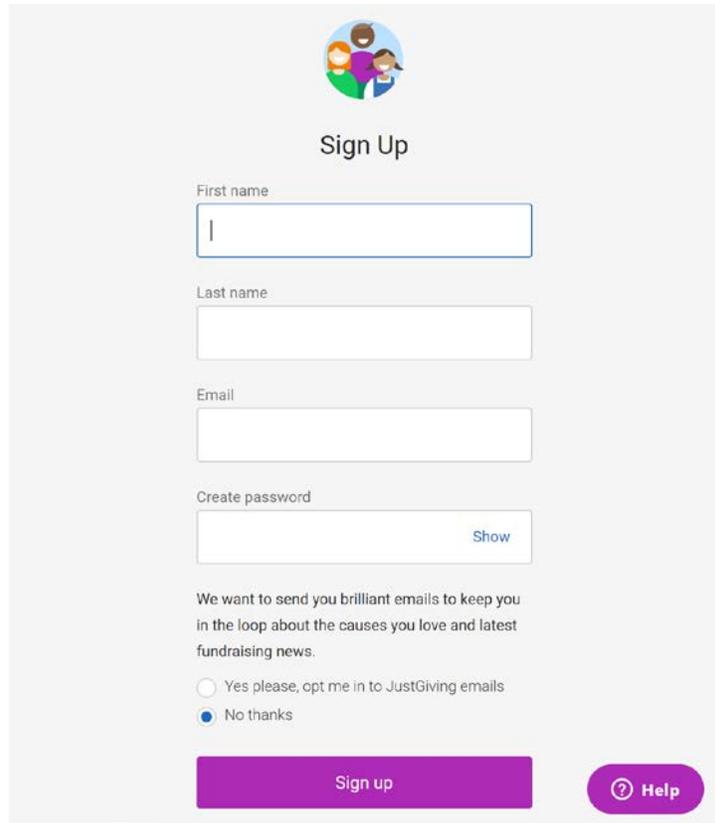
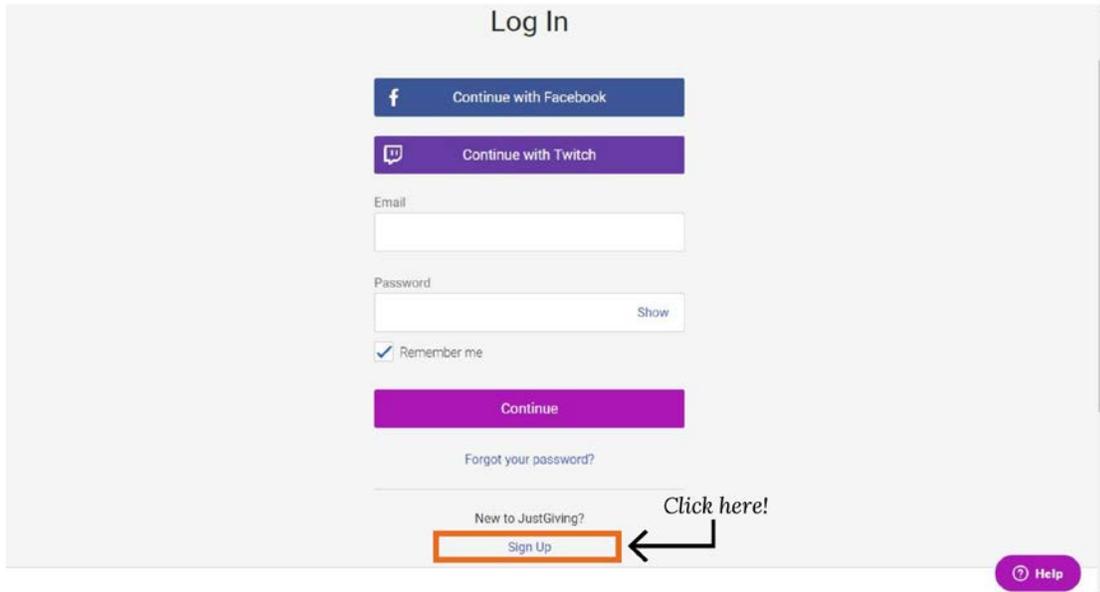


