# Imaginator Social Giving Process

## To text in a donation:

### How to Ask Your Supporters to Donate

Ask your supporters to text your keyword to 71777 to either view your campaign’s progress or to make a debit or credit card donation to your campaign.

### Donation Process from Supporter’s Point of View

Once your supporter has sent the text message, a reply text message will be sent stating, “NFB needs help, please donate here: [link to your campaign’s personal page] Msg&Data Rate May Apply. Info? Visit igfn.org/t Reply HELP for help, STOP to cancel.”

The supporter will then select the first link in the reply text message, which will take him/her directly to your personal fundraising page.

## Or, to donate via the Web link, simply select the link:

In either case, the supporter is then taken to your personal fundraising page. Your fundraising page contains a personal photo, a call to action, and organization information, as well as a progress thermometer with your goal, campaign duration, and amount donated thus far. On this page, the supporter can either make a donation and/or share your page via Facebook, Twitter, and e-mail. When you share your page via this media, default content is displayed; however, each supporter can customize the text before sharing the page with followers.

### Make a Donation

A supporter will need to fill in an e-mail address, first name, last name, address, city, state, Zip Code, and credit card information. By default, a donation amount of $25 will appear; this amount can be edited.

### Make a Donation via Check

If a supporter chooses, a check on your behalf may be submitted. Although check donations are not visible on your social giving page, we will still add this amount to your fundraising total. As such, it is important that you ask the supporter to write your keyword in the memo portion of the check so that we can associate it with your total amount raised.

### Learning of New Donations

After donations are submitted you will receive a weekly e-mail with donor’s names and amounts so that you can acknowledge the donations personally.

## Outbound Call:

If a supporter texts your keyword to 71777 and does not fulfill the donation at that time, a call will be made on behalf of the NFB, asking the supporter to complete the donation.