



FUNDRAISING GUIDE

How to use the DonorDrive Fundraiser Portal and become a successful fundraiser

TheOvernight.org



American
Foundation
for Suicide
Prevention



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Your DonorDrive Account



When you log in, you'll be able to personalize your fundraising page, send emails to friends, spread the word on 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 reset your password.

Note: Please only click the “forgot password” link once. Each time you click on the “forgot password” link, a new email is sent, and the previous email and link to reset your password becomes inactive.

Your DonorDrive Account

Account Login

Email Address:

Password:

LOGIN

[Forgot Password?](#)



Fundraising Tools





- When you are logged in to the Fundraiser Portal, the Fundraiser Toolbar will stay at the top of the page as you navigate to other sites on the page.
- Use the Fundraiser Toolbar to access:
 - Your Page
 - Dashboard
 - Donations
 - Messages
 - Resources
 - Profile



Dashboard

Fundraising Tools

- **Your Fundraising**

- When you are logged in and viewing your dashboard, you'll see links to view your page, make a donation, or view your donations.

- **Event Information**

- Already registered but need to create or join an existing team? Click "Change Team Membership."

The screenshot displays the AFSP fundraising dashboard. At the top, a navigation bar includes links for 'Your Page', 'Dashboard' (highlighted with a blue circle), 'Donations', 'Messages', and 'Resources'. Below this, the header features the AFSP logo, the 'OUT OF THE DARKNESS Overnight Walks' logo, and navigation links: 'HOME', 'ABOUT', 'WALK WITH US', 'HELP OUT', 'GET INFO', and 'REGISTER'. A secondary navigation bar shows 'HOME' and 'PHILADELPHIA OPEN TEAMS'. The main content area is titled '2018 Overnight Walk - Philadelphia' with a date of '06/16/2018 Philadelphia, PA' and a 'Your Events' dropdown. Below this is the 'Walker Central' section, which provides information on finding preparation details and includes a 'WALKER CENTRAL' button. A 'Give Yourself a Gift' section encourages donations with a 'MAKE A DONATION' button. On the right, a sidebar contains 'Your Fundraising' links (View Your Page, Make a Donation, View Donations Received), 'Ask Friends to Donate' social media links, and 'Event Information' links (Change Team Membership, View Event Page, Print Event Info, Download Resources, Embed a Banner).



Just for Team Captains

Fundraising Tools

- If you are a team captain, you will see an additional link on your dashboard – **Your Team Fundraising**. Click this link for access to your team fundraising page, which can be updated similarly to your personal page.

The screenshot shows the dashboard for the "2018 Overnight Walk - Philadelphia" event. At the top, there's a header with the event name and a "Your Events" dropdown. Below this, a navigation bar includes "Your Fundraising" and "Your Team Fundraising", with a blue arrow pointing to the latter. The main content area is divided into two columns. The left column features a "Your Team's Fundraising Total" section with a progress bar at 0% and a goal of \$2,000.00. Below this is a "Team Stats" section with six boxes: "0 / 2 Overall Rank", "1 Team Members", "0 Donor Emails Sent", "0 Donations Received", "\$0.00 Largest Donation", and "\$0.00 Average Donation". The right column contains a "Team Fundraising" section with a "View Your Team Page" link, an "Ask Friends to Donate" section with social media icons, and a "Your Team" section with links to "Send a Message to Your Team", "View Your Team", and "Invite Someone to Join Your Team". At the bottom of the right column is an "Event Information" section with links to "View Event Page", "Print Event Info", "Download Resources", and "Embed a Banner".

2018 Overnight Walk - Philadelphia

06/16/2018 Philadelphia, PA / Team: [Example Team](#) Captain: you

[Your Fundraising](#) [Your Team Fundraising](#)

Your Team's Fundraising Total

0%

\$0.00 / \$2,000.00

Team Members \$0.00 Team \$0.00

Team Stats

0 / 2 Overall Rank	1 Team Members	0 Donor Emails Sent
0 Donations Received	\$0.00 Largest Donation	\$0.00 Average Donation

Team Fundraising

[View Your Team Page](#)

Ask Friends to Donate

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

Your Team

[Send a Message to Your Team](#)

[View Your Team](#)

[Invite Someone to Join Your Team](#)

Event Information

[View Event Page](#)

[Print Event Info](#)

[Download Resources](#)

[Embed a Banner](#)

- This section allows you to send a message to your teammates, view your team, and invite others to join your team.
- *Please note: donations can only be made to individual team members, not the team as a whole.



