

## Start Fundraising for Your Organization

1. Go to <http://www.active.com/donate/RFMCCNY2010>
2. Click on “Become A Fundraiser”



The screenshot shows the 'Become A Fundraiser' page for 'THE RIDE FOR MISSING CHILDREN'. At the top, there are navigation links: 'Home Page | Become A Fundraiser | Invite Others To Contribute'. Below this is a search bar with the text 'Find a fundraiser to support:' and input fields for 'First Name', 'Last Name', and a 'Search' button. A red arrow points to the search bar. Below the search bar is a large graphic for 'THE RIDE FOR MISSING CHILDREN' featuring a cyclist and a ribbon. The text below the graphic reads 'THE AWARENESS CONTINUES...'. Below the graphic is the title 'Ride for Missing Children, Central New York 2010' and the tagline 'Making our children safer...one child at a time.'. Below the tagline is a paragraph about the National Center for Missing & Exploited Children (NCMEC) and a list of statistics. On the right side of the page, there are two sections: 'Top Contributors' and 'Top Fundraisers', both of which are currently empty.

Home Page | Become A Fundraiser | Invite Others To Contribute

Find a fundraiser to support: First Name Last Name Search

Simply click 'Search' to view a list of all fundraisers

**THE RIDE**  
FOR MISSING CHILDREN

**THE AWARENESS CONTINUES...**

**Ride for Missing Children, Central New York 2010**  
*Making our children safer...one child at a time.*

The National Center for Missing & Exploited Children (NCMEC) has been working to protect children since 1984. In 23 years we have:

- Worked on more than 127,700 missing child cases and played a role in the recovery of more than 110,200 children
- Handled more than 2.1 million telephone calls through our nationwide, toll-free Hotline 1-800-THE-LOST®
- Trained more than 220,400 law enforcement professionals
- Circulated millions of photographs of missing children recovering 1 in 6 children featured in their Picture Them Home® campaign

Top Contributors

Top Fundraisers

3. Login with your username & password or create an account!



The screenshot shows the Active.com login page. At the top, there is the Active.com logo and a navigation bar with 'Step 1: Login or Create an Account' and 'Step 2: Create Campaign Pages'. Below the navigation bar is a large 'login' button with the text 'RETURNING USERS' and 'to proceed'. Below the login button is a form with the question 'Do you have an Active.com username and password?'. There are two radio buttons: 'Yes' (selected) and 'No'. The 'Yes' option has input fields for 'My username is:' and 'My password is:'. The 'No' option has a 'Continue' button. Below the form is a link for 'Forget your password?'. At the bottom of the page, there is a page number '1'.

activeGIVING  
part of the active NETWORK

Step 1: Login or Create an Account Step 2: Create Campaign Pages

RETURNING USERS  
**login**  
to proceed

Do you have an Active.com username and password?

Yes. My username is:   
My password is:

No. I do not have a username and password.

Continue

Forget your password?

1

## 4. Create a Profile

Login | My Active | Help Desk

**active.com** PART OF THE ACTIVE NETWORK, INC. **FIND AN EVENT:**  **STATE OR ZIP:**  **GO!**  
+ or try advanced search

**PICK YOUR SPORT**  **EVENT DIRECTOR TOOLS** **ATHLETE TOOLS** **ACTIVE SINGLES** **COMMUNITY** **SHOPPING** **ACTIVEADVANTAGE**

**LOGIN**

# create a profile

By creating a My Active account you receive all sorts of free member benefits. Use our calendar and training tools. Create or join an online club. Get the news you want on a personalized home page, and more...

**Joining is easy, just fill in the information below.**

(\* Indicates required information.)

**Personal Information:** [ [Read our Privacy Policy](#) ]

First Name:\*

Last Name:\*

Birthdate:\*  /  /  (mm/dd/yyyy)

Gender:\*  Male  Female

Email Address:\*

Address 1:\*

Address 2:

City:\*

State:\*   Outside USA:

Country:\*   USA

Zip:\*

**Create your Active.com account access:**

Username:\*  (6 - 12 characters)

Password:\*  (6 - 12 characters)

Repeat Password:\*


**Keep informed:**


Yes! Send me health and fitness news, information about local events and special offers.

