

What is a Virtual Fundraising Page (VFP)?



Virtual Fundraising Pages (VFP) enables you to mobilize your network of friends and family to raise funds for Sara's Project and Heaven Can Wait. You can create a customizable fundraising donation webpage and link that will allow you to share your story, set fundraising goals, and add photos to make it uniquely yours.

How Does It Work?

You create (or St. Charles Foundation will create for you) a fundraising donation webpage on our web-based platform. Once created you then share it with your network of supporters. You can set your fundraising goal, share your story, and add photos to customize the page, making it more personal to your “why”*. VFP’s are an easy and effective way to raise funds for St. Charles Foundation without having to keep detailed tracking information and records. Your page is easy to share, you have no minimum required goal and it can be used annually. You can also choose to invite people to join your fundraising efforts as a “team” fundraiser. Each person who joins your team can create their own personal fundraising page and share with their network.



**Individuals who create personal fundraising pages using St. Charles Foundation's platform, Classy.org, can post content and images. St. Charles Foundation reserves the right to contact the page creator or disable any virtual fundraising pages for St. Charles Foundation at any time. Content includes, without limitation, images, illustrations, designs, icons, photographs, trademarks, logos, text, or any other form of advertising. The page creator agrees to make only lawful use of the personal fundraising pages for St. Charles Foundation's platform and will use it only in compliance with all federal, state and local laws and regulations. St. Charles Foundation reserves the right to contact the page creator or disable any fundraiser for St. Charles Foundation fundraiser at any time.*

Why Does It Work?

With a personal fundraising donation page, you are empowered to share your stories and ask for support. The social sharing component helps raise awareness and encourages others to support St. Charles Foundation and Sara's Project. As the donations start to come in, your page will show a scrolling donor list and a thermometer that fills as your total increases. Your VFP will engage those who donate as they help you reach your goal.



What is St. Charles Foundation's role?

When you raise money through a VFP, the monies raised are directed to St. Charles Foundation directly and immediately. Additionally, because the money is not being handled by a third party, and goes directly to St. Charles Foundation, all donations are eligible to receive a tax-exempt receipt.

As you start to receive donations through your fundraising donation page, St. Charles Foundation will issue an individual tax-deductible receipt for each completed donation. Using a VFP is an easy and effective way to raise funds for St. Charles Foundation and Sara's Project without having to keep detailed tracking information and records.

Why should I use a VFP and not a crowdfunding platform, like, GoFundMe® ?

Steps to a successful fundraising campaign:

- Create an interesting fundraiser title
- Write a meaningful fundraiser story
- Choose the best types of photos and videos for your fundraiser
- Share your fundraising link to get more donations
- Thank your supporters
- Post updates that can help you meet your goal



Can I see who has donated to my VFP?

You can see your donor's names and gift amounts on your dashboard if they share that information.

What If I Want To Create A Team Page?

We can make that happen! A basic Team Fundraising Page (TFP) can be created by the team captain. Once set up, you have the option of personalizing it the same way you personalize your VFP*. Share and invite folks to join your team. Once a member signs up on your team, you will be able to see their amount raised.

What if someone wants to support, but does not want to give online?



Our website is secure, and online donors will be able to access their receipts immediately. We can, however, accept gifts offline if needed. If you collect cash or checks from your donors, you will need to submit them at our office or mail checks as soon as possible. In order for the donation to be allocated to your fundraiser, you will need to let us know at the time you submit the donation(s). Please include your VFP URL on the memo line of the check(s) and if needed, provide a note with any additional information.

Please mail all donations to:
St. Charles Foundation
Attention: Community Organized Fundraising
2500 NE Neff Rd
Bend OR 97701

Please remember:

St. Charles Foundation can only provide a written receipt for tax purposes for a donation if the donation is made payable to and received directly by St. Charles Foundation.

If donations from your fundraiser are deposited into another account outside St. Charles Foundation and then donated as a single sum (i.e. one check) only the individual whose name appears on the check is eligible to receive a tax-exempt receipt for the donation. In this instance, it is your responsibility to ensure the donors understand that a gift will not be acknowledged as a tax-exempt gift donation by St. Charles Foundation.

I am ready to start my Personal Fundraise Page, now what?

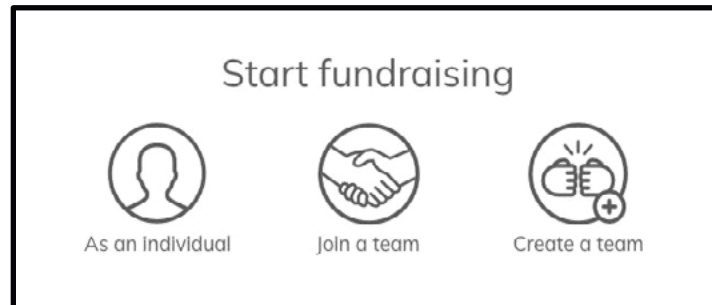
Great, your efforts will help make a difference to our community through Sara's Project!