**American
Foundation
for Suicide
Prevention**



Donations

- View who donated to you and send them Thank You emails.

Messages

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



Resources

- Includes important documents, fundraising tools, and other valuable information about The Overnight including a link to “Walker Central.”

TheOvernight.org

2018 Overnight Walk - Philadelphia

Your Events ▾

06/16/2018 Philadelphia, PA / Team: [Example Team](#) Captain: you

Walker Central

Click the button below and get the most important Overnight updates leading up to the event.

[WALKER CENTRAL](#)

File Name

A How-to Guide For Setting Up Your Fundraising Page

[Hosting a Fundraising Event](#) pdf, (579.5 KB)

A step-by-step guide to hosting a fundraising event.

Download File

[Overnight Participant Toolkit](#) pdf, (8107.7 KB)

Find all the need-to-know fundraising information

Download File

[OvernightBusinessOneSideFullSheet](#) pdf, (78.0 KB)

Overnight business cards to hand out for fundraising

Download File

[Restaurant Fundraiser list](#) pdf, (337.5 KB)

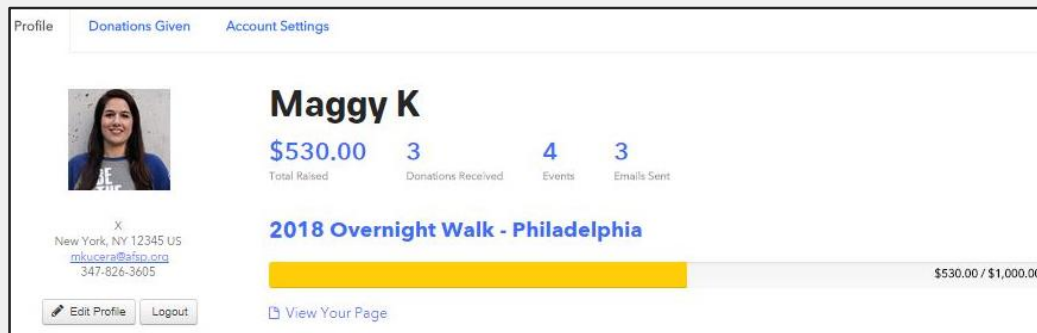
A partial list of restaurants that can help you host a fundraiser

Download File

Resources 1-6 of 6



- Update your profile picture, contact information, or password.
- View donations you have received.
- Edit your Account Settings and get connected to social media, which we will explore more in later slides!



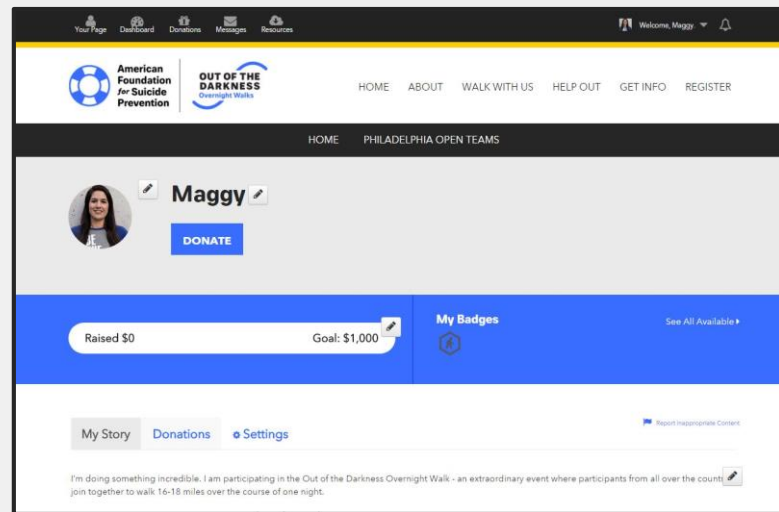
Your Fundraising Page



Let “Your Page” Tell Your Story

Your Fundraising Page

- **You can make modifications to your fundraising page:**
 - Upload your account picture
 - Change your display name
 - Update your fundraising goal
 - Tell your story
 - Upload photos, and link/embed videos.
- **Donations**
 - View who has donated to you and send thank you emails in real time
- **Manage the settings for:**
 - Set fundraising goal
 - Page link – Create a customized link for your fundraising page
 - Privacy settings

