

FUNDRAISING GUIDE

Getting Started with Online Fundraising

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TIPS FOR SUCCESS

Thank you for fundraising for our cause! 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 fundraising page.** Upload a photo, highlight your connection to our cause, 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 supports you, send a Thank You note right from your Messages area.

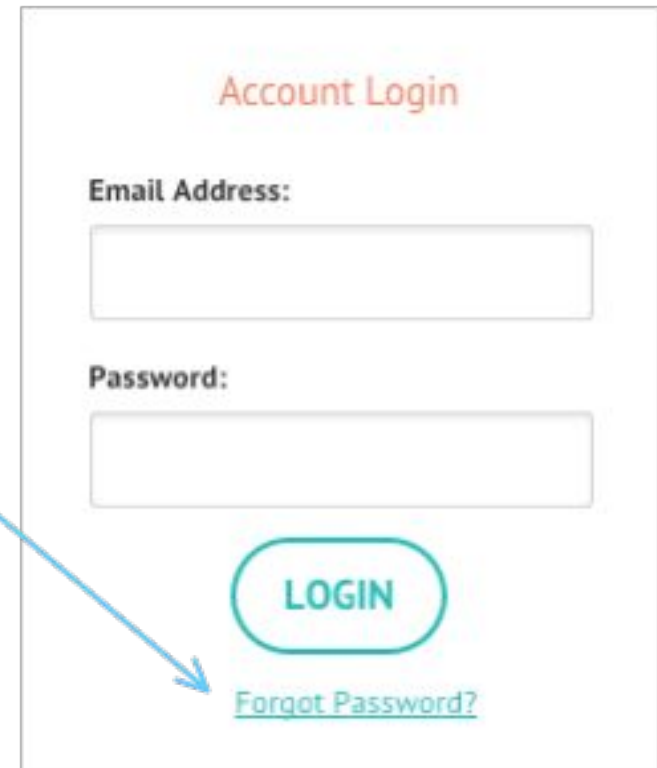
YOUR FUNDRAISING ACCOUNT

When you log in, you'll be able to personalize your 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.



The screenshot shows a login form titled "Account Login" in red text. Below the title are two input fields: "Email Address:" and "Password:". Below the password field is a green "LOGIN" button. At the bottom of the form is a blue link labeled "Forgot Password?". A blue arrow points from the text "Forgot your password?" in the text block to the "Forgot Password?" link in the form.

FUNDRAISING TOOLS

Dashboard

Go to the Dashboard to

- Edit your Fundraising Page
- Ask friends to donate
- Download event information

Dashboard Donations Messages Resources Welcome, Adam

Your Fundraising Your Team Fundraising

Ask Friends to Donate
Email is the #1 way people ask for donations on the web. Import contacts from your webmail, create a message and send to your friends!
[CREATE A MESSAGE](#)

Your Stats

2 / 4 Team Rank	6 / 15 Overall Rank	0 Donor Emails Sent
1 Donations Received	\$100.00 Largest Donation	\$100.00 Average Donation

Your Fundraising
[View Your Page](#)
[Edit Your Page](#)
[Make a Donation](#)
[View Donations Received](#)
[Register Another Participant](#)