The following pages contain helpful steps and tips on how to maximize your VFP. If you have any questions, please feel free to email St. Charles Foundation staff at communityfundraising@stcharleshealthcare.org

Be sure to indicate "virtual fundraising" in the subject line.

Creating Your Fundraising Page

1. Click on Become a Fundraiser and choose your fundraising style from the available choices.



As an Individual - Sign up to get started right away and fundraise on your own for the cause you love

Join a Team - If your school, business, or other group has already created a team, join them to make an even greater impact

Create a Team - If you plan on recruiting your friends and family to set up fundraising pages in addition to yourself, make sure to create a team so you can work together

2. Set your fundraising goal

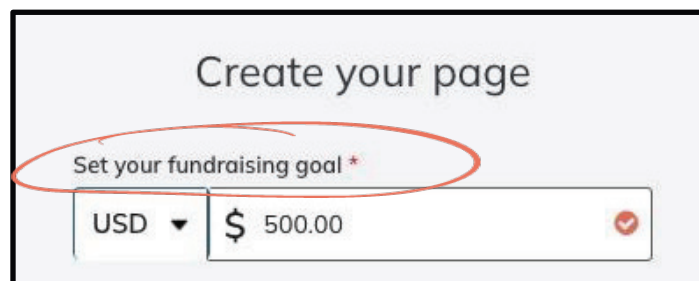
There is a pre-populated goal set, but you can customize that goal to whatever is right for you. Keep in mind that you can come back to edit your goal at any time. Here are some ideas of how the money you intend to raise will impact our mission.

\$250 could help provide two post-surgical bras for patients who cannot afford one or if their insurance does not cover it.

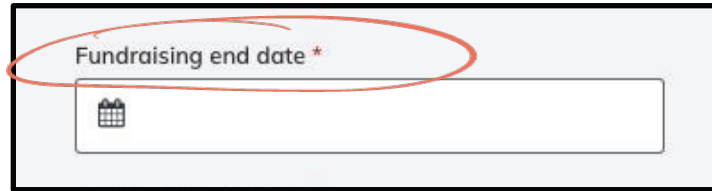
\$500 could help support cancer survivorship programs to help increase quality of life and feelings of isolation and loneliness.

\$1,000 could help provide integrative therapies such as reiki, massage and acupuncture for four patients to help ease the pain experienced during treatment.

\$2,500 could provide early detection and screenings for patients.

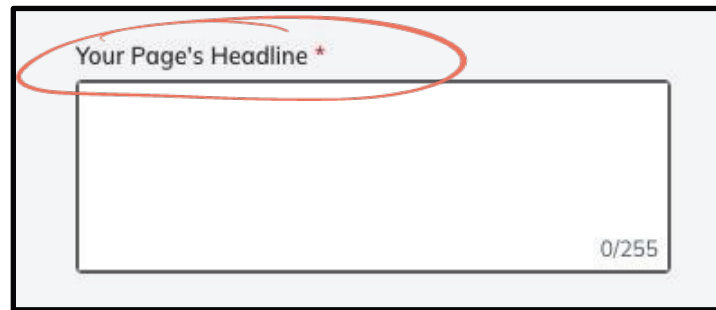
A screenshot of a web form titled "Create your page". Below the title is a label "Set your fundraising goal *" which is circled in red. Underneath the label is a form field containing "USD" with a dropdown arrow, followed by "\$ 500.00". To the right of the field is a red checkmark icon.

3. Chose a fundraising end date

A screenshot of a form field labeled "Fundraising end date *". The label is circled in red. Below the label is a calendar icon and a text input box.

Add your headline

Share a short blurb about why you are fundraising for our organization. Here are some ideas to get you started:

A screenshot of a form field labeled "Your Page's Headline *". The label is circled in red. Below the label is a large text input box with a character count "0/255" in the bottom right corner.

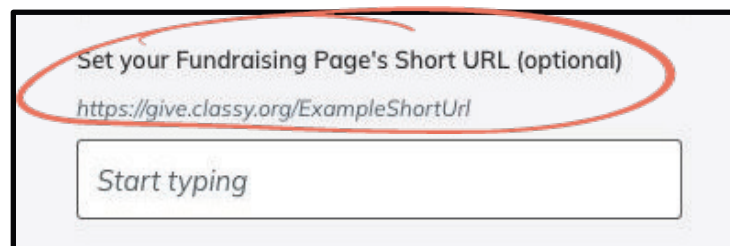
4. State what you're fundraising for

"St. Charles Foundation Heaven Can Wait 5k benefitting Sara's Project, a fund that supports Central Oregon breast cancer patients."

5. Set a short URL

This allows you to easily share your page with your friends and family.

