



HOW WE'RE DIFFERENT:

Personal Slate Fundraising

Personal slate fundraising is a unique feature of our social fundraising websites. We're offering the *only* system that lets users create personal fundraising pages not just "for" a large organization, but for their own slate of causes.

These can be causes selected from among the activities of a large organization, or they can be individual smaller organizations that are listed on a social fundraising site.

For a large organization, personal slate fundraising gets users deeply engaged in the organization's activities, through creating a personal message about the specific activities that are most appealing to them.

A personal slate like the page at right gives donors a totally different experience from a webpage where a user raises money for a single organization. It's a lot more personal. It lets the user express their own priorities, and so it's much easier for them to ask personal friends to visit the page.

