CINCINNATI

Fundraising Guide

How to use DonorDrive's Fundraising Portal to be a successful fundraiser

Table of Contents

Tips for Success

Thank you for fundraising for the Buddy Walk in Cincinnati!
Your efforts make a difference to our organization. We hope the tools available to you will help you succeed. Start with these Best Practices and you'll be there in no time.

1 **Donate to yourself.** This sets the tone and shows that you are committed.

2 **Personalize your team page.** Upload a photo, highlight your connection to Down syndrome, set your fundraising goal, all from the Dashboard.

3 **Start asking right away.** The earlier you begin, the more you will raise. Use the email tool to send and track messages.

4 **Share your page on social media.** Take advantage of the sharing power of social media to help you reach more people, and include the link to your fundraising page.

5 **Say Thank You.** When a friend, coworker, or family member supports you, send a Thank You note right from your Messages area.

DonorDrive®
PEER-TO-PEER FUNDRAISING

Your Fundraising Account

When you log in, team captains will be able to personalize the team fundraising page, send emails to friends, spread the word using social media, and track donations made toward your fundraising goal.

Log In using the email address and password you used when you registered for the event.

Forgot your password? Click the Forgot Password link to have a link to reset your password emailed to you.

Note: The link you receive in the email to reset your password can only be clicked once. You can get another link by clicking Forgot Password again.

Account Login

Email Address:

Password:

LOGIN

Forgot Password?

Fundraising Tools

Dashboard

Go to the Dashboard to

- Edit your Fundraising Page

- Ask friends to donate

- Download event information

Fundraising Tools

Donations

View who has donated to you, send them Thank You emails.
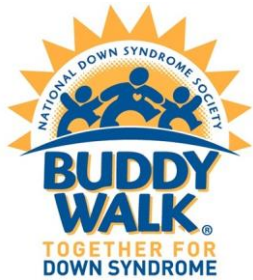
Fundraising Tools

Messages

Upload your Contact list, send emails asking friends to donate, view Sent Messages, and more.

Fundraising Tools

Profile

Update your profile photo and information, view donations you have given and other events you might be registered for.

Fundraising Tools

Black Navigation Bar

When you are logged in, the black navigation bar will stay in place as you navigate to other pages on the site. This way you can easily get back to your fundraising tools at any time.
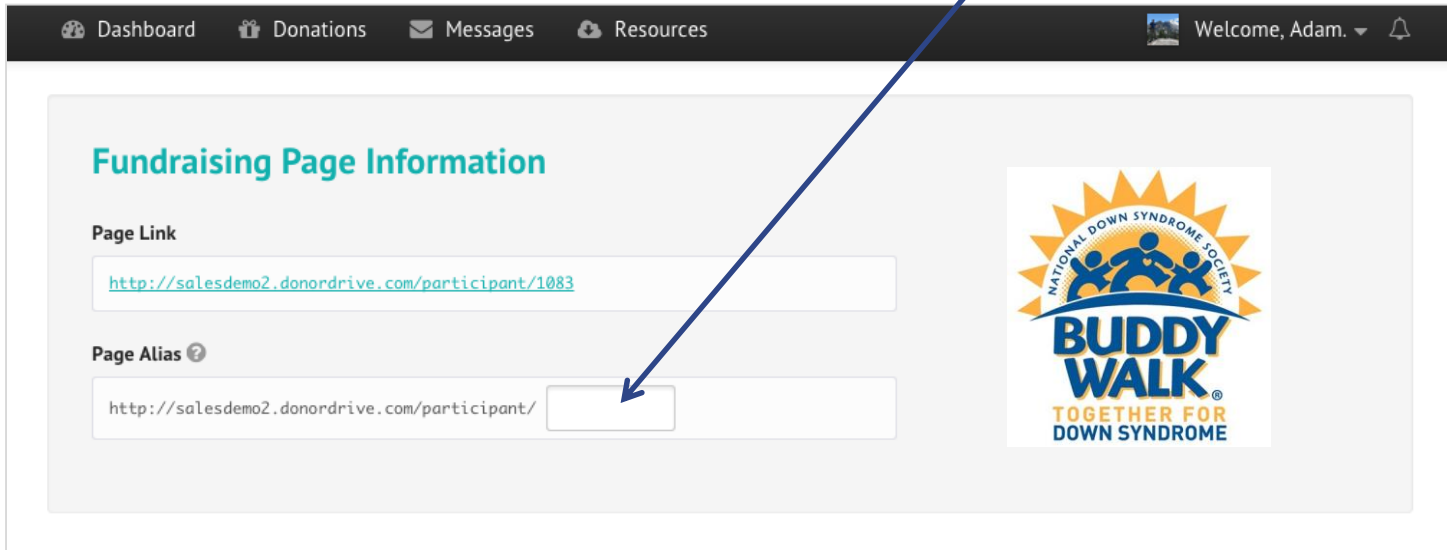
Your Fundraising Page

Use your fundraising page to tell your story.

