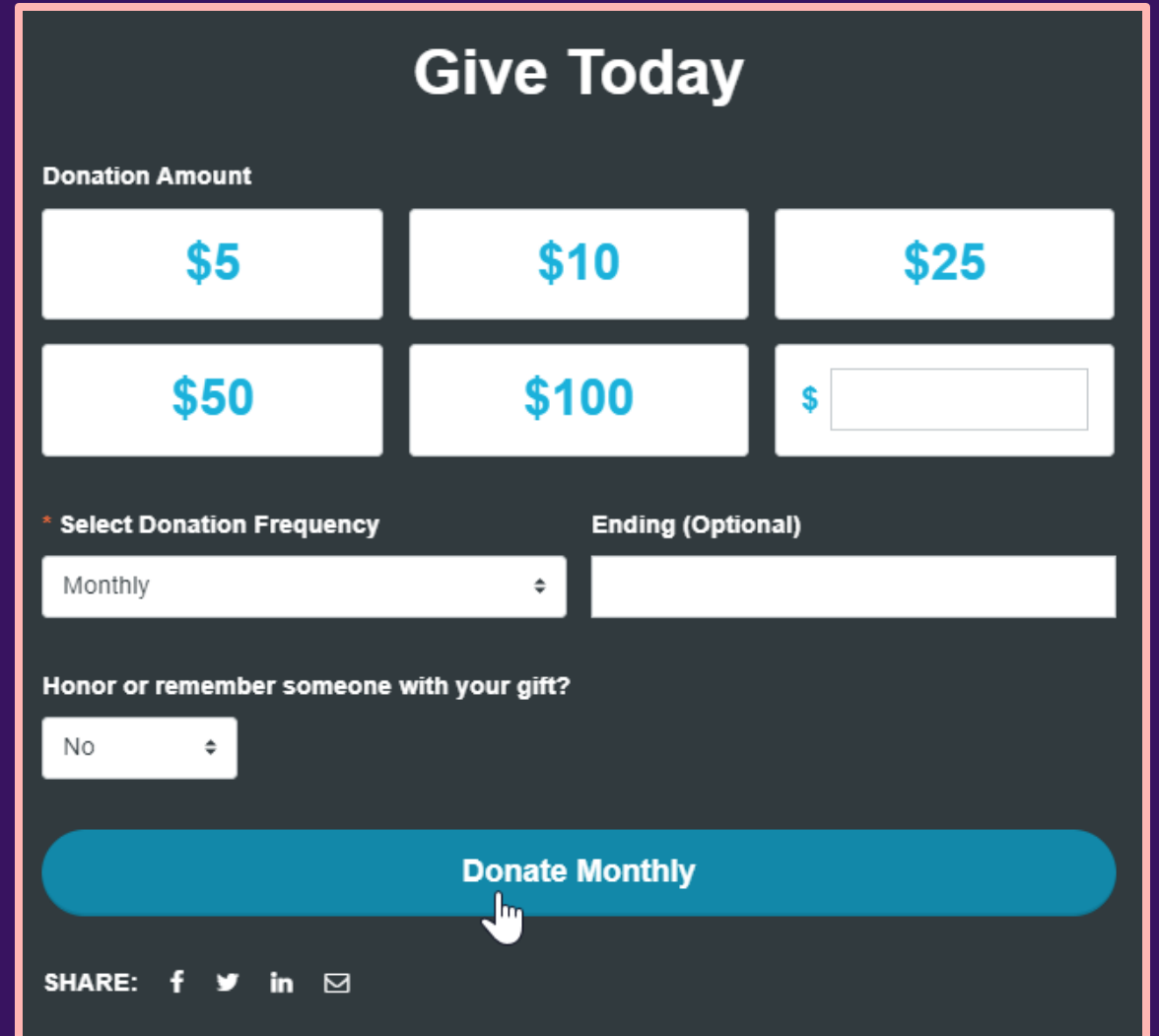
Includes **Venmo** as payment processor



# Make a \$10 test donation

By giving a donation on your fundraising page, you will learn:

- The checkout experience for your donors
- How your donors can cover the transaction fee
- How donors can create an account to access their donation history and tax statements later



The screenshot shows a 'Give Today' donation form with the following elements:

- Donation Amount:** A grid of six buttons: \$5, \$10, \$25, \$50, \$100, and a custom amount field with a '\$' symbol and an empty input box.
- Select Donation Frequency:** A dropdown menu currently set to 'Monthly'.
- Ending (Optional):** An empty text input field.
- Honor or remember someone with your gift?:** A dropdown menu currently set to 'No'.
- Donate Monthly:** A large teal button with a white hand cursor icon pointing to it.
- SHARE:** Social media icons for Facebook, Twitter, LinkedIn, and Email.