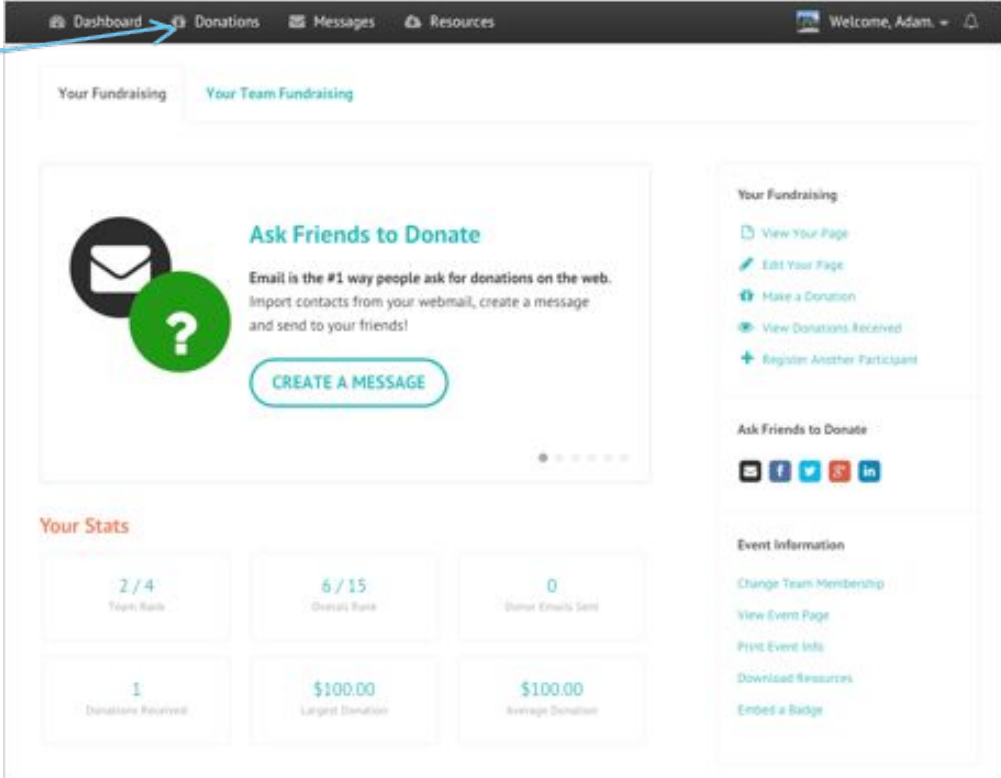
Ask Friends to Donate
[Facebook](#) [Twitter](#) [LinkedIn](#)

Event Information
[Change Team Membership](#)
[View Event Page](#)
[Print Event Info](#)
[Download Resources](#)
[Embed a Badge](#)

FUNDRAISING TOOLS

Donations

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



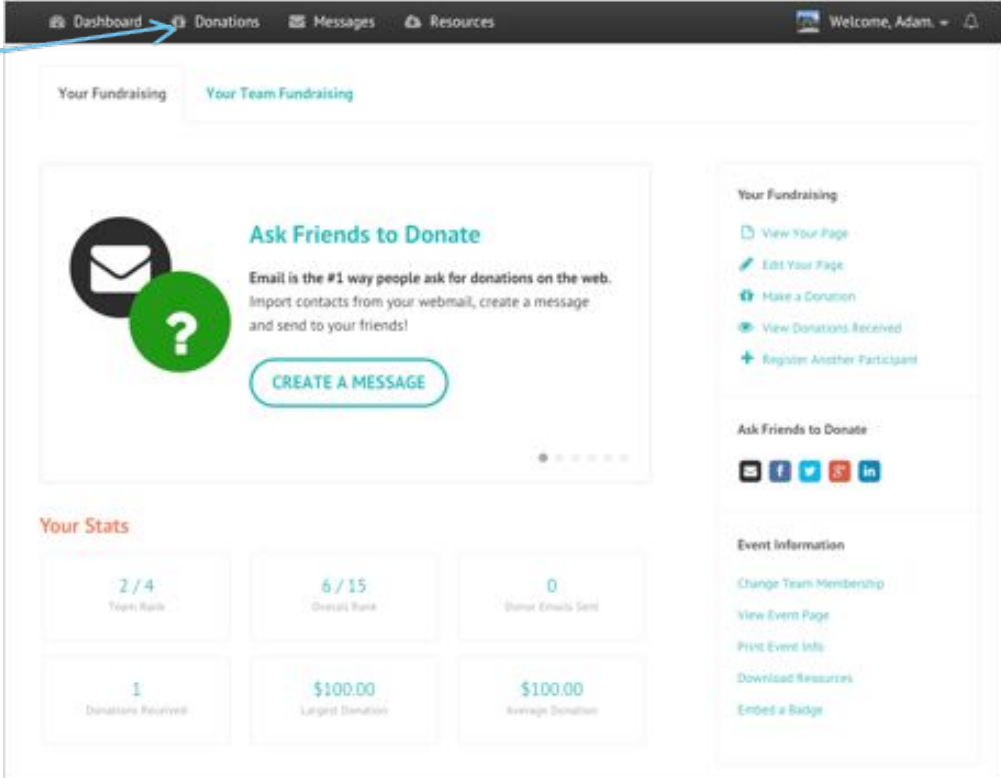
The screenshot displays the DonorDrive dashboard interface. At the top, a navigation bar includes links for Dashboard, Donations, Messages, and Resources. A blue arrow points from the text 'View who has donated to you' to the 'Donations' link. The main content area is divided into several sections:

