AMERICAN FOUNDATION FOR Suicide Prevention

Fundraising Guide

How to use DonorDrive's Fundraising Portal to be a successful fundraiser

Out of the | AFSP DARKNESS™ Walks

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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 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 right from your Messages area.

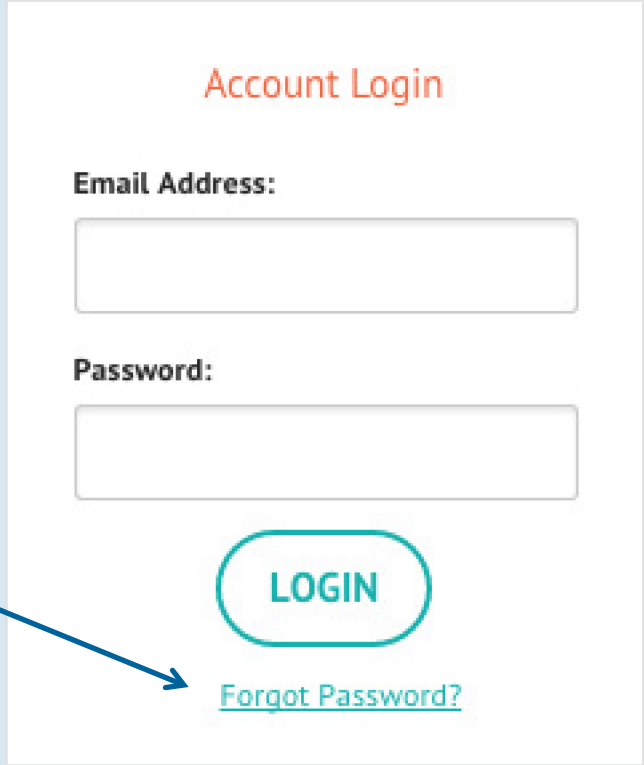
Your Fundraising Account

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. There can be up to a 15 minute delay between clicking this link and receiving the email.

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. Every time the Forgot Password email is sent, the prior link becomes inactive.