**In order to join Active.com, you must by law be 14 or older.**  
By checking this box, I agree that I am 14 or older.

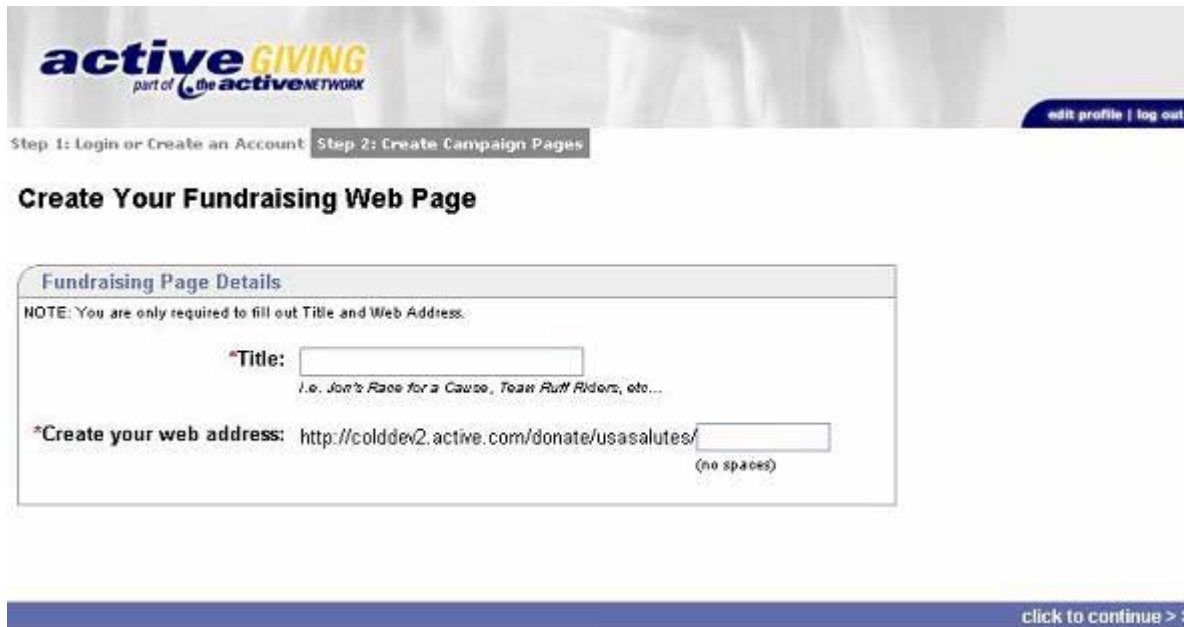
By clicking the Continue button below, you indicate that you have read and agree to our [Terms of Use](#).

Get in Gear.  
Get on the Road.  
**GET FREE SHIPPING.**

  
**ROAD RUNNER SPORTS**



## 5. Create Your Personal Fundraising Page

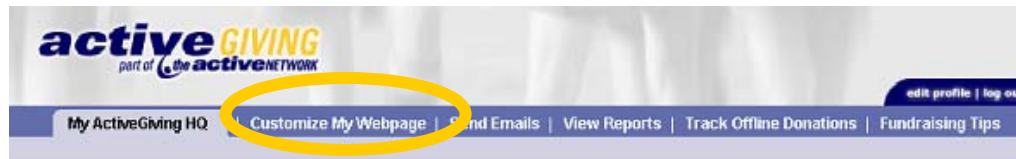


The screenshot shows the 'active GIVING' logo at the top left, with 'part of the active NETWORK' below it. In the top right corner, there are links for 'edit profile | log out'. Below the logo, there are two navigation tabs: 'Step 1: Login or Create an Account' and 'Step 2: Create Campaign Pages', with the second tab being active. The main heading is 'Create Your Fundraising Web Page'. Below this is a form titled 'Fundraising Page Details'. Inside the form, there is a note: 'NOTE: You are only required to fill out Title and Web Address.' The form contains two fields: '\*Title:' followed by an empty text box and the example text 'i.e. Jon's Race for a Cause, Team Ruff Riders, etc...'; and '\*Create your web address:' followed by the URL 'http://colddev2.active.com/donate/usasalutes/' and an empty text box, with '(no spaces)' written below it. At the bottom right of the page, there is a 'click to continue >>' button.

