

Out of the | AFSP  
DARKNESS<sup>SM</sup> *Walks*

# Fundraising Page Guide

*Getting Started with Online Fundraising*

# Table of Contents

GETTING STARTED .....	3
YOUR FUNDRAISING ACCOUNT .....	4
FUNDRAISING TOOLS .....	5
YOUR FUNDRAISING PAGE .....	6
SENDING EMAILS .....	8
SHARING ON SOCIAL MEDIA.....	9
TRACKING DONATIONS .....	11

# Getting Started

Thank you for walking in the Out of the Darkness Overnight. The funds you raise will advance the American Foundation for Suicide Prevention's continuing efforts in research, educational resources, suicide prevention projects and suicide survivor initiatives. Plus, fundraising is a great way to expand awareness, build camaraderie, and continue our critical mission to raise funds to prevent suicide today and in the future.

As a registered Walker, you have access to variety of fundraising tools that will help you spread the word about your Overnight Walk and encourage your donors (and potential donors) to support you with an online donation.

Start your fundraising today with these basic steps:

- 1. Donate to yourself:** Get the ball rolling by making the first donation toward your fundraising efforts!
- 2. Start asking early:** The earlier you begin asking people to contribute, the more you will raise. You can send personalized emails by logging in to our website.
- 3. Set a fundraising goal:** Set your fundraising goal when you edit your personal fundraising page. Don't be shy to ask again even after you reach your goal. You can set your goal from the Dashboard.
- 4. Personalize your fundraising page:** Include a photo, text, or even a video with your personal story about why you're supporting our cause. You can personalize your page from the Dashboard.
- 5. Share your page on social media:** People who share their stories on social media are twice as likely to raise more. Get creative with your posts and always include the link to your fundraising page. You can share on social media from your fundraising page or on the Dashboard.
- 6. Say thank you:** When someone supports you with a donation, send them a thank you note and tell them you appreciate their help. You can send thank you notes through the Messages area.

# Your Fundraising Account

## *Create Your Personal Fundraising Page*

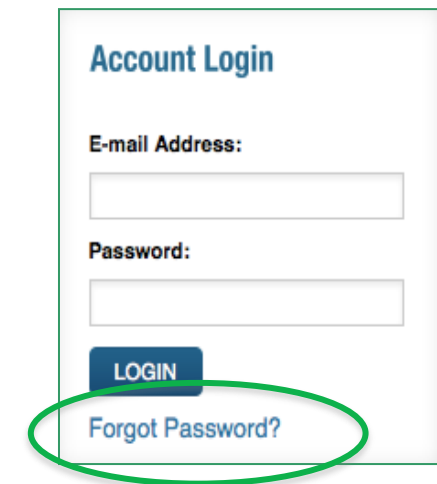
### *Log in*

Enter the email address and password you used when you registered for the event.

### *Forgot your password?*

No problem! If you forget your password, click the Forgot Password link and a link to reset your password will be emailed to you.

**Note:** The link you receive in 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". It contains two input fields: "E-mail Address:" and "Password:". Below the fields is a blue "LOGIN" button. At the bottom of the form, there is a blue link labeled "Forgot Password?". A green circle highlights the "Forgot Password?" link.

# Fundraising Tools

## #1 - The Bar

When you log in, The Bar at the top will stay in place – even if you go to another page on our site. This will help you get back to your fundraising tools at any time.

## #2 - Dashboard

From the Dashboard, you can:

- Ask friends to donate through E-mail or social media
- Personalize your fundraising page
- Download event information

## #3 - Donations

Track who has donated to you and send quick Thank You notes.

## #4 - Messages

Invite people to donate to you, send fundraising updates. If you are on a team, invite others to join your team or send team status updates.

## #5 - Profile

Change your profile photo, schedule automatic fundraising updates, and download receipts for any donations you've made.

The screenshot shows a fundraising dashboard for a user named Kasey. At the top, there is a navigation bar with links for Dashboard, Donations, Messages, and Resources. A welcome message 'Welcome, Kasey.' is displayed on the right. The main content area features a comparison chart titled 'You vs. The Average Fundraiser' showing that the user has raised 83% more than the average fundraiser for this event. Below this, there are statistics for 'Your Stats': Overall Rank (1/6), Donations Received (4), Largest Donation (\$100.00), Average Donation (\$28.75), and Donor E-mails Sent (0). On the right sidebar, there are sections for 'Ask Friends to Donate' (with options for E-mail, Facebook, Google+, Twitter, and LinkedIn), 'Your Fundraising' (with links for Your Fundraising Page, View Donations Received, and Embed a Badge), and 'Event Information' (with links for View Event Page, Register Another Participant, Print Event Info, and Download Resources). Numbered callouts #1 through #5 point to the navigation bar, the 'Ask Friends to Donate' section, the 'Your Stats' section, the 'Messages' link, and the user profile dropdown menu, respectively.

