

firstgiving

online fundraising made easy

Firstgiving allows you to easily create your own personal fundraising page to raise money for Habitat for Humanity of Omaha. Once your page is created you share it with your friends, family and colleagues through e-mail, Facebook, blogs and/or Web sites. People then donate by credit or debit card through a secure online transaction. Firstgiving automatically sends the funds to Habitat Omaha with the event/program of your choice as the designated recipient.

Benefits

Easy and Secure: With firstgiving you can set up your fundraising page anytime and anywhere—as long as you have a computer and internet connection. The process is simple and hassle-free with pre-set event/program pages and customizable templates that are ready to be personalized. All donations made through firstgiving are secure as the site has 128-bit SSL certificates from VeriSign, is endorsed by the Better Business Bureau and is certified PCI compliant by Trustwave. Because firstgiving processes all transactions and passes the funds directly to Habitat Omaha (with the event/program of your choice as the designated recipient) you are not responsible for handling any money or ensuring that contributors receive receipts for their donations.

Increase Reach: This online fundraising effort expands the number of people you are able to reach out to because you are no longer limited to those who are physically close and who have the time to attend your event—with firstgiving you can effectively and securely collect donations anytime from any of your contacts around the world by connecting with them through e-mail and other online efforts. Firstgiving also allows you to inspire people who would have never donated to Habitat Omaha to become a supporter of your efforts. There are many people who may not be moved to help Habitat Omaha on their own but their connection to you and your inspirational message may be the reason they decide to show their support.

Involve Youth/Youth Groups: This fundraiser is a great way to involve the youth of your organization, especially those too young for the build site. As computers are part of everyday life for most young people, online fundraising is an excellent way for them to make a substantial contribution to your Habitat Omaha efforts. Because all donations are processed by firstgiving and sent directly to Habitat Omaha the young fundraisers will not be responsible for handling money or writing receipts. With the help of an adult, youngsters participating in Nickels for Nails can use firstgiving to take their efforts online.

It's Easy

Customize
a basic template &
set your goal

Share
with friends, family
& colleagues
through e-mail,
Facebook, blogs
and Web sites

Collect
secure credit
and debit card
donations

Relax
as all donations*
are automatically
transferred to
Habitat Omaha

Getting Started

Setting-up your own firstgiving fundraising page is quick and easy. Get started by going to firstgiving.com/habitatomaha, click “Get Started” and then select the event/program of your choice from the list. (If you are part of a Faith Coalition but are not sure which one you belong to you can find lists of each Coalition’s partner organizations at habitatomaha.org by clicking the “Current Faith Partners” link under the “Faith Partners” tab.) Once you create an account, you will be ready to customize your fundraising page with photos, videos and a personal message.

Questions

Firstgiving: help.firstgiving.com, support@firstgiving.com or 877-365-2949

Nina Graziano, Communications Specialist-Habitat Omaha: ngraziano@habitatomaha.org or (402) 457-5657 x109

Tracie McPherson, Public Relations Director-Habitat Omaha: tmcpherson@habitatomaha.org or (402) 457-5657 x105

Visit habitatomaha.org to find out more about Habitat Omaha, upcoming events, Coalition details and much more.

*Firstgiving issues a 7.5% transaction fee on all donations. This reasonable fee covers the cost of securing and hosting the site, processing donations securely, providing e-mail and phone support and transferring donations to designated nonprofit. The transaction fee for a \$25 donation is only \$1.88 meaning that \$23.12 goes to support your Habitat Omaha Coalition.