



Want to double or even triple your fundraising efforts?

Then create your own personal fundraising page at
www.firstgiving.com/aidswalkkc.

It's simple, free and effective!

In 2009, Walkers who utilized online fundraising capabilities found astonishing results.

- 🚶 Walkers who only used a pledge form raised an average of **\$146**.
- 🚶 Walkers who only used the online resources at Firstgiving raised an average of **\$189**.
- 🚶 **BUT, Walkers who combined the power of the pledge form and online giving raised an astounding average of \$669!**

What's more:

- 🚶 Only **21%** of all walkers utilized both a pledge form and online fundraising to reach donors. Yet, this 21% raised over **50%** of total walker dollars!
- 🚶 Of the top 50 Walkers, only **1** did not create a personal, online fundraising page.
- 🚶 Of those Walkers who raised **over \$250**, only **20%** used pledge forms alone.

So what are you waiting for?

Flip this page over for details on how you can significantly boost your fundraising efforts by creating your personal online fundraising page at
www.firstgiving.com/aidswalkkc.

Create your own fundraising page! Here's how:

1. Go to www.firstgiving.com/aidswalkkc

- Click on the **GET STARTED** button.
- On the "Select your Event" page, choose **AIDS WALK 2010** and hit the "Select" button.
- Enter your email address.
- If you have registered at Firstgiving in the past, click on "*I have an account and my password is*" and enter your password. If you have not registered previously, click on "*I am new to this site*" and enter your details to register your account.
- When asked "*Are you part of a team?*" **Individual Walkers:** Click no and continue as instructed. **Team Captains:** Enter your Team Name in the *Team Name* field and your Organization in the *Organization Name* field. **Team Members:** Click on your Team Name.
- Firstgiving will create your fundraising page. Now go to your account and personalize it. You may choose your own web address, page title and personal message. Customize the text, photo and thank you to express your purpose and passion.
- Email the [link](#) to your page to friends, family and co-workers. Watch your donations soar!

2. Done with your page? Don't stop now. Tell your supporters by emailing friends, family colleagues, neighbors, teammates and message boards asking them to visit your page.

3. How it works:

- Potential donors receive your email with a link to your personalized page.
- They can then make an online donation using a VISA, MasterCard, Discover or American Express.
- Donations are secure. Firstgiving uses Secure Socket Layer encryption certificates from VeriSign, the leading provider of digital trust services.
- Donor names and contribution amounts are listed on your page, along with any messages they wish to leave for you.
- Automatic "thank you" e-mails are sent to contributors once donations are submitted, one from you and one from **AIDS Walk Kansas City 2010**.

4. Donors have the option to:

- Leave comments
- Tell their friends
- Indicate if their company can provide a **matching gift**
- Create their own fundraising page

Questions? If you need help setting up your online fundraising page, please feel free to email us at walk@aidswalkkansascity.org or phone **816-931-0959** for support.