# Your Fundraising Page

## Using Your Page to Tell Your Story

1. Create an easy-to-remember link for your fundraising page.
2. Upload a personal photo.
3. Add a personal message.
4. Set your fundraising goal.

(Continued on next page)

The screenshot shows a fundraising page setup interface with four numbered callouts:

- #1** points to the **Page Link** field, which contains the URL `http://www.example.com/participant/kasey`.
- #2** points to the **Your Fundraising Image** field, which displays a photo of a man in a light blue t-shirt with the number 689. Below the photo are **Change Image** and **Delete** buttons.
- #3** points to the **Personal Message** field, which contains the text: "I'm running again this year to support this cause! I really hope you'll support me in the fight for a cure. This organization".
- #4** points to the **Fundraising Goal** field, which is set to `$ 500.00`.

Additional details visible in the interface include:

- Fundraising Page Information** section with **Page Alias** set to `http://www.example.com/participant/ kasey`.
- Fundraising Page Content** section with an **Import Content** button.
- Donations Received** section showing a progress bar for a **GOAL: \$500**. The current amount raised is `$330`, which is 66% of the goal. A **REPLAY** button is located at the bottom of the progress bar.

# Your Fundraising Page

(Continued)

## Using Your Page To Tell Your Story

5. Embed a YouTube video that demonstrates why your Overnight is so important to you.
6. Add any website links that are related to your Overnight.
7. Manage privacy settings for your page.
8. Save your page

The screenshot shows a 'YouTube Video/Flickr Gallery' section with an embed code: `<iframe width="560" height="315" src="http://www.youtube.com/embed/FRF5p96JD9k" frameborder="0" allowfullscreen></iframe>`. Below this is a 'Website Links' section with three rows of text input fields and URL input fields. The first row has 'Learn more about the cause' and 'http://www.example.com'. The second row has 'Follow me on Twitter' and 'http://www.twitter.com/exampleusername'. The third row has 'Follow my blog' and 'http://www.wordpress.com'. Below that is a 'Page Settings' section with three checked checkboxes: 'Show donors on my fundraising page.', 'Show donation amounts on my fundraising page.', and 'Allow people to search my fundraising page.'. At the bottom are three buttons: 'Save Changes', 'View Your Fundraising Page', and 'Cancel'.

#5

#6

#7

#8

# Sending Emails

## #1 – Message Type

You can choose from a preset letter to invite friends to donate, join your team, or just a general update on your efforts.

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

## #2 – Recipients

Choose people who should 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 from a CSV text file

Dashboard Donations Messages Resources

Sent Messages Compose a Message Drafts Contact List

1 Choose a message type\* ← #1  
Ask a Friend to Donate

2 Recipients\* ← #2  
Select Import

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

3 Subject\*  
Support Kasey Marcum in the 5K Kids Run event

4 Message\*  
Thank you for supporting me in raising funds for this great cause! Your donation will make a real difference, and is 100% tax deductible. Just click the "support me" link to make a donation.

is worthw  
the click

[your name]

Send Message Save Draft [Send Test Message to Myself](#)

