



How to Create a MobilePack Personalized Donation Request Page

We're excited you're helping grow Gateway's Feed My Starving Children (FMSC) MobilePack event this September by seeking external donations to buy more meals! It's easy to create a personal page to start collecting donations for our event – just follow the instructions below.

Why do this? Creating a personal donation page allows you to create and share a unique URL so that you can share your page on social media, via email and other digital platforms. This is a great tool to use if you'd like to gain donations for our MobilePack event as an individual or as a group.

Don't forget Gateway's deadline – July 31 – to determine meal count/budget.

1. Go to <https://give.fmsc.org/Gateway>
 - a. This connects your personal page to Gateway's larger FMSC account.



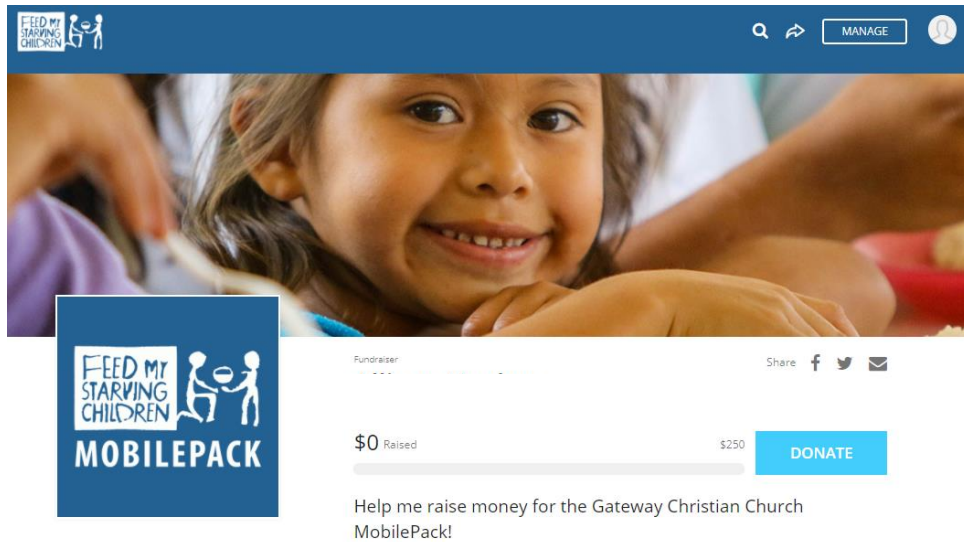
2. Click on the “Become a Fundraiser” button down the screen.



3. Create your personal profile – you can either connect your Facebook account or enter your email address to create a separate account.
 - a. Don't forget to save your password!

4. **Enter your name at the prompt** – the next screen will ask you to title your page, set a donation goal and create a personalized short URL for your page.
 - a. If this is for an individual page, feel free to use your own name (i.e., “Jane Doe” for the page title and “janedoe” for the personalized URL).
 - b. If this is for a team page, consider utilizing your team’s name, such as the company, department or group (i.e., “ACME Dynamite Inc.” and “ACMEDynamiteInc”).
 - c. For your personal goal, consider these key amounts:
 - i. \$80 pays for 365 meals, feeding a child for one year.
 - ii. \$1,000 pays for the ingredients for a packing station of approximately 15 people for a two-hour shift, feeding 12 children for a year.
 - iii. \$10,000 will pay for a full packing shift, feeding 124 children for a year.

5. **Your new donation page will pop-up, including prompts to help you personalize your page.**
 - a. You can utilize stats and images from Gateway’s FMSC donation page to build out your page.
 - b. Stuck on how else to personalize?
 - i. Swap out the FMSC logo for your picture; for a group page, consider the group logo.
 - ii. Tell why you’re seeking donations for FMSC – did you do it last year? Know someone who benefitted from FMSC?
 - iii. Explain what a donation does – for example, \$80 feeds a child for an entire year (that’s one dinner out for a family of four – a manageable amount).
 - iv. Link to Gateway’s 2017 FMSC recap video: vimeo.com/237984919.



6. **Start sharing!** Use the social buttons on your page, or share your personalized URL. Invite others to save the dates and volunteer to pack.



Need to adjust your page once it's up? No problem! Just click on "Manage" at the top of the screen, and you can adjust every detail such as your donation goal and personalized message.