- Your Fundraising / Your Team Fundraising:** A header with two tabs.
- Ask Friends to Donate:** A prominent section with an envelope icon and a question mark. It states, "Email is the #1 way people ask for donations on the web. Import contacts from your webmail, create a message and send to your friends!" and features a "CREATE A MESSAGE" button.
- Your Stats:** A grid of six statistics cards:
 - Team Rank: 2 / 4
 - Overall Rank: 6 / 15
 - Donor Emails Sent: 0
 - Donations Received: 1
 - Largest Donation: \$100.00
 - Average Donation: \$100.00
- Right Sidebar:** Contains links for "Your Fundraising" (View Your Page, Edit Your Page, Make a Donation, View Donations Received, Register Another Participant), "Ask Friends to Donate" (social media icons), and "Event Information" (Change Team Membership, View Event Page, Print Event Info, Download Resources, Embed a Badge).

FUNDRAISING TOOLS

Donations

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



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 - Overall Rank: 6 / 15
 - Donor Emails Sent: 0
 - Donations Received: 1
 - Largest Donation: \$100.00
 - Average Donation: \$100.00
- Right Sidebar:** A vertical list of actions:
 - Your Fundraising:** View Your Page, Edit Your Page, Make a Donation, View Donations Received, Register Another Participant.
 - Ask Friends to Donate:** Social media icons for Facebook, Twitter, and LinkedIn.
 - Event Information:** Change Team Membership, View Event Page, Print Event Info, Download Resources, Embed a Badge.

FUNDRAISING TOOLS

Donations

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

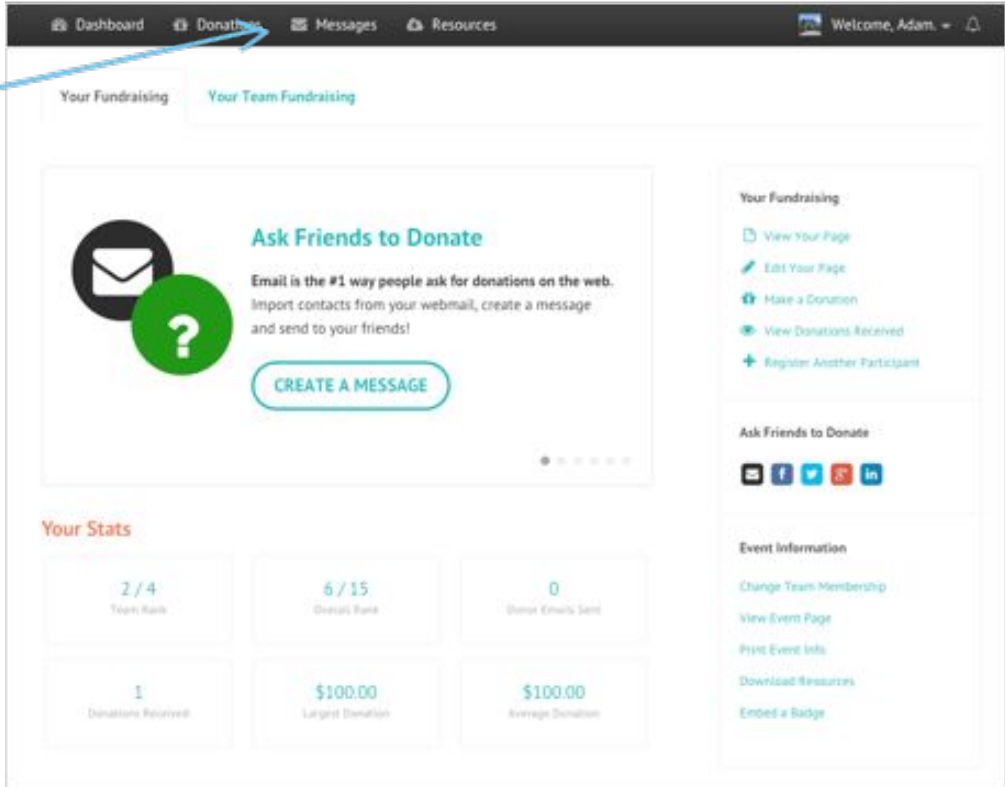
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 - Largest Donation: \$100.00
 - Average Donation: \$100.00
- Right Sidebar:** Contains links for "Your Fundraising" (View Your Page, Edit Your Page, Make a Donation, View Donations Received, Register Another Participant), "Ask Friends to Donate" (social media icons), and "Event Information" (Change Team Membership, View Event Page, Print Event Info, Download Resources, Embed a Badge).