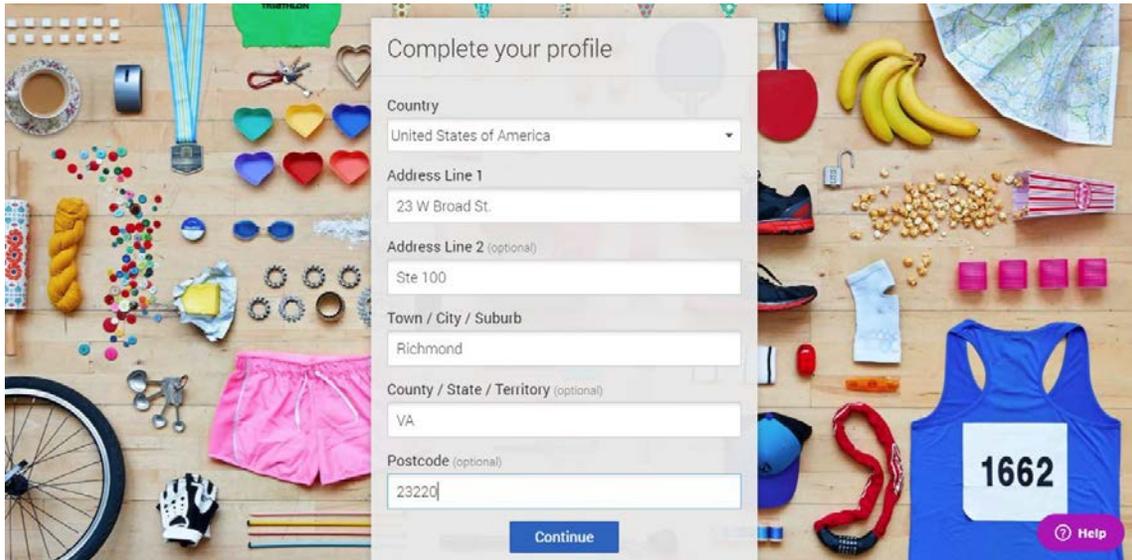
How to Set-up Your Gingerbread House Challenge Fundraising Page

1. Click the link below to open your internet browser to create your Gingerbread House Challenge Fundraising Page.

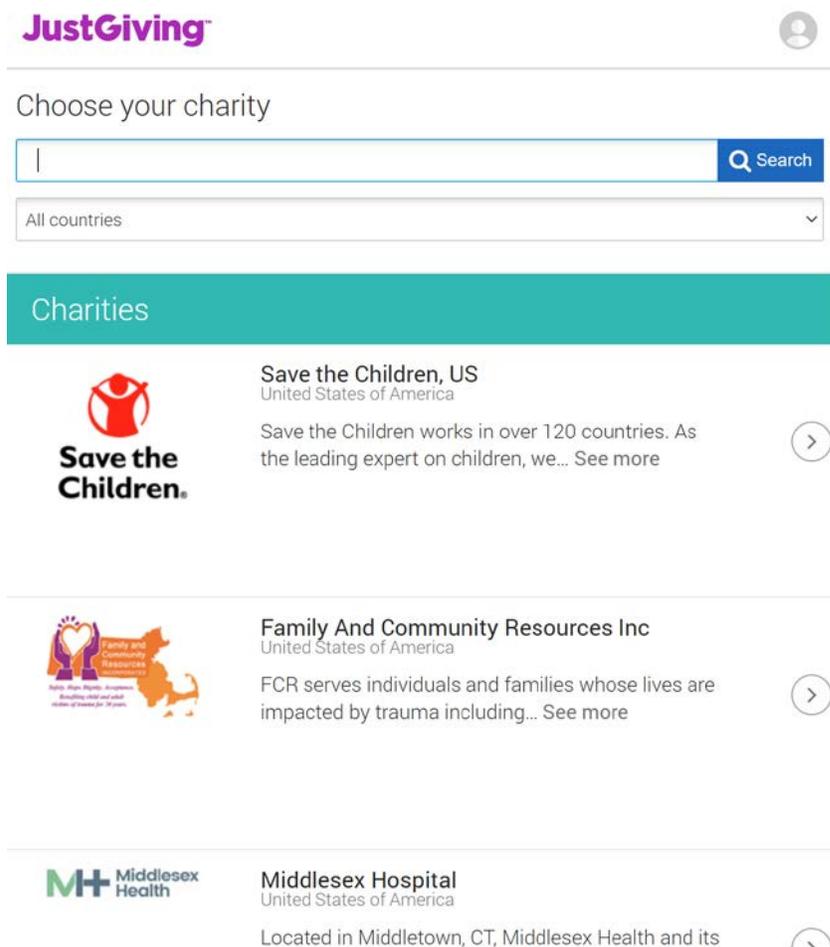
<https://www.justgiving.com/fundraising-page/creation/?campaignShortName=gingerbread2020>