Example: give.stcharlesfoundation.org/yourfundraisingname

A screenshot of a form field labeled "Set your Fundraising Page's Short URL (optional)". The label is circled in red. Below the label is the example URL "https://give.classy.org/ExampleShortUrl" and a text input box with the placeholder text "Start typing".

Upload a photo*

Make your page more personalized and recognizable for your friends and family. You can always come back and change it at any time!

*Individuals who create personal fundraising pages using the fundraiser for St. Charles Foundation platform, Classy.org, can post content and images. St. Charles Foundation has the right to remove or require removal of any content posted to a Virtual Fundraising Page for St. Charles Foundation that it, in its sole discretion, deems objectionable. Content includes, without limitation, images, illustrations, designs, icons, photographs, trademarks, logos, text, or any other form of advertising. The page creator agrees to make only lawful use of the personal fundraising pages for St. Charles Foundation's platform and will use it only in compliance with all federal, state and local laws and regulations. St. Charles Foundation reserves the right to contact the page creator or disable any fundraiser for St. Charles Foundation fundraiser at any time.

Tell Your Fundraising Story

People love giving to people they know!



Adding personal touches to your fundraising page, like why you're fundraising, your connection to our organization, or personal photos and stories, helps your friends and family connect more with our mission. Your personal supporters will feel more compelled to give because they understand your unique relationship to our cause and what our organization means to you. So don't forget to personalize your page to reflect your reason for fundraising and share updates as your progress grows!

PRO TIP: Be the first to donate to your fundraising page to show how dedicated you are to the mission. You're bubbling up your own progress bar and removing any fear of donors being the first to "join the party"!

Spread The Word!



You're on your way to fundraising success! Now it's time to spread the word and take strides toward your goal.

We suggest starting by creating a list of people you plan to reach out to.

1. Start with your closest inner circle - This is a great group to target for your first few donations, as they are more likely to respond to your personal outreach. It's always nice to get some quick wins in the beginning!

2. Cast a wider net - Don't be afraid to look beyond your immediate connections and expand your list. Some people in your wider network may have a personal connection to our mission, and it could spark some great conversations on top of a donation towards your goal!

Email Examples:

Email is one of the easiest and most effective ways to fundraise. This should be the first place you start in your outreach strategy.

PRO TIP: Keep your message clear, direct, and timely! Don't be afraid to add some visual and personal elements to catch donors' attention and inspire immediate action.

Example 1:

Subject – (have a powerful subject line)

Dear (Name),

I'm raising money for Sara's Project, a fund of St. Charles Foundation and it would mean so much if you could help me reach my goal!

Please Click Here (Add Your Fundraising Page) to give.

Here are some quick facts about Sara's Project:

- 350 Central Oregon residents were diagnosed with breast cancer in 2023
- Over 300 breast cancer kits were given out last year
 - Sara's Project funds Breast Cancer survivorship group activities

Thanks so much for your support!
(Your name)

Example 2:

Subject – (have a powerful subject line)

Hey, (Name),

I'm fundraising for Sara's Project, a fund of St. Charles Foundation. The money raised will provide non-medical support for Central Oregonians with breast cancer.

I'm trying to raise (state your fundraising goal) by (deadline). If I can inspire just five people to contribute (list dollar amount) or more, I'm there.

It's really important for me to help St. Charles Foundation because (tell your "why"). I hope you'll support me and St. Charles Foundation by making a gift to my fundraising page below.

Thanks so much for your support!

Thanks so much for your support!
(Your name)

Example 3: Write your own!

Subject - (have a powerful subject line)

Hey (Name),

Your message.

Thanks so much for your support!
(Your name)

Social Posts:

In addition to email, use social media to bolster your communication outreach. This is a great way to reach people who fall outside of your inner circle. To make this even easier, take advantage of the built-in social sharing options on your fundraising page!



Thank you

It's critical to thank each of your donors. Your success wouldn't have been possible without them! Send a personalized email or thank you note, acknowledge them directly on your fundraising page by leaving a comment, or give them a shout out on social media.

Subject - (have a powerful subject line)

Dear (Name),

My fundraising campaign has officially wrapped, but the impact of your contribution will continue! I am extremely grateful for the support you have shown for St. Charles Foundation and Sara's Project.

With your help, I have raised (how much you raised) ! I encourage you to follow St. Charles Foundation at <https://foundation.stcharleshealthcare.org> to stay up to date on their work, and see how your donation is fueling their mission.

Thank you again for your generosity. (Your name)

PRO TIP: Don't underestimate the power of an old-fashioned handwritten card! It only takes a few minutes to do and can make an incredible impact on those you send it to.

Good Luck!

What if I have questions?

You can email St. Charles Foundation staff at communityfundraising@stcharleshealthcare.org or call our office at 541.706.6996

St. Charles  Foundation