***We hope you enjoy your Active Giving Solutions account! We also wish you lots of luck with your campaign.***

## Getting Started

1. To begin personalizing your page, click on **Customize My Webpage**.



Welcome, Valerie Prestidge!

### Fundraising Campaign - Lori's Team In Training Page

Click here to view your website: [www.active.com/donate/tntnca04/tntLMacaluso](http://www.active.com/donate/tntnca04/tntLMacaluso)

#### 1 GET READY

Your personal webpage is your chance to customize your fundraising message to your family, friends, and other donors.

- 1 Customize your message
- 2 Upload Images

#### 2 HAVE A PLAN

The most effective way to achieve your fundraising goal is to create a detailed plan.

- 1 Set a goal
- 2 Start early so you can give people ample time to donate
- 3 Educate your donors on your cause
- 4 Ask BIG! Never feel guilty about asking for donations

#### 3 PROMOTE YOUR MESSAGE

Email is the key to a successful online campaign because dynamic links in your email letter offer donors direct access to your fundraising page.

- 1 Use your fundraising email tools
- 2 Import fundraising contact information into the email tool

#### 4 FOLLOW UP

Take the time to follow up with your contributors to encourage last minute donations and to show appreciate for their generosity.

- 1 Send reminder emails
- 2 Say thank you
- 3 Let people know about your progress

Fundraising Goal: \$3,725.00

Total Amount Raised: \$0.00

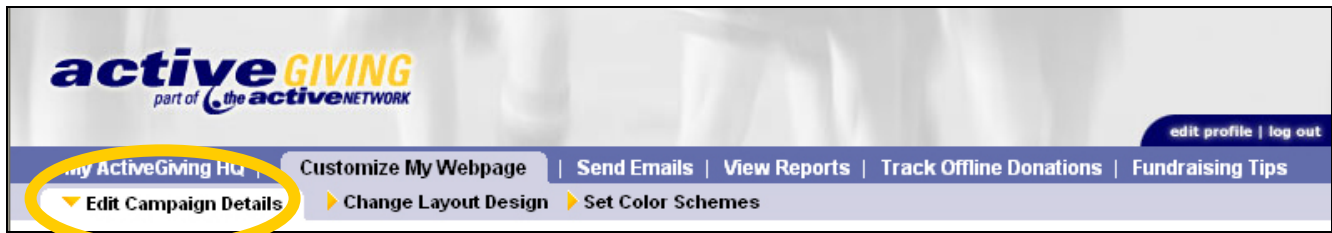
#### *Do a quick calculation!*

For example, Mary needs to raise \$3,000 for her cause. She estimates the average contribution will be \$50. If 50% of the people she contacts contribute, she will need to contact 120 people to meet her goal.

To be safe, Mary contacted 120 people and surpassed her goal.

**WIN \$250!**  
CLICK HERE FOR DETAILS

## CUSTOMIZE MY WEBPAGE



**Edit Campaign Details** allows you to customize your webpage with as much detail as you would like. These details provide basic structure for your fundraising page.

### 1. Enter your Fundraising Campaign Details

- **Tagline:** slogan for your fundraising campaign.
- **Welcome Message:** description of your personal involvement in the fundraising cause and a note to your contributors.

### 2. Add an Image

- **Upload Images:** a logo or image to personalize your fundraising webpage (**\*Note: Width cannot exceed 800 pixels**).

### 3. Set a Goal

- **Goal Amount:** a dollar amount you hope to raise.
- **Goal Date:** the end date to your fundraising program.

### 4. Display Options

- **Show Total Donations Collected:** click yes to shows the total dollar amount you raised.
- **Show Top 5 Contributors:** click yes to show the name and amount of your top 5 contributors.

*Note: Click Save & Finish to ensure all your changes are stored. You can also click Preview to see how your additional information affects your campaign page before you save your changes.*

**Change Layout Design** shows you a screenshot of each webpage layout option. Click the radio button above the screenshot to best match the needs of your webpage.

