How to Start a Campaign

Africa New Life utilizes the Pure Charity platform to host and manage peer-to-peer fundraisers. Follow these simple steps to set up your fundraiser:

1. Choose a campaign type using the drop-down in section 3 on this page. Then click **CREATE A NEW CAMPAIGN.**

2. You will be taken to the Pure Charity log-in page. Sign in or Sign up for a Pure Charity account.

3. Once you're logged in, you should be taken to a campaign set-up page. Choose the category of what you want your fundraising to go towards (food, medical, etc.).

3. Scroll down to the bottom of the page to set your one-time fundraising goal. We usually recommend $500, but what do you want to try to raise? Edit the goal as needed, then click Continue. (Please don't check the box to make your campaign private—if you do, no one can see your campaign!)

4. On the next page, add a fun name for your campaign! You can change the fundraiser URL to match your campaign name.

5. Choose an end date. 30 days is typical, but it is really up to you. Whatever date you choose, make sure to include that in your write-up in the next step.

6. Write a description of your campaign and an appeal to your friends and family in the "Your Fundraiser's Story" section. Be sure to include details such as your fundraising goal and end date. Feel free to personalize it and make it YOURS! Why are you supporting Africa New Life? What impact do you want to make? We have a content guide for you already set up, but you can change it as much as you want. You can also add photos!

7. Scroll down to accept the terms and then click **Start my fundraiser.**

8. If you have any questions, you can refer to the Pure Charity help articles **here.**