

## Form: Create Your Own Fundraising Campaign

To support the work of Building Futures

[www.bwfc.org](http://www.bwfc.org)

Please cut and paste this into an email, or attach as a word document. No handwritten forms accepted.

1. CAMPAIGN TITLE:
  
2. PERSONAL MESSAGE: (This is what your friends, family, and colleagues will see. Share why you are doing this campaign and why you support us, make sure you include your name or your group's name)\*
  
3. FUNDRAISING GOAL (IF ANY): \$\_\_\_\_\_
  
4. START AND END DATE (IF ANY):
  
5. YOUR NAME AND EMAIL ADDRESS (for internal purposes only)
  
6. Do you want an automatic email notification each time someone makes a donation? Yes / No
  
7. Image: Please attach one image you'd like to use in format jpg, gif, png format. Email this DevDirector@bwfc.org or if you have questions, call 510-357-0205 x204. We can help you polish up your image, if you'd like.
  
8. Will this form need to have a "fundraising progress bar" or not? Visually, it looks like a thermometer.
  
9. Any keywords for the link? Do you want the URL to be campaigns.givedirect.org/keywords or something different for the keyword? The keyword is the part after campaigns.givedirect.org.

Thank you! (see page two)

**\*We would add this paragraph on to your personal message. If you prefer to not have it there, please let us know:** Building Futures' mission is to build communities with underserved individuals and families, where they are safely and supportively housed, free from homelessness and domestic violence. Building Futures believes that everyone deserves a safe place to call home. That is why all of Building Futures' programs and services are aimed at helping their clients overcome their obstacles to permanent housing. Building Futures is proud to provide Alameda County individuals and families in need with Shelter, Domestic Violence Support and Advocacy, and Housing Services. Learn more at [www.bfwc.org](http://www.bfwc.org)

**Background on Starting a Campaign:** Online campaigns are a great way for our caring community members, to amplify the impact of their support—introducing their friends, family members, and colleagues to a specific project for Building Futures—or to Building Futures in general. In this way, you serve as a valued ambassador. Creating an online campaign is also a great way to mark a special occasion or milestone, while helping to ensure Building Futures' tailored programs and services continue to help individuals and families in need. You can honor a special person for a birthday, anniversary, Mother's Day, or in memoriam. You and your friends, family members, and colleagues participate in helping our community live free from homelessness and family violence by giving to the campaign. Your support makes possible a range of services that help individuals and families build improved lives, free from homelessness and family violence. Amid Alameda County's housing crisis, Building Futures is needed more than ever. Creating an online campaign is a wonderful way to celebrate a special occasion or milestone, while helping to ensure Building Futures' programs continue to touch the lives of the children, mothers and individuals who are working to live free from homelessness and family violence.

One Example: <https://www.givedirect.org/campaigns/binns-covid19-fundraiser.php>

Other examples: <https://bfwc.org/give-support/start-a-campaign/>

For more info please contact Ana Maria Mahiri, Director of Development and Communications, 510-357-0205 x204  
amahiri@bfwc.org or [DevDirector@bfwc.org](mailto:DevDirector@bfwc.org)