FUNDRAISING TOOLS

Messages

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



The screenshot shows the DonorDrive fundraising dashboard. The top navigation bar includes 'Dashboard', 'Donations', 'Messages', and 'Resources'. A blue arrow points to the 'Messages' tab. The main content area features a 'Your Fundraising' section with a 'Your Team Fundraising' sub-section. The primary focus is the 'Ask Friends to Donate' card, which includes an icon of an envelope and a question mark, the text 'Email is the #1 way people ask for donations on the web. Import contacts from your webmail, create a message and send to your friends!', and a 'CREATE A MESSAGE' button. Below this is the 'Your Stats' section with six metrics: Team Rank (2/4), Overall Rank (6/15), Donor Emails Sent (0), Donations Received (1), Largest Donation (\$100.00), and Average Donation (\$100.00). On the right sidebar, there are sections for 'Your Fundraising' (View Your Page, Edit Your Page, Make a Donation, View Donations Received, Register Another Participant), 'Ask Friends to Donate' (social media icons), and 'Event Information' (Change Team Membership, View Event Page, Print Event Info, Download Resources, Embed a Badge).

FUNDRAISING TOOLS

Profile

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

Dashboard Donations Messages Resources Welcome, Adam

Your Fundraising Your Team Fundraising

Ask Friends to Donate
Email is the #1 way people ask for donations on the web. Import contacts from your webmail, create a message and send to your friends!
[CREATE A MESSAGE](#)

Your Stats

2 / 4 Team Rank	6 / 15 Overall Rank	0 Donor Emails Sent
1 Donations Received	\$100.00 Largest Donation	\$100.00 Average Donation

Your Fundraising

- [View Your Page](#)
- [Edit Your Page](#)
- [Make a Donation](#)
- [View Donations Received](#)
- [Register Another Participant](#)

Ask Friends to Donate

[Facebook](#) [Twitter](#) [LinkedIn](#)