1. Create an easy-to-remember link (or "alias" for your fundraising page).

Your Fundraising Page

Use your fundraising page to tell your story.

2. Set your fundraising goal.

3. Upload a personal photo

Your Fundraising Page

Use your fundraising page to tell your story.

4. Edit your Personal Message. (This appears on your fundraising page. It is not the same message that gets emailed out to your contacts.)

5. Embed videos from YouTube and images from Flickr.

Your Fundraising Page

Use your fundraising page to tell your story.

6. Manage Privacy Settings for your fundraising page

7. Save changes to your fundraising page.

Send Emails

Message Type

Choose from preset templates: Invite Friends to Donate, Join Your Team, or General Update.

Note: If you want to send a different message, simply select any message type and change the email in the Message box below.

Dashboard   Donations   Messages   Resources   Welcome, Adam. ▼

Sent Messages   **Compose a Message**   Drafts   Contact List

① Choose a message type *

Ask a Friend to Donate ▲▼

DonorDrive®
PEER-TO-PEER FUNDRAISING

Send Emails

Recipients

Choose people to receive your message.

You can:

-Select from contacts you've already uploaded into your Contact list

-Select contacts who have responded to you (by donating or joining your team)

-Select contacts who haven't responded

-Import contacts from webmail like Gmail, Yahoo, AOL, Hotmail, Live, etc.

-Import a CSV file

Send Emails

Edit Your Message

Add, delete, and edit text, add links, and formatting just like in other email programs.

*A link back to your Fundraising Page will be included in each email that you send out.

Saving and Sending Your Message

You can:

- Save a Draft that you can come back to later
- Send a Test Message to Yourself to see what it will look like.

Dashboard   Donations   Messages   Resources   Welcome, Adam.

③ Subject*
Support Adam Ransick in the 2015 Derby Challenge event

④ Message*

Styles   U B I ≔ ⋮☰   🖼 🔗 🔗 ✂ 🗐 📋

Hello Friends!

Make a difference in the fight against Cancer.

The Derby Challenge is a friendly competition amongst chapter raising funds for cancer research at Huntsman Cancer Institute (HCI).

100% of all receiptable donations are used to help defeat cancer

Because costs are so low the full power of your donation benefits organizations the fight against cancer

To help achieve this objective, I am fundraising for the Huntsman Cancer Institute & Sigma Chi Fraternity. Any donations to this amazing cause would be greatly appreciated. To make an online donation please visit my fundraising page, then click on the "Support Me" button. Please feel free to share my fundraising page with others that you think may want to make a donation as well.

Huntsman Cancer Institute's winning formula:
RESEARCH = EARLY DIAGNOSIS + BETTER TREATMENT
EARLY DIAGNOSIS + BETTER TREATMENT = **NO MORE CANCER**

We'll include fundraising page links in your message.

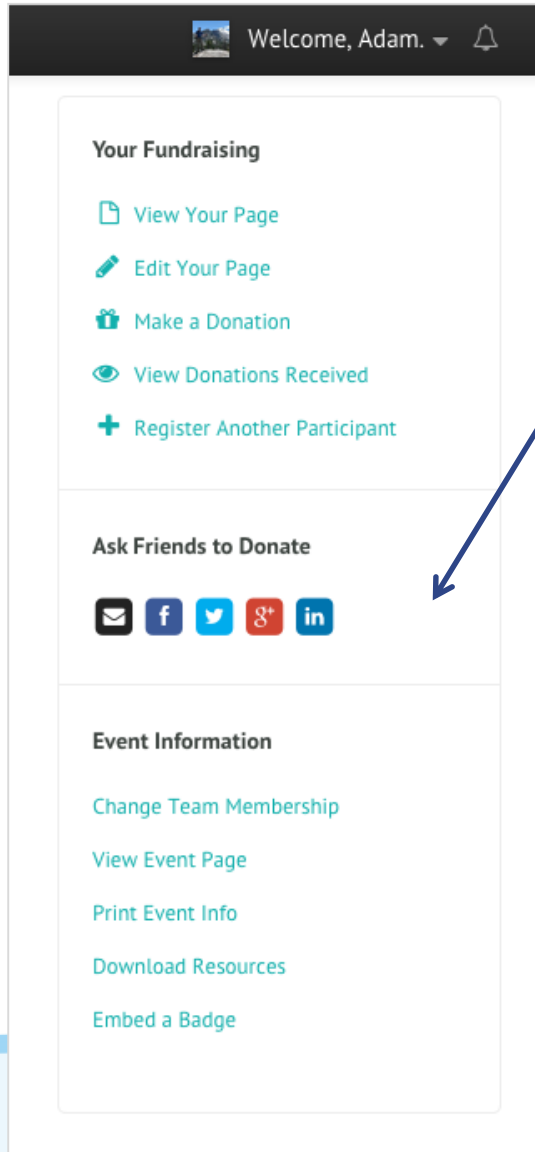SEND MESSAGE   Save Draft   Send Test Message to Myself