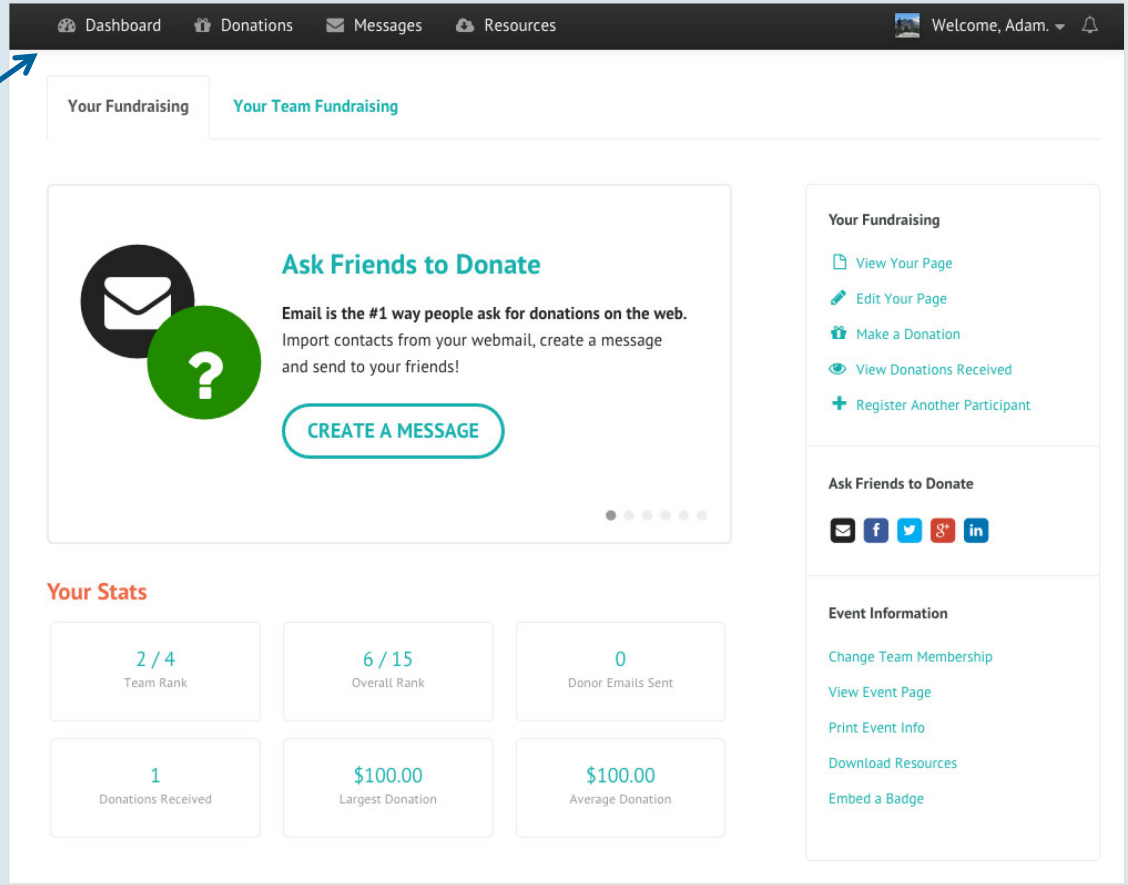


Fundraising Tools

Dashboard

Go to the Dashboard to

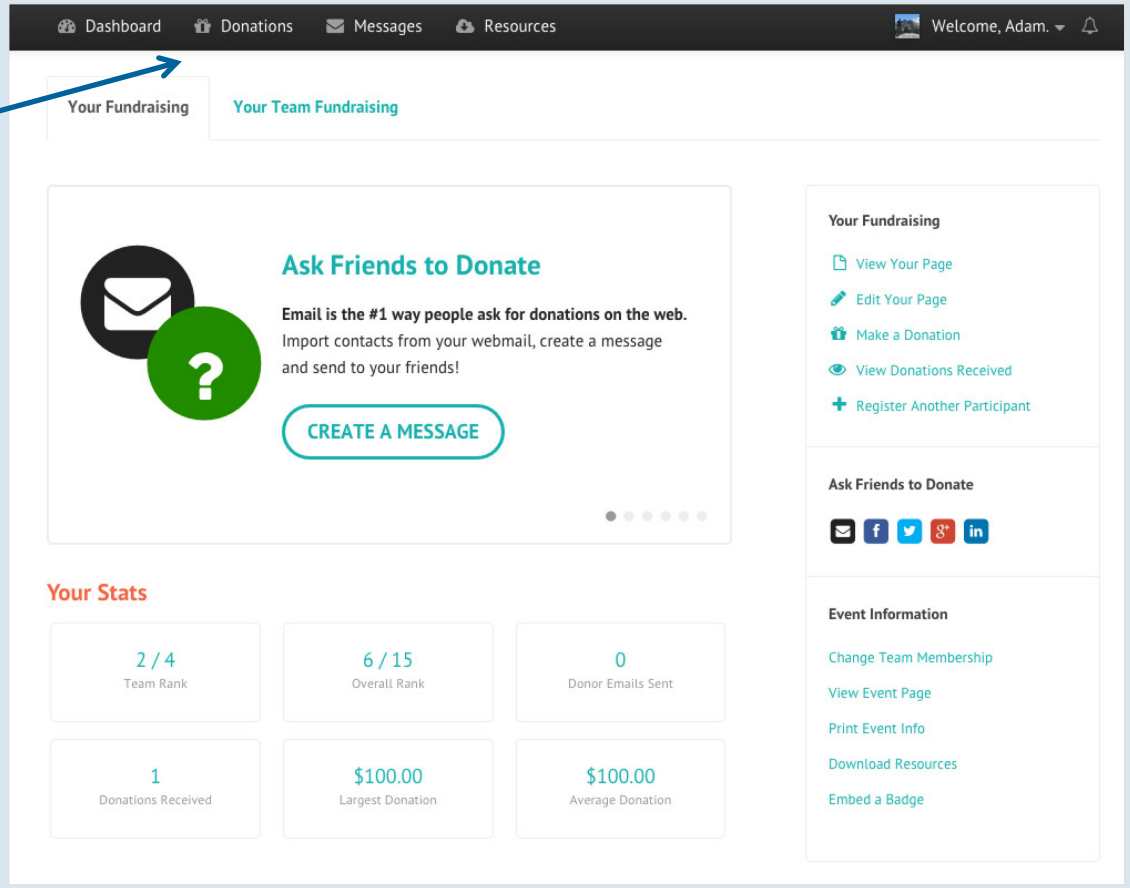
- Edit your Fundraising Page
- Ask friends to donate
- Download event information