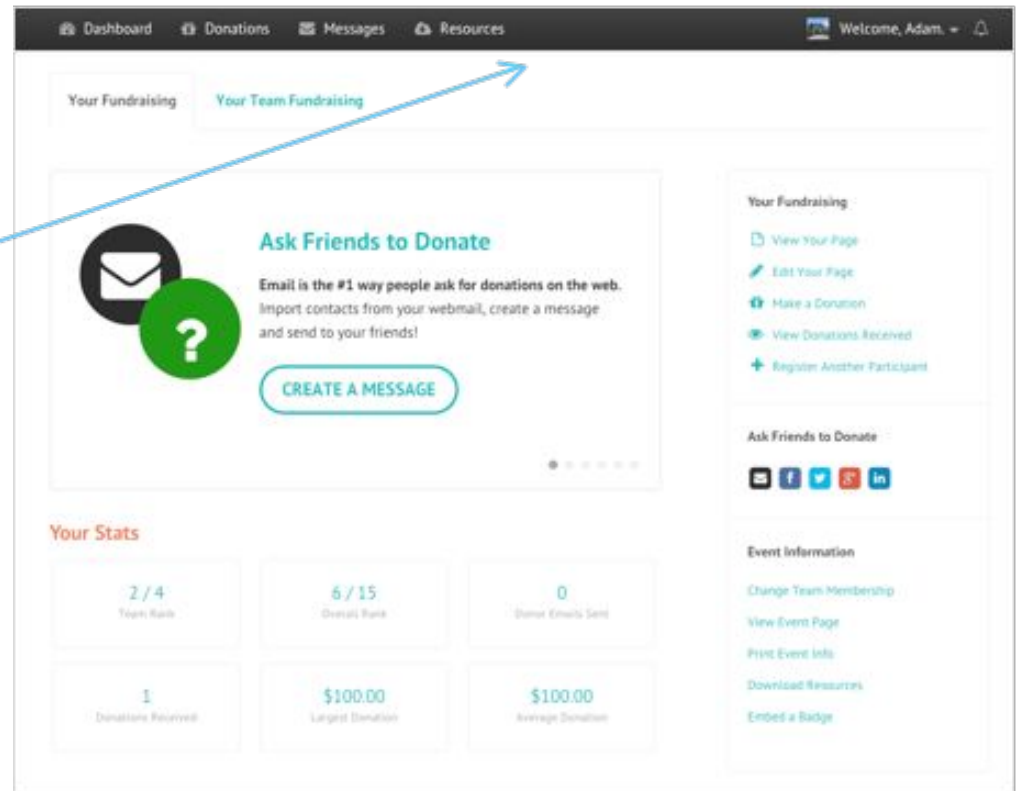
Event Information

- [Change Team Membership](#)
- [View Event Page](#)
- [Print Event Info](#)
- [Download Resources](#)
- [Embed a Badge](#)

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).

Dashboard Donations Messages Resources Welcome, Adam.

Fundraising Page Information

Page Link

<http://salesdemo2.donordrive.com/participant/1083>

Page Alias

<http://salesdemo2.donordrive.com/participant/>

YOUR FUNDRAISING PAGE

Use your fundraising page to tell your story.

2. Set your fundraising goal.

3. Upload a personal photo

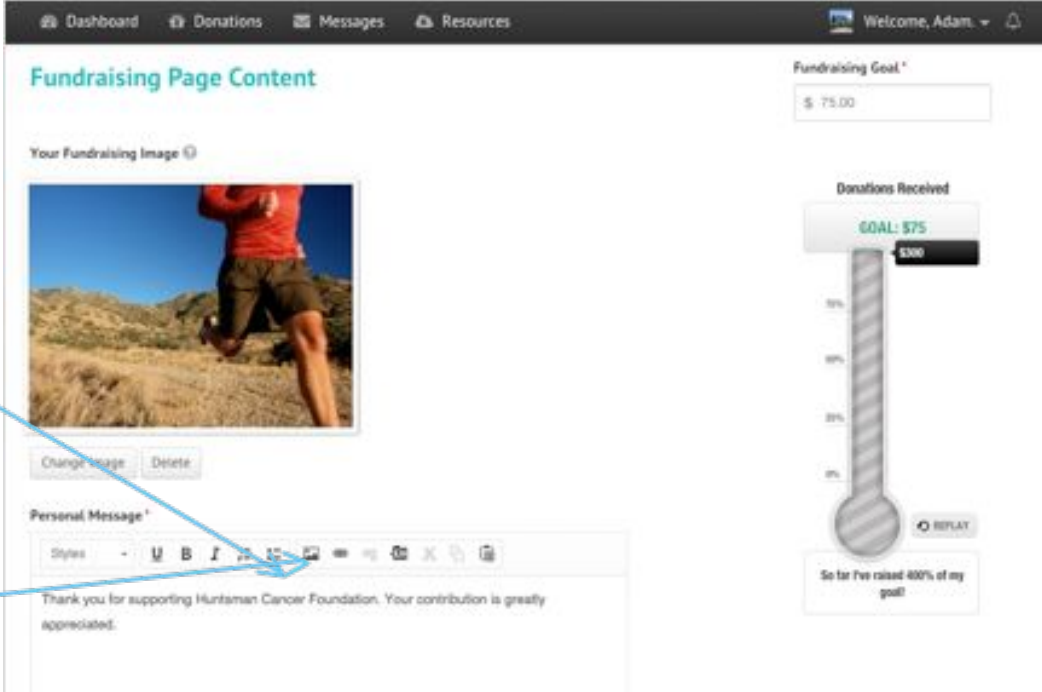
The screenshot shows a fundraising page with a navigation bar at the top containing 'Dashboard', 'Donations', 'Messages', and 'Resources'. A user greeting 'Welcome, Adam' is visible in the top right. The main content area is titled 'Fundraising Page Content'. On the right side, there is a 'Fundraising Goal' section with a text input field containing '\$ 75.00'. Below this is a 'Donations Received' section featuring a progress bar. The progress bar has a 'GOAL: \$75' label at the top and a '\$300' label at the bottom, indicating the amount raised. A 'REPLAY' button is located at the bottom right of the progress bar. Below the progress bar, a message reads 'So far I've raised 400% of my goal!'. On the left side of the page, there is a 'Your Fundraising Image' section with a photo of a person running. Below the photo are 'Change Image' and 'Delete' buttons. At the bottom, there is a 'Personal Message' section with a rich text editor and a pre-filled message: 'Thank you for supporting Huntsman Cancer Foundation. Your contribution is greatly appreciated.'