DonorDrive
PEER-TO-PEER FUNDRAISING

Share on Social Media

Spread the Word

Use these tools to share with friends and family, keep followers updated on your progress, and ask supporters to help you spread the word.

- **Email:** Refer to page 14

- **Facebook:** Post an update that will appear in your Friends' News Feed. A link back to your Fundraising Page will be included in your post.

- **Twitter:** Tweet to your followers

- **Google+:** Post an update that will appear in the Home tab for anyone in your circles.
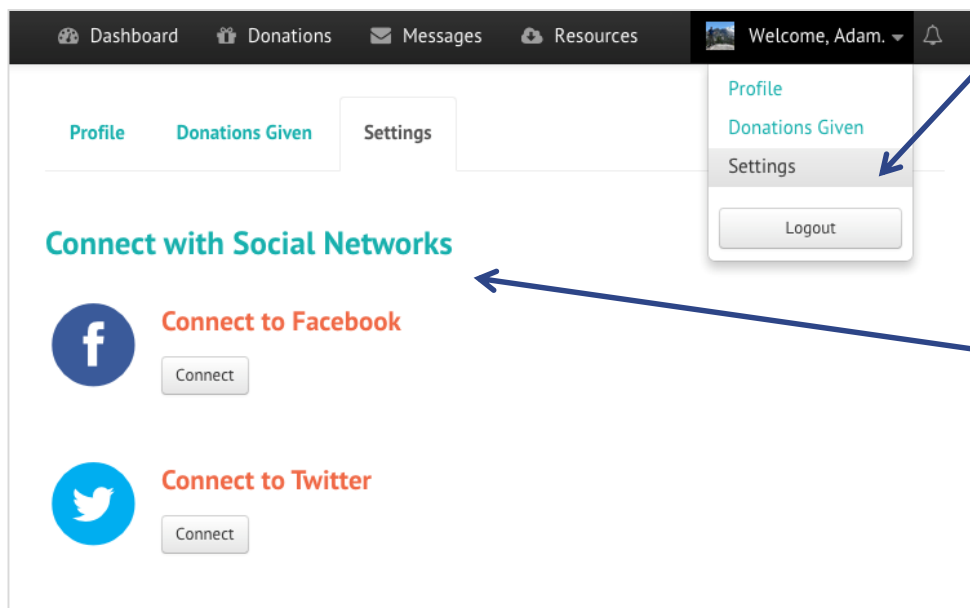
- **LinkedIn:** Post an update that will appear in your Connections' News Feed. A link back to your Fundraising Page will be included in your post.

Share on Social Media

Connect your Social Networks

Make sharing updates on social media easier and more effective.

Connecting to Facebook facilitates quicker posting, while connecting your Twitter account allows for automatically tweeted updates, for example, when you receive a donation, or reach your fundraising goal.*

*Depends on how your event is set up.

Track Donations & Send Thank You Emails

Use the **Search box** to look for specific donors and amounts.

Click the **Thank Your Donors** button to select individuals to send Thank You notes to donors you haven't thanked yet, and then click Send Thank You.

Track Donations & Send Thank You Emails

Donation Details 04/20/2015 ✖

$100 Donation
From Adam Ransick

Email aransick@donordrive.com

Type Participant Donation

Send Thank You

Track Donations

When you click a donation, a pop up will appear that provides their name, amount donated, and email address.

BUDDY WALK®
NATIONAL DOWN SYNDROME SOCIETY
TOGETHER FOR DOWN SYNDROME

DonorDrive®
PEER-TO-PEER FUNDRAISING