2. Create your profile and click "Continue". Note: If you want to create a team fundraising page, we recommend that this page is set up by the team captain or the team member who wants to manage the page. More on setting up a team page later.



3. To select your fundraiser, search for "Better Housing Coalition".



4. In the search results click, “The 4th Annual Gingerbread House Challenge”

The screenshot shows the JustGiving search interface. At the top, the JustGiving logo is on the left and a user profile icon is on the right. Below the logo, the text "Choose your charity" is displayed. A search bar contains the text "better housing coalition" and a blue "Search" button. Below the search bar is a dropdown menu showing "All countries". A blue banner with the word "Campaigns" is visible. Below the banner, a campaign card for "The 4th Annual Gingerbread House Challenge" is shown. The card includes a thumbnail image of gingerbread houses, the title "The 4th Annual Gingerbread House Challenge", the text "run by Better Housing Coalition, United States of America", and a description: "The Gingerbread House Challenge dares teams to construct a gingerbread house centered around the theme, 'Hometown Holidays'. Donations support BHC's...". A right arrow icon is next to the card.

5. Create your fundraising page. You can customize your fundraising page address with your name, your entry title, team name, or whatever you want, really! Enter in the information required and click “Create you page”.

The screenshot shows the "Create your page" form on JustGiving. At the top, the JustGiving logo and a user profile icon labeled "Gingy" are visible. The form is titled "The 4th Annual Gingerbread House Challenge" and "You're raising money for The 4th Annual Gingerbread House Challenge run by Better Housing Coalition". The form is divided into three sections:

- 1. Your event**: "Fourth Annual Gingerbread House Challenge" with a checkbox for "I'm doing this in memory of someone".
- 2. Choose your fundraising page web address**: The URL "www.justgiving.com/fundraising/" is shown above a text input field containing "Gingy-Breadman". A green bar below the input field indicates "This web address is available".
- 3. Choose your fundraising page settings**: A message: "I'm happy for Better Housing Coalition to keep me informed, by email, about the impact of my fundraising and other ways to stay involved including future events, campaigns and appeals." Below this are two radio buttons: "Yes please, opt me in" (selected) and "No thanks, opt me out". A note below reads: "NOTE: Better Housing Coalition will receive your details and may need to contact you to support you in this fundraising effort. You can update your preferences directly with Better Housing Coalition." At the bottom of this section is a blue "Create your page" button.

 At the bottom of the form, there is a link: "By clicking Create your page you agree to our Terms of Service and Privacy Policy". A purple "Help" button is located in the bottom right corner of the page.