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.



The screenshot shows a web interface for editing a fundraising page. At the top, there are navigation tabs for Dashboard, Donations, Messages, and Resources, along with a user greeting 'Welcome, Adam'. The main heading is 'Fundraising Page Content'. Below this, there is a section for 'Your Fundraising Image' with a photo of a person running in a field. Below the image are 'Change Image' and 'Delete' buttons. The 'Personal Message' section is highlighted with a blue box and contains a rich text editor with various formatting options (bold, italic, link, video, image, etc.) and the text: 'Thank you for supporting Huntsman Cancer Foundation. Your contribution is greatly appreciated.' To the right of the editor, there is a 'Fundraising Goal' section showing '\$ 75.00' and a 'Donations Received' section with a progress bar. The progress bar shows a goal of \$75 and a current amount of \$300, with a 'REPLAY' button below it. A message at the bottom of the progress bar says 'So far I've raised 400% of my goal!'.

YOUR FUNDRAISING PAGE

Use your fundraising page to tell your story.

**6. Manage Privacy Settings
for your fundraising page.**

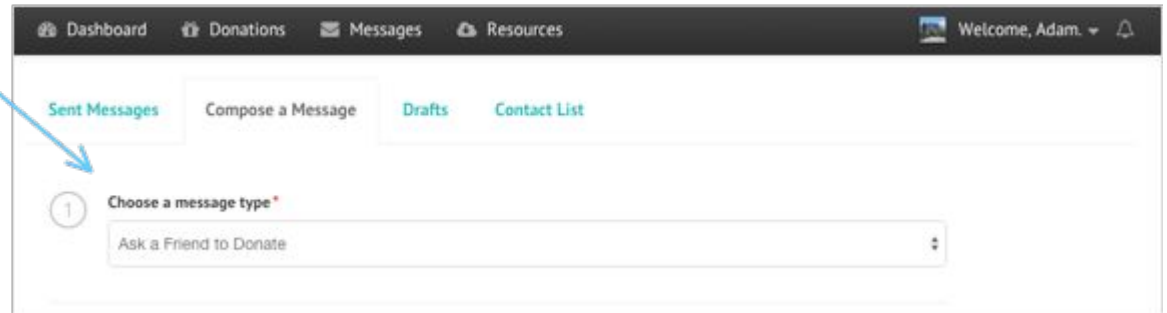
**7. Save changes to your
fundraising page.**

The screenshot shows the DonorDrive fundraising page editor. At the top, there is a navigation bar with links for Dashboard, Donations, Messages, and Resources, along with a user profile for Adam. The main content area is titled "Personal Message" and contains a rich text editor with a toolbar and a text box containing the message: "Thank you for supporting Huntsman Cancer Foundation. Your contribution is greatly appreciated." To the right of the message is a progress bar showing "So far I've raised 400% of my goal" with a "REPLAY" button. Below the message editor is the "Page Settings" section, which includes three checked checkboxes: "Show donors on my fundraising page.", "Show donation amounts on my fundraising page.", and "Allow people to search for my fundraising page." At the bottom of the settings section are three buttons: "Save Changes", "View Your Fundraising Page", and "Cancel". Two blue arrows point from the text on the left to the "Page Settings" and "Save Changes" buttons.

