



Hi there,

Thank you so much for fundraising to provide life-changing surgeries for women suffering from obstetric fistula. It's great to have you in our Circle of Friends!

We have a tool that makes it simple for fundraisers (like you!) to manage and track their fundraising activities online. It's easy and safe to use! I've put together this step-by-step guide on setting up a personalized fundraising page and I hope you'll find it helpful.

How to set up a personal fundraising page online:

1. On Fistula Foundation's "Fundraise for Us" page, select the button marked "Start your own fundraising webpage." Next, select the button marked "Become a fundraiser."
2. **Your Fundraising Goal** is the amount you'd like to raise. Make this your own! We've selected a default of \$586, which is the average cost of a fistula repair surgery for one woman. But feel free to customize your goal and change this number to reflect whatever amount you want to raise.
3. **Your Fundraising End Date** is required, but it doesn't have to be the same day as the event you're celebrating. I recommend you set this date for several weeks following your event. If you'd like to give friends and family a long time frame to send in their gifts, set the end date for a year after your wedding day/birthday/etc.
4. **Your Page's Headline** is the name of your fundraiser. Be creative! The text will appear at the top of your fundraising page. It's a good idea to use your name, and if applicable, the type of event. e.g.) "Meghan and Harry Tie The Knot" or "Kate's 35th Birthday"
5. **Your URL** is the web address that you'll share with friends and family who wish to donate. You'll be prompted to enter a phrase which will appear at the end of the URL. Keep it simple, as similar to your headline as possible! It's a good idea to keep it short and easy to remember. e.g.)
<https://fundraise.fistulafoundation.org/Meghan-and-Harry-Tie-the-Knot>

Next, you'll be asked to choose a photo. We've selected a default to make it easy on you, but I encourage you to choose your own photo. Personalized pages are usually more successful!

One of the biggest challenges to eradicating obstetric fistula is a general lack of awareness. That's why spreading the word with your friends and family is a deeply meaningful contribution. Thank you for being a part of the solution!

P.S. if you decide later on that you'd like to make some changes to your page, it's no problem at all. Send us an email (info@fistulafoundation.org) or hop on the phone (408-249-9596) and we'll get the page updated in no time.