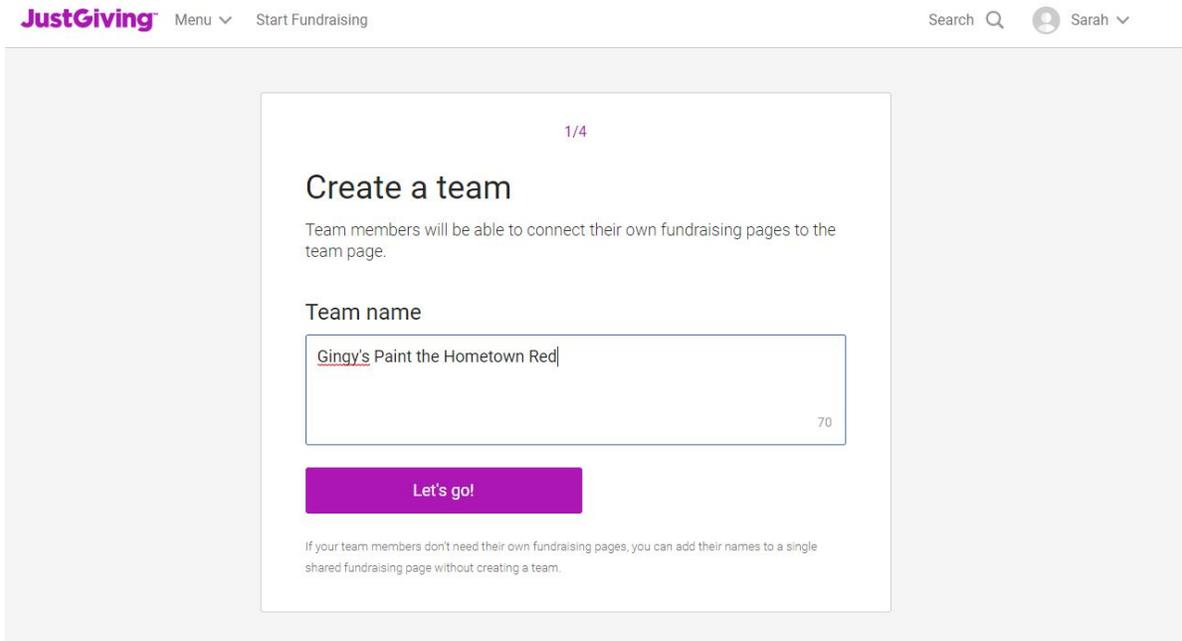
- Now your page has been created! Don't forget to bookmark this page for easy access! It comes loaded with default messaging and a cover photo, but we encourage you to make it your own. Now you can customize your page. Once your page has been created, click edit profile to upload a picture.



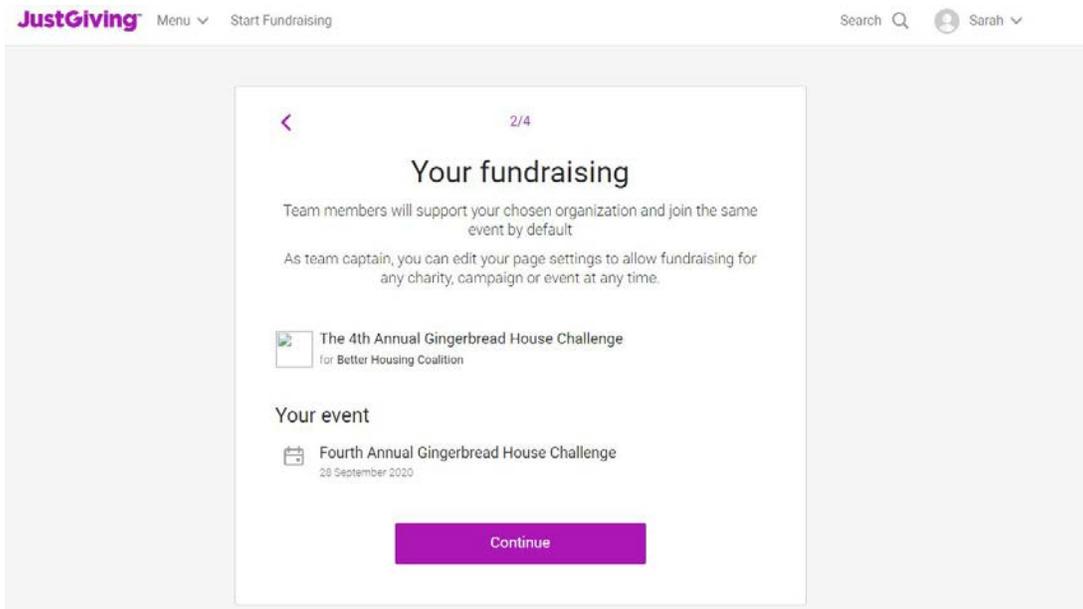
- If you would like to create a team follow the next steps, if not skip to step 16. To create a team click the link labeled "Create a team"