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.

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

Dashboard Donations Messages Resources Welcome, Adam

Sent Messages Compose a Message Drafts Contact List

1 Choose a message type*
Ask a Friend to Donate

2 Recipients*
Select from Contacts Import from Webmail or CSV

Please note: you may separate email addresses by comma, semicolon, or one address per line.

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.

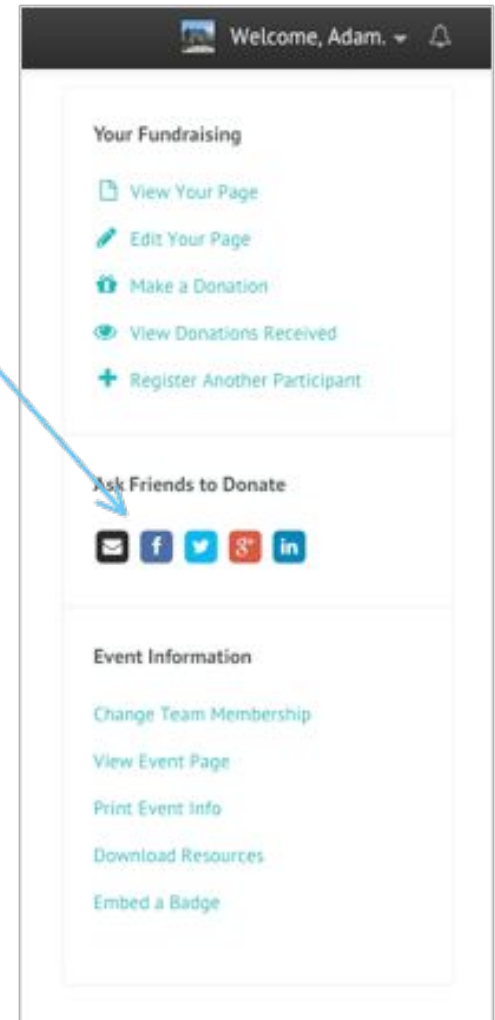
The screenshot shows a web-based email editor interface. At the top, there is a navigation bar with 'Dashboard', 'Donations', 'Messages', and 'Resources'. A user profile 'Welcome, Adam' is visible in the top right. The main content area is divided into two sections: 'Subject' and 'Message'. The 'Subject' field contains the text 'Support Adam Ransick in the 2015 Derby Challenge event'. The 'Message' field contains a richly formatted email draft. The draft text includes: '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'. Below the message field, there is a note: 'We'll include fundraising page links in your message.' At the bottom of the editor, there are three buttons: 'SEND MESSAGE' (highlighted with a red circle), 'Save Draft', and 'Send Test Message to Myself'.

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.