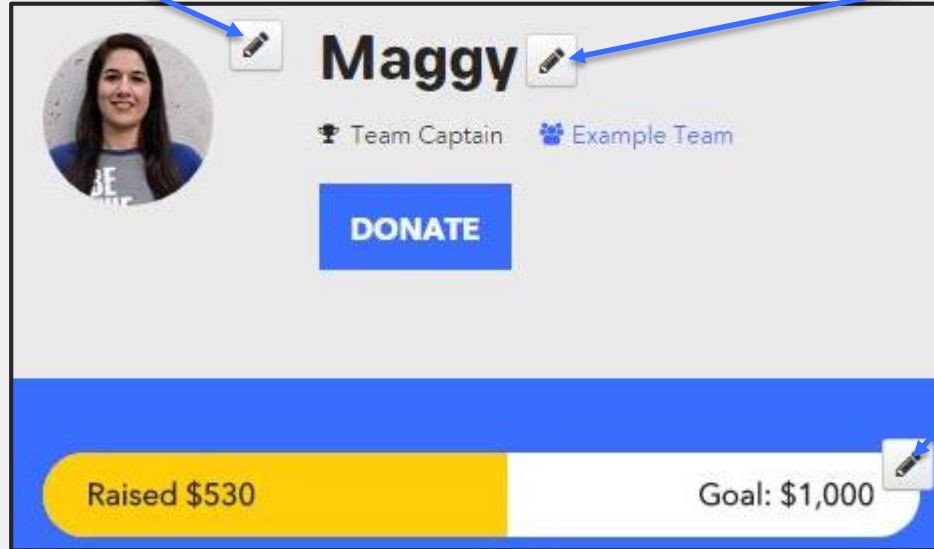


Customize Your Fundraising Page

Your Fundraising Page

- Change your account photo

- Edit your display name



- Update your fundraising goal



Share Your Story

Your Fundraising Page

[My Story](#) [Donations](#) [Settings](#)

[Report Inappropriate Content](#)

I'm doing something incredible. I am participating in the Out of the Darkness Overnight Walk - an extraordinary event where participants from all over the country join together to walk 16-18 miles over the course of one night.

I'm fundraising to benefit the **American Foundation for Suicide Prevention**. Net proceeds will help those affected by suicide and mental health conditions by supporting research, advocacy, survivor resources, education, and awareness programs. AFSP has set a bold goal to reduce the suicide rate 20% by the year 2025, and I'm proud to be part of that mission.

Thank you for your support in a cause I believe in. Together we can save lives and bring hope to those affected by suicide.

<https://afsp.donordrive.com/index.cfm?fuseaction=donorDrive.participant&participantID=24870>

- **Share your reason for walking or your connection to the cause**
- **Upload a photo or embed a video from YouTube**
- **You also have the option to import your story from a previous Overnight Walk**

Update your fundraising story

Import your story from: [Choose a previous event](#)

Normal [U](#) **B** *I* [List](#) [List](#) [Image](#) [Link](#) [Video](#)

I'm doing something incredible. I am participating in the Out of the Darkness Overnight Walk - an extraordinary event where participants from all over the country join together to walk 16-18 miles over the course of one night.