8. Enter your team name then click “Let’s go!”



9. You won’t need to make any edits on this page since it should be linked the BHC’s Gingerbread House Challenge. Click “Continue”.





10. Enter details about your team. You can change the cover photo, update your story, and add photos. Once you've made your edits, click "Continue". If you'd rather not make edits at this time, click "Skip this Step".

A screenshot of a mobile app interface for the "Virtual Gingerbread House Challenge". The screen is titled "What's the story?" and includes a sub-header "Bring your team page to life by adding a photo and writing your story." Below this is a photo of a gingerbread house with a smiling face and the text "Gingerbread House Challenge" and "Baking to make housing equitable". A "Remove photo" button is visible below the image. Underneath is a "Team story" section with a text area containing a sample story about participating in the challenge to raise awareness for affordable housing. At the bottom are "Continue" and "Skip this step" buttons.

11. Next, you'll set your fundraising targets. Remember that the minimum raise amount to be advanced to the juried competition is \$250. You will also customize your team webpage link here.

A screenshot of a mobile app interface for the "Virtual Gingerbread House Challenge" showing the "Team settings" step. The screen is titled "Team settings" and includes a sub-header "Set fundraising targets and a link for your team page." Below this is a "Team fundraising target" section with a text input field containing "\$ 0" and a "USD" dropdown menu. A note below says "You can change your target at any time." and there is a "Set a target for team members" dropdown. Below that is a "Team page link" section with a text input field containing "justgiving.com/team/" and a note "e.g. teamrudge". At the bottom is a "Create your team" button.

12. If you would like to set a target for each team member you can click the arrow next to “Set a target for team members”, and it will open up that option. Once you’ve filled out the fields click “Create your team”.

JustGiving Menu Start Fundraising Search Sarah

< 4/4

Team settings

Set fundraising targets and a link for your team page.

Team fundraising target

\$ 250 USD

You can change your target at any time.