Fundraising Tools

Donations

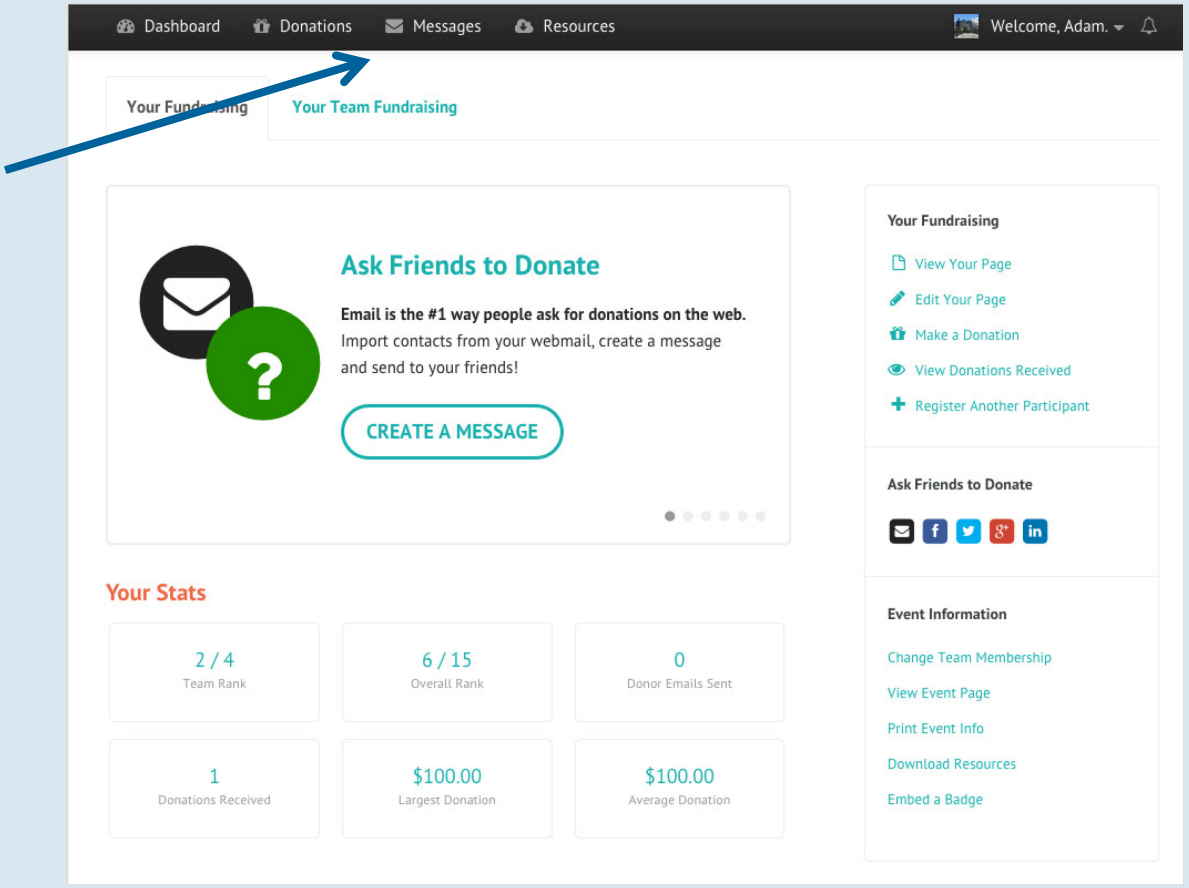
View who has donated to you, send them Thank You emails.