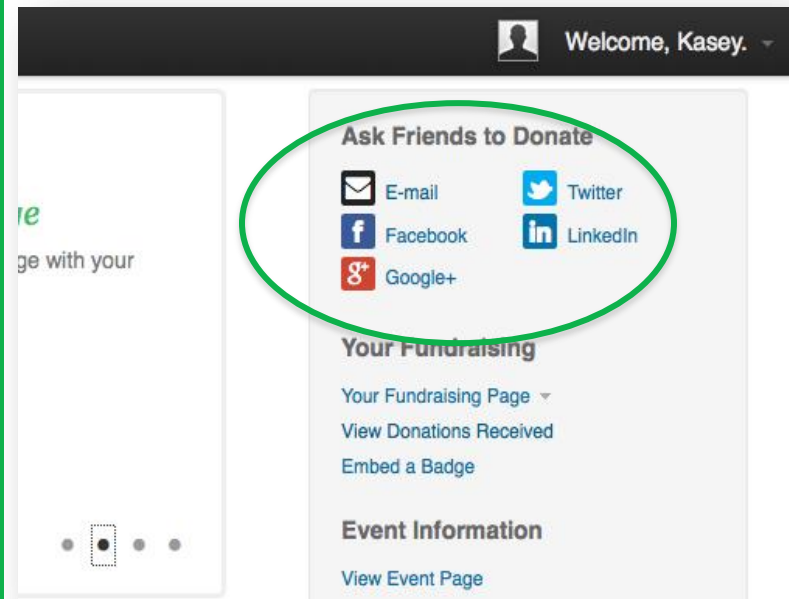


# Sharing on Social Media

## *Spread the Word*

Send invitations to friends to support you, share fundraising updates so friends and followers can see your progress, and ask others to help you spread the word about the cause.

- **Email:** Refer to page 7
- **Facebook:** Post an update that will appear in the News Feed and ticker to all your friends. A link back to your fundraising page or team page will be posted.
- **Twitter:** Post an update that your followers will see. Make sure you keep the link back to your fundraising page or team page in the post.
- **LinkedIn:** Post an update that your LinkedIn connections will see. A link back to your fundraising page or team page will be included. You can also post the update to your LinkedIn groups.
- **Google+:** Post an update that will appear in the Home tab for anyone in your circles.



# Sharing on Social Media

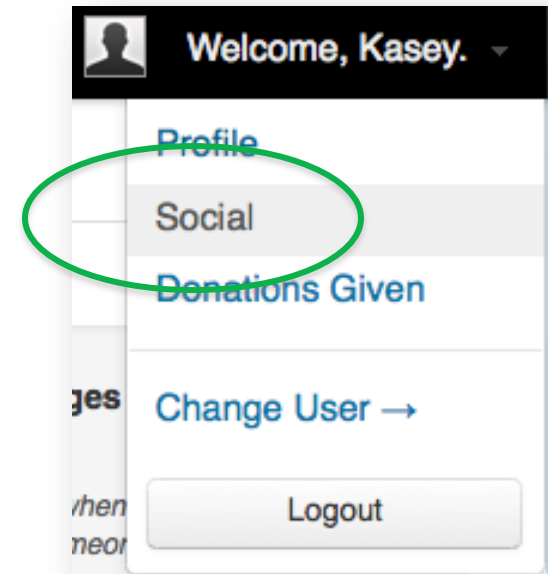
(Continued)

## Send Automatic Fundraising Updates

Connect your fundraising account to our social applications to help spread the word and raise more money.

- **Twitter:** Tweets will be sent from your Twitter account when you make or receive a donation, register for an event, or when someone joins your team.

**Note:** We *never* store your usernames or passwords. This information is passed securely through the official Facebook and Twitter developer tools.



# Tracking Donations

The screenshot shows a dashboard with a navigation bar (Dashboard, Donations, Messages, Resources) and a user profile (Welcome, Kasey). The main content area is titled 'Donations Received' and includes an 'Add a Donation' button. Below this, there is a summary: 'Below you will find donations made on your behalf for this event.' and 'Total Received: \$115.00'. There are buttons for 'Send Thank You', 'Edit', and 'Delete'. A table lists donations with columns for 'Amount', 'Date', 'Donor', and 'Thank You E-Mail'. A search bar is also present. Two blue arrows point to specific elements: #1 points to the 'Send Thank You' button, and #2 points to the 'Thank You E-Mail' column header.

<input type="checkbox"/>	Amount	Date	Donor	Thank You E-Mail
<input type="checkbox"/>	\$100.00	06/12/2012	Matt Clark <a href="mailto:mclark@globalcloud.net">mclark@globalcloud.net</a>	Send Thank You

## #1 – Track donations

When someone makes a donation to you, their name and donation amount will appear in this list.

You can sort your donations by clicking on each column header (Ex: Amount, Donor, Date). You can also search your donations.

## #2 – Send Thank You Notes

After someone donates to you, you can send a quick Thank You note to them to show your appreciation.

**Note:** To send a Thank You note to all the donors you haven't yet thanked, just check the box to the left of the Amount column to select them, then click Send Thank you.