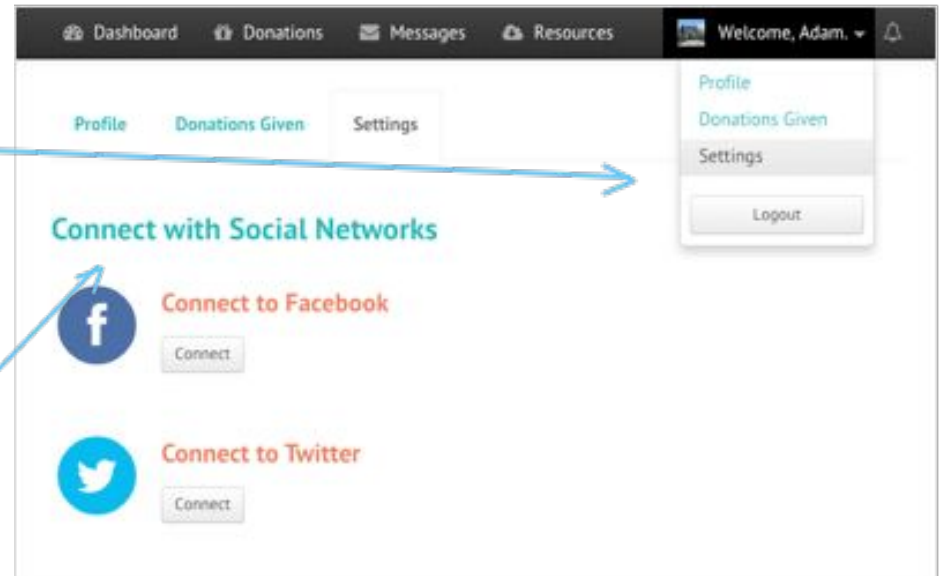
SHARE ON SOCIAL MEDIA

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.*

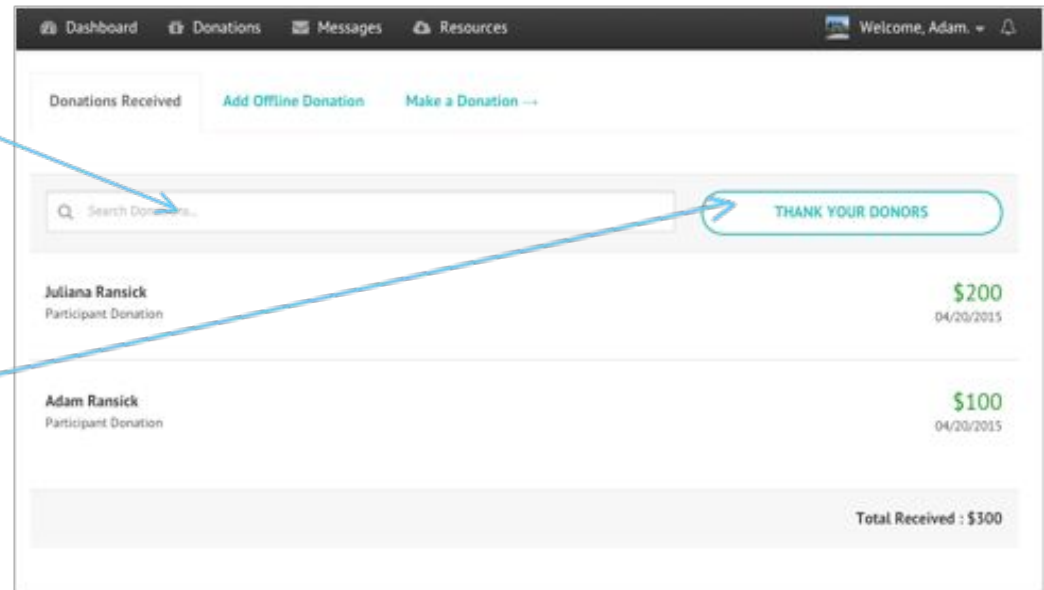
*Depends on how your event is set up.



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.



The screenshot shows the DonorDrive dashboard interface. At the top, there are navigation tabs for Dashboard, Donations, Messages, and Resources. A user profile for Adam is visible in the top right corner. Below the navigation, there are buttons for 'Add Offline Donation' and 'Make a Donation'. A search bar labeled 'Search Donors...' is present, with a blue arrow pointing to it from the text on the left. To the right of the search bar is a prominent blue button labeled 'THANK YOUR DONORS', with a blue arrow pointing to it from the text on the left. Below the search bar, a list of donations is displayed:

Donor Name	Amount	Date
Juliana Ransick Participant Donation	\$200	04/20/2015
Adam Ransick Participant Donation	\$100	04/20/2015

At the bottom right of the list, a summary bar indicates 'Total Received : \$300'.

TRACK DONATIONS & SEND THANK YOU EMAILS

Track Donations

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