Set a target for team members ^

Team members target

\$ 50 USD

Team page link

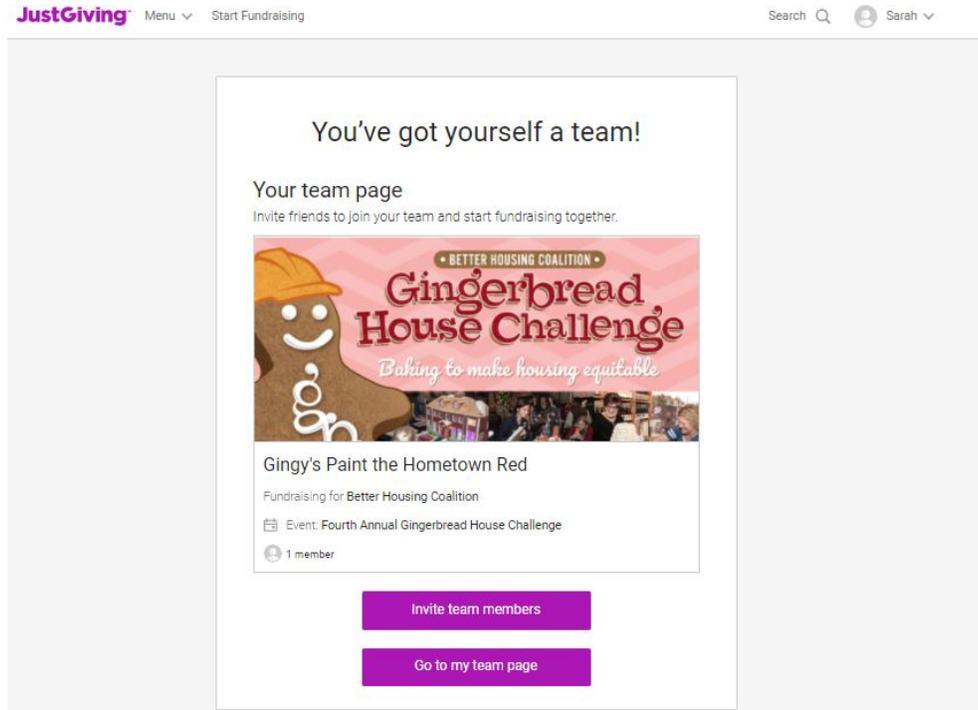
justgiving.com/team/

e.g. teamrudge

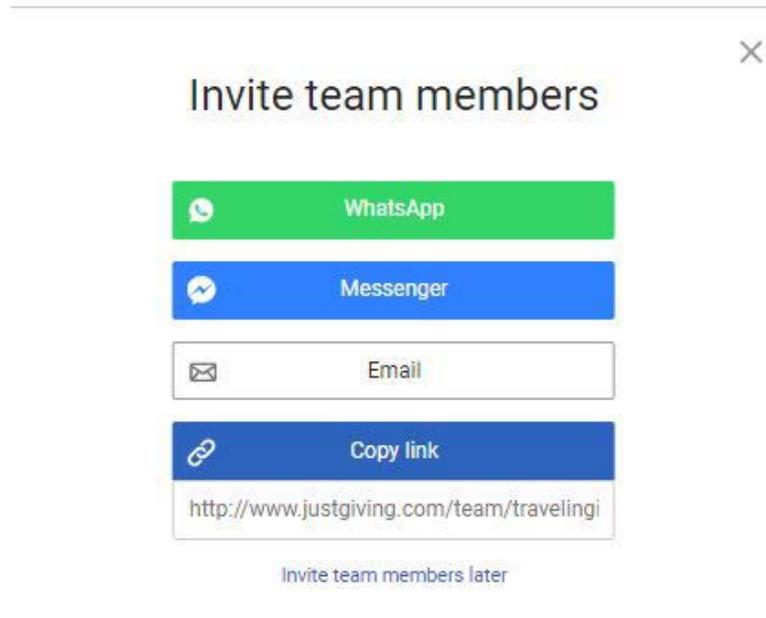
Create your team



13. Now your team is created!



14. Click the "invite team members" button to send invitations via email, Facebook or by copying the link.



15. Once you've sent your invites, click Go to my team page.

JustGiving Menu Start Fundraising Search Sarah

View Edit Settings Members

Gingy's Paint the Hometown Red

Team fundraising for **Better Housing Coalition**

Event: Fourth Annual Gingerbread House Challenge, from September 28, 2020 to November 30, 2020

1 team member [Join the team](#)

BETTER HOUSING COALITION

Gingerbread House Challenge

Baking to make housing equitable

0%

\$0

raised of \$250 target

Donate to a team member

Share on Facebook

Story

Use the language below or create your own compelling story to encourage donors to support you.