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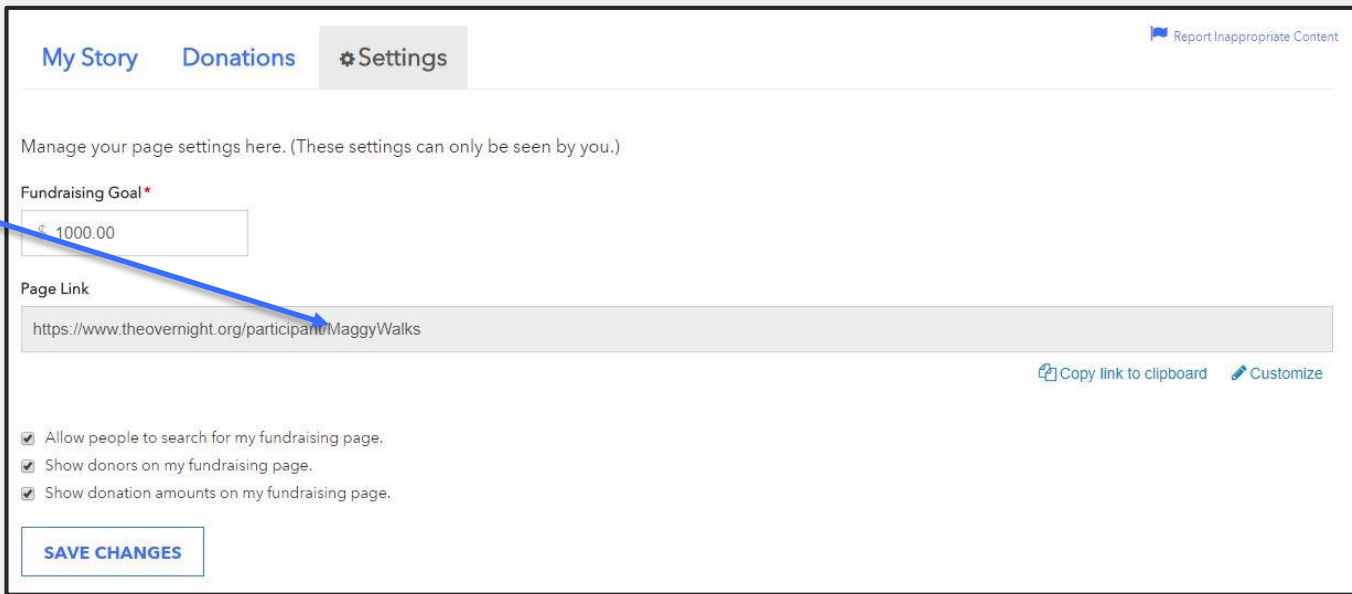
<https://afsp.donordrive.com/index.cfm?fuseaction=donorDrive.participant&participantID=24870>

803

[UPDATE STORY](#)



- Set fundraising goal
- Create a customized link for your fundraising page as shown here
- Manage your privacy settings
- Save your changes!



My Story Donations **Settings** [Report Inappropriate Content](#)

Manage your page settings here. (These settings can only be seen by you.)

Fundraising Goal ^{*}

\$ 1000.00

Page Link

<https://www.theovernight.org/participant/MaggyWalks>

[Copy link to clipboard](#) [Customize](#)

☒ Allow people to search for my fundraising page.

☒ Show donors on my fundraising page.

☒ Show donation amounts on my fundraising page.

[SAVE CHANGES](#)

Send Emails



Compose a Message

1

- Choose a message type from templates: Invite Friends to Donate, Join Your Team, or General Update.

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

2

- Select recipients to receive your message.
- 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



Edit, Save and Send

- Add, delete, and edit text, add links, and format text just like other email programs.
- *A link to your Fundraising Page will be automatically included in each email you send out.
- You can also...
 - Save a Draft you can come back to later
 - Send a Test Message to Yourself to see what it will look like.

3

Subject*

Support Maggy Kucera in the 2018 Overnight Walk - Philadelphia event

4

Message*

Normal

U

B

I

Dear Friend,

I will be joining with hundreds of people to walk over 16 miles through the night in the Out of the Darkness Overnight to benefit the American Foundation for Suicide Prevention.

I will be walking as a member of [name of company or family team] and my personal fundraising goal is \$1,000.00. I would appreciate any support that you give me for this worthwhile cause.

[If you have been personally touched by suicide, please include your personal story to the extent that you are comfortable, here.]

The American Foundation for Suicide Prevention is at the forefront of research, education and prevention initiatives designed to reduce loss of life from suicide. With more than 40,000 lives lost each year in the U.S. and over one million worldwide, the importance of AFSP's mission has never been greater, nor our work more urgent.

I hope you will consider supporting my participation in this event. Any contribution will help

We'll include fundraising page links in your message.

