



Link Directly to Your Heritage Fund

Creating a hyperlink (link) directly from your organization's website to your heritage fund in The Winnipeg Foundation's Online Donation website makes it easier for your audience to find and give to your fund.

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.

1. Find the URL

- a. Go to The Winnipeg Foundation's online donation website: www.wpgfdn.org/give

Search for a Fund

Please enter a fund name or keyword.

SEARCH

- b. Enter your heritage fund's name in **Search funds** to find your donation page.
- c. 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 differ than the one shown above.


2. Copy and paste the URL

- a. Highlight the URL, copy and paste where you need (eg. Into a document like Word, Notepad, etc.; an email; your website)

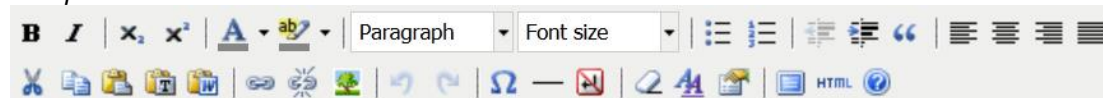
3. Create the link

- a. 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 will need to refer to your website editor’s help/support for information on adding a hyperlink.

- 1) Select the text or image you are using for the hyperlink.
- 2) Click on the hyperlink tool .
- 3) The hyperlink window will open (appearance will vary depending on your website editor).

Sample hyperlink window



Link URL (required)

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

Target (Optional)

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

Title (Optional)

Provide a name to identify the link.

If you have any questions about creating a link to your heritage fund, contact Denise Campbell at 204.944.947 (toll-free 1-877-974-3631) or heritage@wpgfdn.org.