

Link Directly to Your Fund

Creating a hyperlink (link) directly to your fund in The Winnipeg Foundation's online donation website will make your endowment fund easier to find and receive gifts.

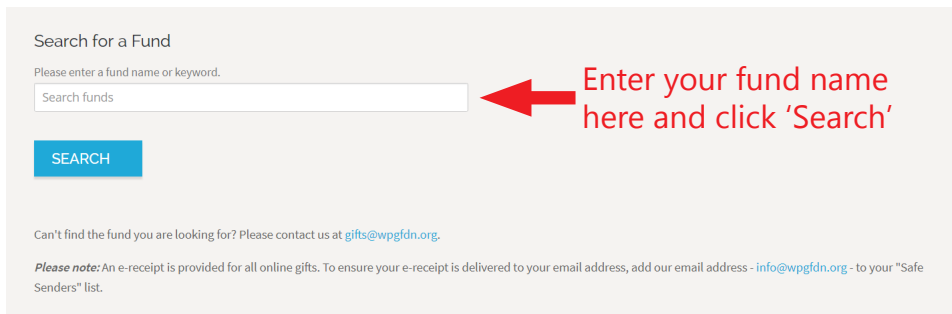
Types of Hyperlinks

Text link – A link is added to text so when the text is clicked on your fund's donation page opens.


Image link – A link is added to an image so when the image is clicked on your fund's donation page opens. Any image can be used including The Winnipeg Foundation's logo. If you'd like to use the Foundation's logo, contact our communications team at 204.944.9474 or comm@wpgfdn.org

Create the Link

1. Find the URL for your fund's donation page
 - Go to The Winnipeg Foundation's online donation website:
www.wpgfdn.org/give
 - Find the donation page for your organization



- At the top of the webpage is the URL for your donation page.

 **Secure** | https://wpgfdn.mycharitytools.com/?pageId=d_fund&fundId=137

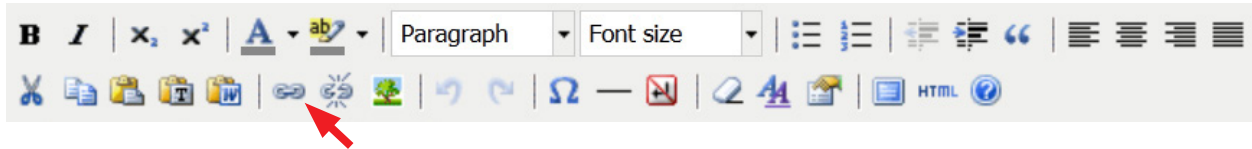
Please note: The numbers at the end are unique to each fund so the numbers for your fund will be different than the one shown above.

- Select the URL, copy and paste where you need (eg. into a document like Word, Notepad, etc.; an email; your website)
2. Give the URL to the person who updates your website. Tell them to add a hyperlink:
 - For a Text Link – to text, eg. XYZ Organization Endowment Fund
 - For an Image Link – to an image, ie. The Foundation's logo or another image.


Do you update your website but don't know how to add a hyperlink?

Most website editors have a toolbar with a hyperlink tool. The icon looks like a chain 

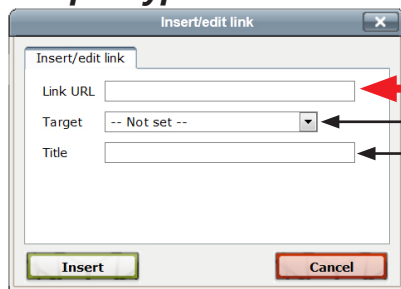
Sample website editor toolbar



Please note: There are many website software/editors. If you can't find the hyperlink tool you may need to search your website editor's help or support for information on how to add a hyperlink.

- Select the text or image you are using for the hyperlink.
- Click on the hyperlink tool .
- Hyperlink window will open (appearance will vary depending on the website editors).

Sample hyperlink window



Paste the URL for your fund's donation page here.

(Optional) Set your page to open in the same or new window.

(Optional) Provide a name to identify the link.

If you have any questions about creating a link to your fund's donation page, contact Nancy Mak, Website Specialist at 204.944.947 or nmak@wpgfdn.org