



Startup Guide

STEP 1: Click "Post Here" from the power2give.org homepage

Make sure to choose "Houston" as the location



STEP 2: Register for a New Account

That link will take you to the next page where you will create a new account

STEP 3: Create a New Account

You will be directed to enter your information in the following fields:

Account Information

Email address:

This will be the email address and username associated with the account

Password:

This will be your organization's password to the account. The password should be minimum 7 characters in length and should include at least a letter, number and symbol.

First Name and Last Name:

The name of the primary contact

Address/City/State/Zip:

Mailing address of the primary contact

Phone Number:

Phone number of the primary contact

License Organization

If your organization is not listed, choose "Add New Company" in the drop down menu.

Contact Name:

First and Last Name of the individual that you will want your funding check sent to after your project has closed. If it is the same person as above, simply enter again.

Tax ID:

Your organization's 9-digit Federal Employee Identification Number tax ID to verify your organization is a registered 501(c)3

Phone Number:

The primary phone number we should use to contact with questions

Address/City/State/Zip:

Your organization's complete mailing address

STEP 4: Post a Project

All of the required fields have a * next to them.

Project Title

You only have a few words to grab the readers' attention so try and make it as exciting and eye-catching as possible. Try and be creative, unique and even curiosity-building in your approach.

Funding Amount

This is the amount you'll need for your project. Remember that 12% of your project will go to administration fees for the site so please work that price into your full funding amount so you receive the full amount that you require.

Project Start Date

The date your project starts. This will not be published on the website but will be used for internal purposes to keep tracking of the amount of projects that are being executed.

Project End Date

The date your project ends. This will not be published on the website but will be used for internal purposes to keep tracking of the amount of projects that are finishing.

Posting Start Date

This is the date that you want your project to actually be posted live on the site. Please allow at least three business days from the date you submit for the editing and approval process.

Characteristics

This is how users will search for your title so be sure to be as inclusive as possible and cover as many appropriate categories as possible. The characteristics to choose from include: Arts, Conservation, Dance, Education, Heritage, History, Multicultural, Music, Performing Arts, Science, Technology and Visual Arts.

Your Project's Photo

This is the photo, graphic or image that will appear on the site. Make sure it is a visually-appealing and that you have the appropriate rights/permissions for use. If a photo, permission from any people within it.

Your Project's Video

You must have a video on YouTube in order to use this feature and while it not a requirement, we strongly recommend that you do. Your video can be as simple as interviewing a member of the programming staff in charge of the project, one of the individuals your project would impact, or a video of a previous performance. The more you connect your project with the real people it impacts, the better.

Project Narrative

This is perhaps the most important part of your project. Here, you will briefly tell donors what you need, why you need it and why it's important - in a persuasive way. Please see below for more tips on how to make your project narrative compelling.

Project Benefits

These are not required but are recommended to help entice donors to give. These should not be tangible items that will affect the tax deductibility of the gift, but instead be heartfelt benefits that will reward the donor for their gift. Examples include: having their name listed in a booklet or a handwritten thank you note from students.

Project Notes

Here you can list any that you want to tell the power2give team and those who will be approving the project. Project notes will not be visible to the public.

Accept Terms & Conditions

You must accept the terms and conditions of the site before submitting a project.