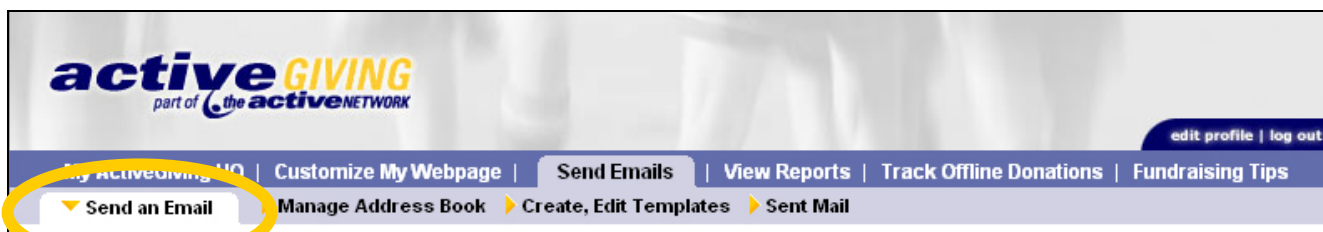
*Note: Click Save & Finish. You can also click Preview to see how the additional information affects your campaign page.*

**Set Color Scheme** gives you complete control over the color and font shown on your campaign page. Select a color tile and the palette will show up. If you know the HTML design color you desire, enter the HTML color code in the space provided.

1. **Color Schemes:** ready prepared color themes for your whole webpage.
2. **Preview:** shows you real time changes, but the updates will *not* be made until you save the changes.

*Note: Click Save & Finish to ensure all your changes are stored.*

## SEND EMAILS



### Send an Email

1. **To: (Recipient's Email Address):** enter the desired recipients' email addresses separated by commas in the box provided or input addresses from your address book.
2. **Save New Contacts:** check the box to save the email addresses entered to your email address book.

### Email Message

1. **Template:** use the email template provided in the drop down box for prewritten standard communication messages.
2. **Create/Edit Templates:** click the link to write and save new messages to use in the future.
3. **Subject:** topic of email message.
4. **Your Message:** use the text box to create a personal message to your fundraisers or contributors.

*Note: If you click Send Test Email, you can send the message to yourself. Click Send Email to deliver to your recipients. All emails automatically include a link to your campaign website. This message can also be deleted.*

### Manage Address Book

1. **Add New Contact Name:** name and email address for new contact.
2. **Import Your Email Addresses:** import all your email addresses from Outlook or a \*.csv file (*\*Note: If you click the "Click Here" link, a Wizard will pop up and give you step-by-step instructions on how to import your email addresses*).
3. **Current Address Book:** all current contacts stored in Address Book.
4. **Edit/Delete Contacts:** click the links to update contact information.

*Note: Click Close Window to save updates.*

### Create/Edit Templates

1. **Template Name:** name used to store email template. Be specific so you can easily distinguish the template in the future.
2. **Template Subject:** stored email subject line to be automatically imputed into your emails when using template.
3. **Template Message:** enter a customized message about your fundraising campaign.

**Edit/Copy Email Templates** shows all templates stored in your campaign email tools. All templates can be edited by clicking on the template name and copied by clicking the copy link.

*Note: Click Mail Sample to save the template and receive a copy via email.*

**Sent Mail** stores all outgoing messages and recipients. Click on any sent email to view **Date, Subject, Emails Sent, Delivered, Undeliverable, Pending, or Details** of your sent mail.

Sent Items						
Date	Subject	Emails Sent	Delivered	Undeliverable	Pending	
Feb 28, 2005	Thank You!	2	2	0	0	DETAILS

## VIEW REPORTS

My ActiveGiving HQ | Customize My Webpage | Send Emails | **View Reports** | Track Offline Donations | Fundraising Tips

▼ General Donation Report

### Fundraiser Donation Report

[www.active.com/donate/dawnmadison/vals](http://www.active.com/donate/dawnmadison/vals)

Fundraiser Title: Valerie Prestidge's Fundraising Page  
Fundraiser: Valerie Prestidge

#### Donation Summary

	Online	Offline	Total
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#### General Donation Report

1. **Donation Summary:** a real time summary of your daily progress.

## TRACK OFFLINE DONATIONS



### Offline Donations

#### Fundraising Campaign - Valerie Prestidge's Fundraising Page

<http://www.active.com/donate/dawnmadison/vals>

This feature allows you to record the "offline donations" you collect, i.e. the cash and checks handed outside of ActiveGiving's credit card processing system. All of this information will be reflected in your reports and downloads.

**Offline Donation Details**

Fill out the form to keep track of donations received offline.  
Fields marked with a red (\*) are required.