SEND MESSAGE

Save Draft

Send Test Message to Myself

Share on Social Networks

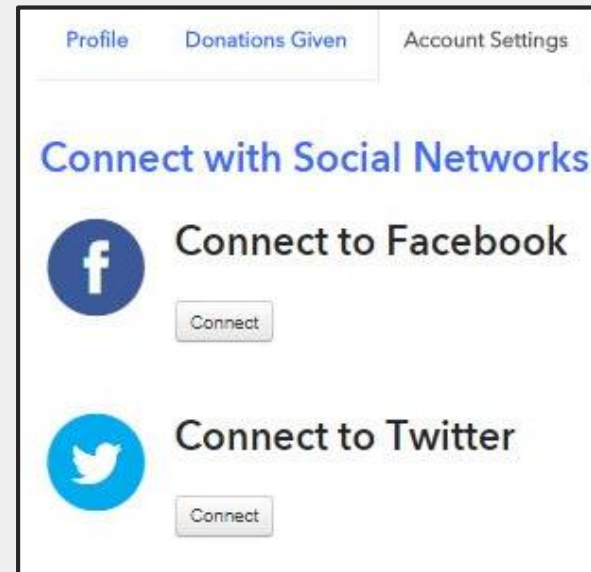


Connect Your Social Networks and Spread the Word!

Share on Social Networks



- Use social media to keep friends and family updated on your progress and ask supporters to help spread awareness for your campaign.
- Make sharing updates faster by connecting with Facebook or Twitter!
- **Facebook:** Post an update that will appear in your friends' News Feed. A link to your fundraising page will be included in your post.
- **Twitter:** Tweet to your followers.
- **Google Plus:** 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.



TheOvernight.org



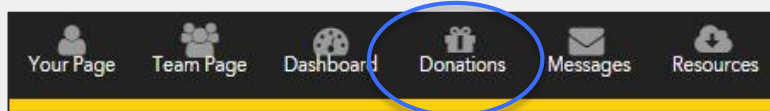
American
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Prevention



View Donations & Send Thank You Emails



View Donations



Donations & Thank You Emails

2018 Overnight Walk - Philadelphia

06/16/2018 Philadelphia, PA / Team: [Example Team](#) Captain: you

You've raised 53% of your goal!

\$530 Raised


\$1,000 Goal

THANK YOUR DONORS

Grace O'Connor	\$500
Participant Donation	01/12/2018
Heather Buckendahl	\$20
Participant Donation	01/12/2018
Erin Kenny	\$10
Participant Donation	01/12/2018
Total Received: \$530	

- When you click a donation, a pop up will appear that provides their name, amount donated, and email address.
- ***Note:** some donors may choose to remain anonymous and hide their email address.

Donation Details 01/12/2018



\$500 Donation
From Grace O'Connor

"You are great!"

Email @gmail.com

Type Participant Donation

Send Thank You

Thank You Emails

Donations & Thank You Emails

The screenshot shows the 'Donations' tab selected in the top navigation bar. Below the navigation bar, there is a list of donors with their names, donation amounts, and dates. A 'SEND THANK YOU' button is visible next to the first donor, Grace O'Connor. A pop-up window titled 'Send a Thank You Email' is open, allowing the user to compose a thank you email. The pop-up has a red 'X' in the top right corner. The 'Subject' field contains 'Thank you for the generous gift!'. The 'Message' field contains a pre-written message: 'Dear friend, Thank you very much for supporting me with your generous donation! Your contribution is greatly appreciated. Many employers sponsor matching gift programs and will match any charitable contributions made by their employees. You can go to www.afsp.org/matching-gifts to see if your company participates. On behalf of everyone who is affected by suicide, thank you for your support!'. At the bottom of the pop-up, there are two buttons: 'Send Thank You' and 'Cancel'.

My Story Donations Settings Report Inappropriate

Grace O'Connor
\$500.00 • January 12, 2018
You are great!

Heather Buckendahl
\$20.00 • January 12, 2018

Erin Kenny
\$10.00 • January 12, 2018

SEND THANK YOU

Send a Thank You Email

Subject *

Thank you for the generous gift!

Message *

Dear friend, Thank you very much for supporting me with your generous donation! Your contribution is greatly appreciated. Many employers sponsor matching gift programs and will match any charitable contributions made by their employees. You can go to www.afsp.org/matching-gifts to see if your company participates. On behalf of everyone who is affected by suicide, thank you for your support!

We'll include fundraising page links in your message.

Send Thank You Cancel

- The Donations tab allows you to view all of your donations and who has been thanked.
- Click Send Thank You to thank a donor
- A pop-up window will appear, and you can update the text of both the subject line and message.
- Once you are ready to send click Send Thank You.



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.

- 1 **Donate to yourself.** This sets the tone and shows that you are dedicated.
- 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 from your Messages area.

