

Non Profit-Direct
Non Profit National Resource Directory

Connecting the nonprofit sector with the
RESOURCES you need to SUCCEED



**Extend the Reach of Your Event Fundraising Campaign
with Online Fundraising Software by DoJiggy**

With the help of online fundraising software, hosting a fundraising special event is easier than ever! Not only can you raise more money by extending the reach of your giving campaign, but you'll also increase efficiency while limiting your resources. With the appropriate online software, an organization opens up a giving campaign to a global audience where participation and donation contributions are no longer restricted to your neighborhood. Online fundraising tools also help event organizers effectively manage every detail of a fundraising event including: registering participants and volunteers, managing sponsor relations, generating timelines and progress reports, processing secure donations, and much more!

Sounds too good to be true? Well, here's a quick overview of how it works.

With an online fundraising software solution, event organizers create a customized website that does all the work! The website becomes a “hub” to inform participants and donors about the organization’s mission and cause for the fundraiser. The website showcases pictures, participant and sponsor quotes, and includes a fundraising thermometer that tracks current progress of funds raised against established fundraising goals.

Event organizers can also manage sponsor relations, recruit volunteers, post event schedules, and manage communications to the various groups involved to ensure timely, accurate information is consistently communicated. Various reports can be generated such as: attendee contact lists, sponsor obligation check-lists, participant progress updates, and financial accounting reports. Not only do these tools streamline the process for event planners, but they make the whole donation-collection process a lot easier for participants as well.

Event participants can easily register online, and then create their own personalized pledge page where they may post personal mission statements and photos. They now have a great place to direct family, friends, neighbors and relatives to tell their story and provide an easy way for potential donors to make secure payments online.

Instead of going door-to-door, participants send out an email to all their contacts with a link to their personalized pledge page. They may post messages within their social networking circles (i.e. Facebook, MySpace, Twitter, etc.) directing friends, followers, and fans to their online donations page. Participants should encourage their own contacts to help them extend their reach even further by forwarding their pledge requests on to even more potential donors.

With the appropriate online software tools, an organization opens up a giving campaign to a global audience where contributions extend across borders. With online fundraising, your fundraising campaign is no longer restricted to your neighborhood. Even if the fundraising event does take place locally, with online fundraising software, you'd be surprised how much support comes in from distant places. (You may even have participants travel cross-county to support a cause they believe in).

DoJiggy LLC has helped more than 2,500 non-profit and community organizations accomplish their fundraising goals using our online software tools. Our customers include Leukemia and Lymphoma Society (LLS), Make a Wish Foundation, Meals on Wheels and various community organizations, schools and churches. With the help of our online software solutions, many of our customers have quadrupled the amount of funds raised in previous years.

For specific customer examples, please visit <http://www.dojiggy.com/app/examples/index.cfm>.

We also invite you to see if DoJiggy is right for you with one of our free 14-day trials! Contact salesinfo@dojiggy.com to sign up, or for more information.

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