Everyone wants to have a safe, joyful home during the holiday season, so I'm participating in Better Housing Coalition's 4th Annual Gingerbread House Challenge. I am creating a gingerbread house to raise awareness for the great need for affordable housing in the Richmond region. I invite you to support my efforts with a donation to Better Housing Coalition so we can change lives and transform communities through high-quality affordable housing.

Share this story

Facebook Twitter Email

The 4th Annual Gingerbread House Challenge
run by **Better Housing Coalition**
The Gingerbread House Challenge dares teams to construct a gingerbread house centered around the theme, 'Hometown Holidays'...

Charity Registration No. 541479059

16. Pick back up here if you skipped creating a team! Now we will customize your fundraising page. The same steps apply for team and personal pages. Click the edit button at the top of your page. If an edit button does not appear, you can click the down arrow next to your name in the upper right hand corner, and select "Your Fundraising" to go to the same page.

JustGiving Sarah

Edit your page

BETTER HOUSING COALITION

Gingerbread House Challenge

Baking to make housing equitable

View gallery

Change cover

0%

\$0

raised of \$250 target

Donate

Share

Sarah Fernald

My Gingerbread House for Better Housing Coalition

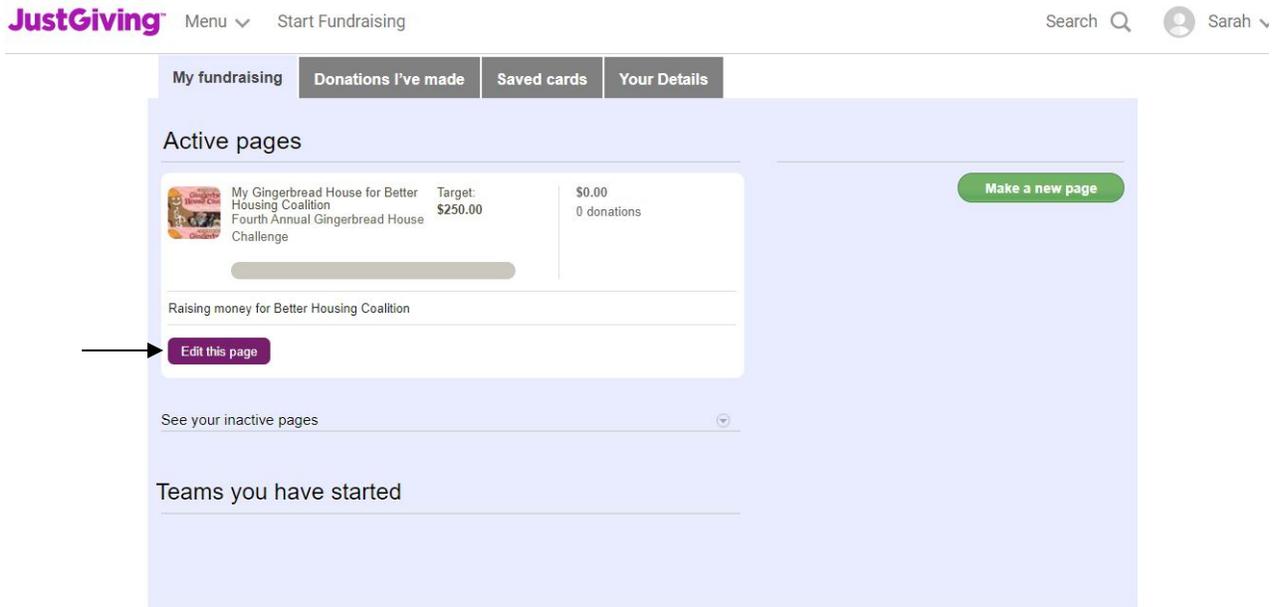
Fundraising for Better Housing Coalition

The 4th Annual Gingerbread House Challenge
run by **Better Housing Coalition**
The Gingerbread House Challenge dares teams to construct a gingerbread house centered around the theme, 'Hometown Holidays'. Donations support BHC's mission of changing lives and transforming...

