Fundraising Guide

How to use DonorDrive’s Fundraising Portal to be a successful fundraiser
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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.
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.
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.
1. Create an easy-to-remember link (or “alias” for your fundraising page).

**Fundraising Page Information**

- **Page Link**
  
  - [http://salesdemo2.donordrive.com/participant/1083](http://salesdemo2.donordrive.com/participant/1083)

- **Page Alias**
  
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.
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.
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

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