**Online Fundraising**

Online fundraising provides an exciting avenue for your event to become global. Utilizing the American Heart Association’s online fundraising tools is safe, easy and fun! Consider taking your fundraising to the next level with online fundraising. Participants create their own unique web page which can be easily accessed and emailed. Donations aren’t limited to your local area. Now anyone from anywhere can donate to your JRFH/HFH event.

**The Benefits of Online Fundraising**

* **It's safe!**
	+ The American Heart Association's website is protected and secure. Information is housed in a secure site and not distributed. Plus, there's no risk of loss or theft when all donations are made online!
* **It's easy!**
	+ Raising funds online saves time and makes the money counting experience easier and faster.
* **It's effective!**
	+ Students and schools raise approximately three times more money online!
* **It's cross-curricular!**
	+ Online fundraising is a great way to blend technology education with this service learning.
* **It's fun!**
	+ Students can customize their fundraising page, send personalized emails and track their progress towards their personal fundraising goal.

<http://www.heart.org/HEARTORG/Giving/ForSchools/Resources-for-Event-Coordinators-and-School-Volunteers_UCM_443947_Article.jsp>