Fundraising Tools

Messages

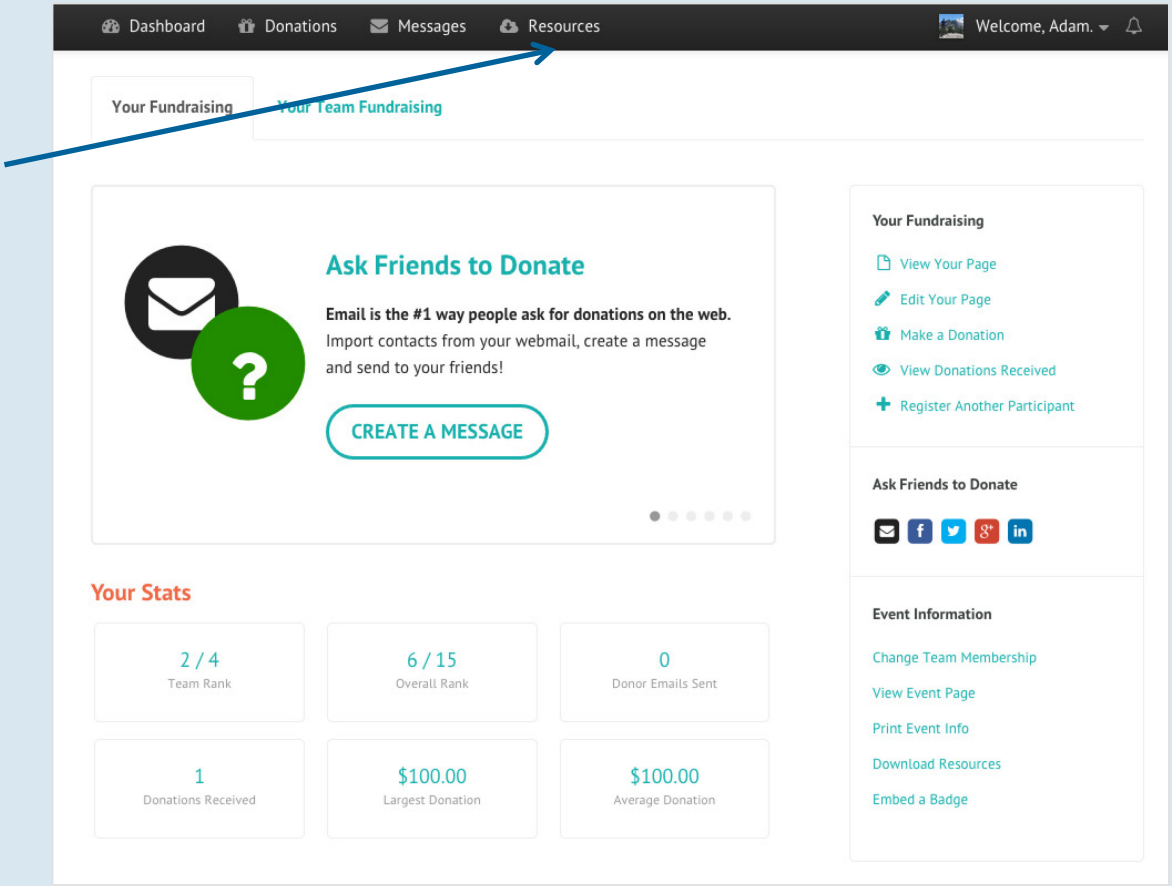
Upload your Contact list, send emails asking friends to donate, view Sent Messages, and more.



Fundraising Tools

Resources

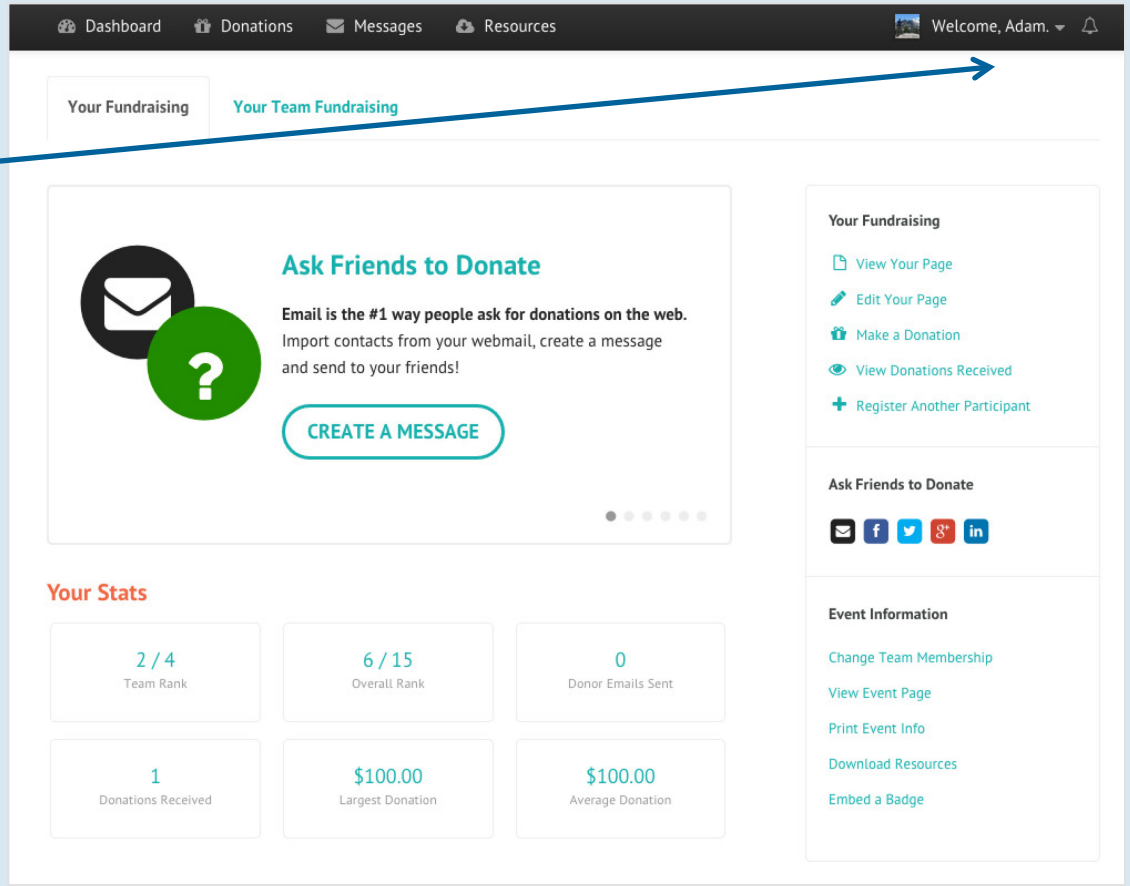
Includes important documents, fundraising tools, and other valuable information about your event.