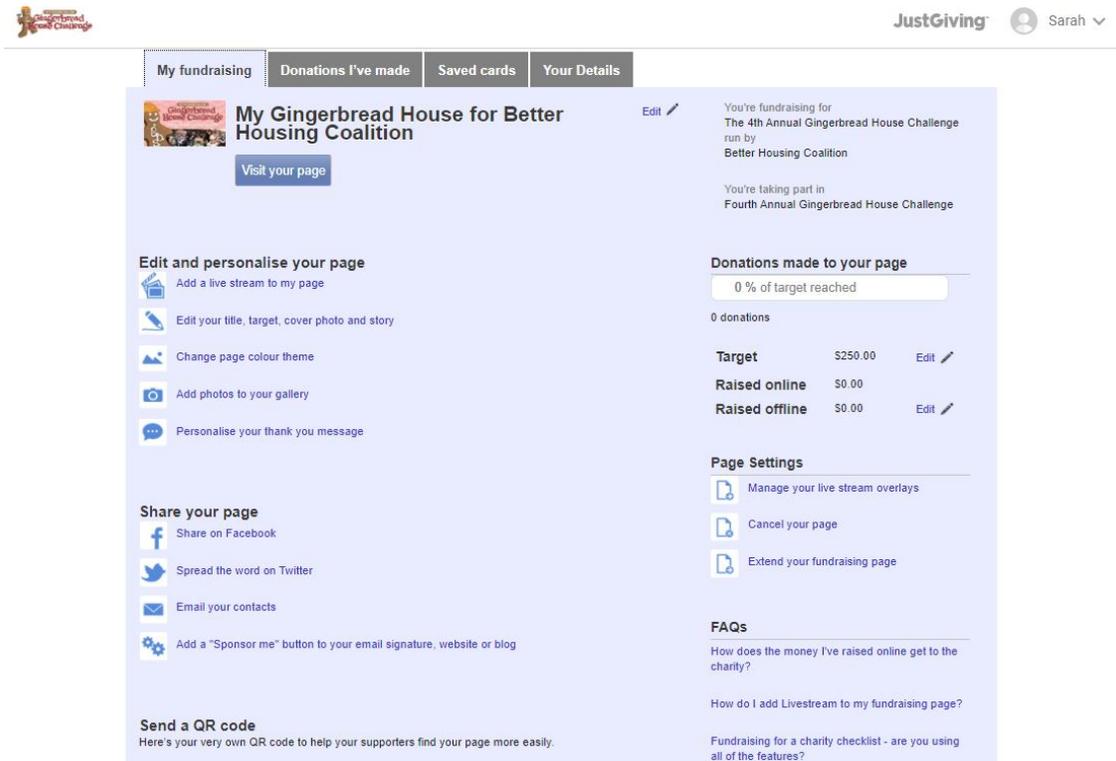
Charity Registration No. 541479059

Event: Fourth Annual Gingerbread House Challenge, from September 28, 2020 to November 30, 2020

17. Click “Edit this page”



18. Here you’ll be able to customize your page with a personal story/message, update with photos of the progress you’re making in the creation of your entry, and even change your fundraising goal when you surpass \$250! Click each of the sections to customize it to convince your network to support your gingerbread house. The Just Giving Toolkit will give you some additional tips for telling a compelling story using this platform.





19. Once you've made your edits all that's left to do is share your page with potential supporters! You can use the links on this page, and your address should look something like :
https://www.justgiving.com/fundraising/YOUR_CHOSEN_NAME

We will send you prompts and ideas to assist in your promotion and fundraising each week in November. If you would like to be highlighted on the BHC Instagram account, please be sure to tag us @bhc_rva.

20. If you have technical issues with Just Giving or would like to receive more in depth training on the system please visit <https://help.justgiving.com/hc/en-us>

**Thank you for participating in the Gingerbread House Challenge
& helping create thriving vibrant communities in the Richmond region!**