



AFRICA NEW LIFE

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. Follow the link in Step 1 to create your account with Pure Charity. You will be sent an email from Pure Charity to verify your password with them. Once you have verified and completed your account set-up, please return to **africanewlife.org/sidekick** to continue the campaign set-up process.
2. Read about the programs your fundraiser can support in Step 2.
3. Choose a campaign type using the drop-down in Step 3. Then click **CREATE A NEW CAMPAIGN**.
4. You should be taken to a Pure Charity campaign set-up page. Choose the program area you want your fundraising to go towards (food, medical, etc.).
5. 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!)
6. On the next page, add a fun name for your campaign! You can change the fundraiser URL to match your campaign name.
7. 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!
8. Scroll down to accept the terms and then click **Start my fundraiser**.
9. If you have any questions, you can refer to the Pure Charity help articles **[here](#)**.