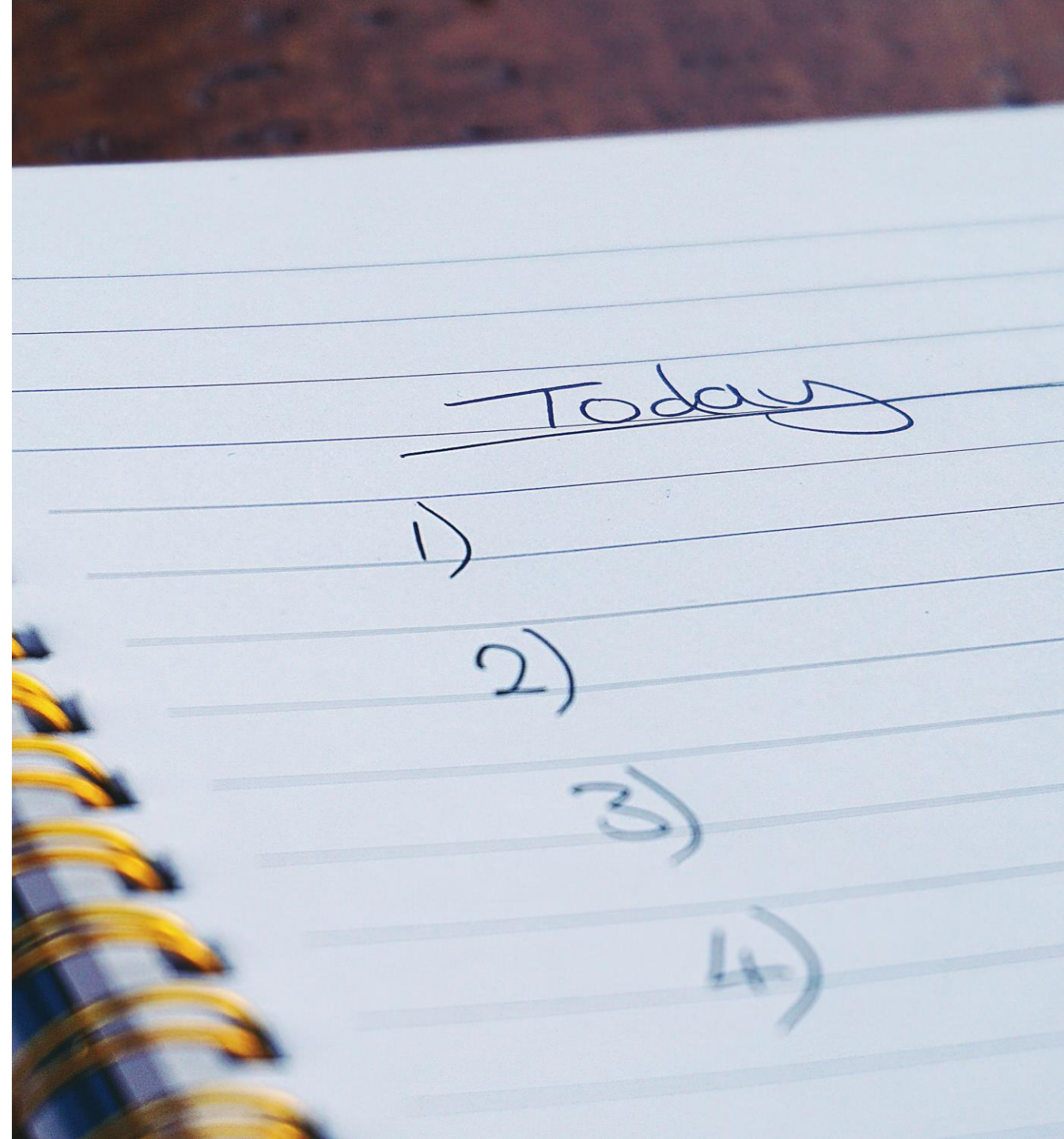
# Next Steps

# Put it all together

## Finish your everyday giving page

- Set your background image
- Invest effort into your Story area
- Complete your Bonterra Payments setup
- Make a \$10 test donation

**Update your website and share on social media!**



# Additional Resources

# Additional Learning Opportunities

Other webinars available in Bonterra Academy (live and recorded)

## 1. Foundational Webinars

Tailored to help you accomplish major tasks in Network for Good.

## 2. Advanced Webinars

Unlock the more advanced functionalities for skilled users.

## 3. Coaching Webinars

Provide best-practice advice to maximize fundraising and engagement efforts for nonprofits.

## 4. New Product Release Webinars

Deep dive into newly released features!

## 5. Ask the Experts Q&A Webinars

Connect directly with Bonterra experts and get answers to your questions!



Build confidence and knowledge in our software.

<https://bonterratech.com/training#network-for-good>

# Contacting the Customer Support Team | 8am – 7pm ET

## Chat



- In-app messenger support for quick, technical questions
- Blue dot in bottom right corner of system
- Expect a reply in 2-3 hours



## Email



- [success@networkforgood.com](mailto:success@networkforgood.com)
- Dedicated team to resolve product problems and questions
- Expect a reply in 2-3 business days

## But first!



You can access **View Guides and Help Articles** in the Help tab in your software to find a comprehensive library of articles, guides, walkthroughs, and videos.

# Q & A

- Ask questions about functionality covered in this training
- Ask real-life application questions
- Or sign off and we will see you in the next training!





Thank you for attending!

We hope to see you  
in future trainings.