\*First name:

\*Last name:

Phone:

E-mail:

Address:

City:  State:

Country:  Province/Other:

Zip/post code:

how old are you

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**Donation Amount Details**

\*Amount: \$

Payment Type:

Make this donation anonymous:

Hide this donation amount:

**Offline Donations List**

No offline donations have been entered.

**Undetailed Donations**

No undetailed donations have been entered.

- Click to Modify -

exit without saving | save this donation

### Detailed Offline Donations

1. **Offline Donation Details:** donor information for contributors who have submitted cash or checks.
2. **Offline Donations List:** all offline donations by name and amount.

## Update Undetailed Donations

### Undetailed Donations

This feature allows you to track "Offline" contributions without adding individual donor details. For example, if you have received \$200 from 5 different contributors but don't wish to enter their individual information. *(Offline donations are those you collect outside of Active Giving's credit card system, i.e. checks and cash)*

Set Your Undetailed Offline Amount to:   
*(currently \$0.00)*

Set Number of Undetailed Donations to:   
*(currently 0)*

**Undetailed Offline Donations** allows you to enter the dollar amount given by offline contributor without specifying name, address, etc.

## tips FOR SUCCESS

Setting up your online account at ActiveGiving is the first step to supercharging your fundraising efforts. Based on our experience, we've learned it only takes a few simple steps to ensure a successful campaign. Here are a few tips:

### CUSTOMIZE AND PERSONALIZE YOUR PAGE

Your personal webpage is your chance to customize your fundraising message to your family, friends, and other donors. Generally speaking, people contribute to your cause based on the personal message you convey. Therefore, it is important to spend time customizing your ActiveGiving page.

- **Include a Message**
- **Upload Images**
- **Pick a Template** to best match you logo
- **Use Colors** to personalize your page

Remember, a more compelling site leads to better results!

*Note: Once you've logged in to your ActiveGiving account, click the 'Customize your donation page' link to personalize your page further.*

### HAVE A PLAN, AND STICK TO IT

The most effective way to achieve your fundraising goal is to create a detailed plan outlining the steps you'll need to complete in order to meet your objectives.

- **Set a Goal**
- **Start Early** so you can give people ample time to donate.
- **Educate your Donors** on your cause
- **Stress the Benefits** of contributing
- **Follow Through** by sending emails
- **Send Thank You notes**
- **Ask BIG** before going small
- **Stay Positive** and remember the reason
- **Never Feel Guilty** about asking for donations
- **Ask, Ask, Ask**

Remember, sticking to your plan will ensure success!

*Note: Once you've logged in to your ActiveGiving account, click the 'Invite others to donate' link to send and save emails to your contacts*

### PROMOTE THE AVAILABILITY OF YOUR DONATION PAGE

Make sure people realize how easy it is to donate online. Your webpage and emails give people an immediate link to donating. They won't have to fill out a form, copy down postage information, or write a check. They also automatically receive a confirmation email with tax deduction information.

We hope you enjoy your ActiveGiving account! We also wish you lots of luck with your campaign. As always, your feedback is welcome and encouraged. We would love to learn more about what works best for you!

## EMAIL IS KEY

Email is the key to a successful online fundraising campaign because dynamic links in your email letter offer donors direct access to your fundraising page. You also catch the donor online and at the computer so they can immediately contribute at the point of interest. Most importantly, email allows you to reach all of your family and friends without the hassle of postage, returned mail, and bounced checks. So make your email campaign count!

### *Email Tips and Guidelines*

Here are some tips and guidelines for writing an effective email:

- **Make it Personal**
- **Use Humor** to gain donor interest
- **Keep It Short**
- **Ask** and make expectations clear
- **Educate Donors** on your cause
- **Provide Suggested Donation Amounts**
- **Set a Deadline** for donations
- **Include the Web Address** for your fundraising page

### *Email Tracking*

Make sure you keep a record of all your solicitation emails and a list of the recipients. This will help you follow-up and send reminder emails in an organized manner. Also, remember to send thank you emails to show your appreciation!

### *Try Asking These Contacts*

Spouse or Significant Other	Co-workers	Roommate
Mom	Boss	Aunt
Dad	Coach	Uncle
Sister	Teacher	Cousins
Brother	Doctor	Grandma
Best friend	Dentist	Grandpa
Friends	Vendors	Neighbors