Fundraising Tools

Profile

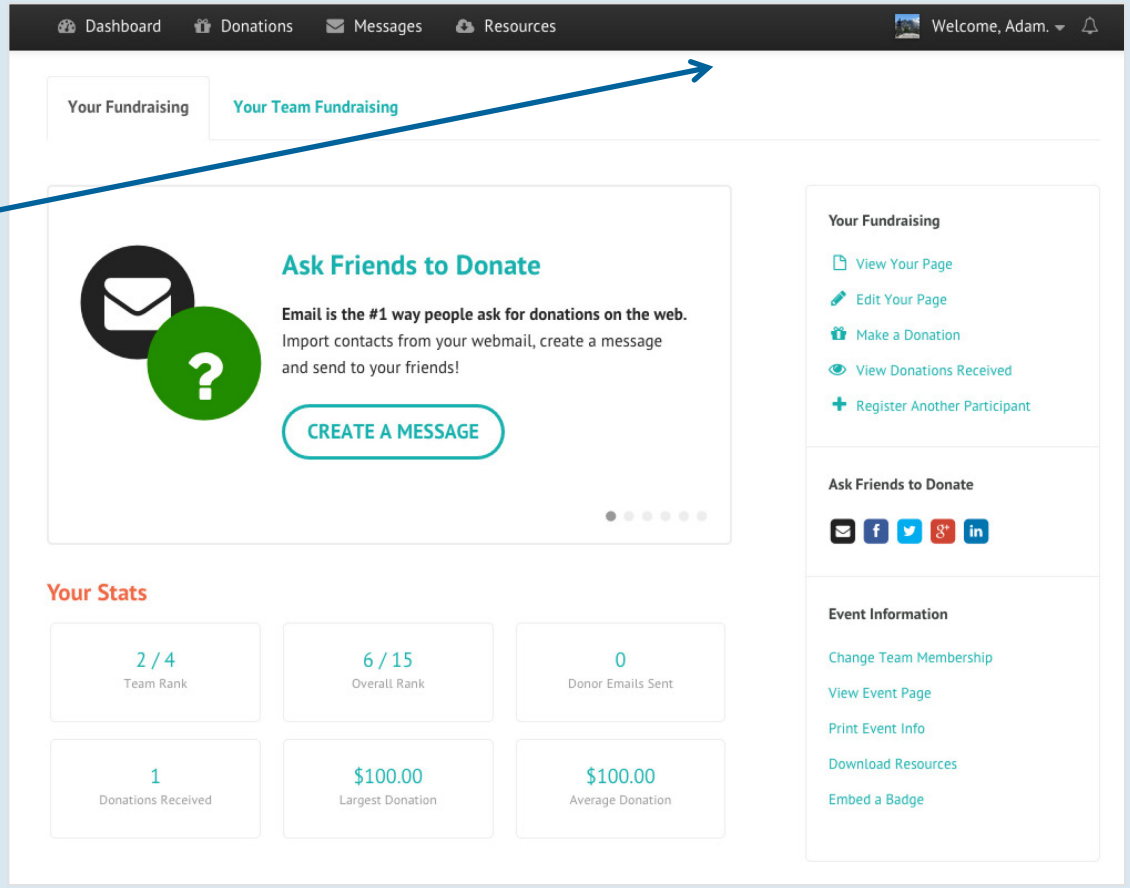
Update your profile photo and information, view donations you have given and other events you might be registered for.



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.



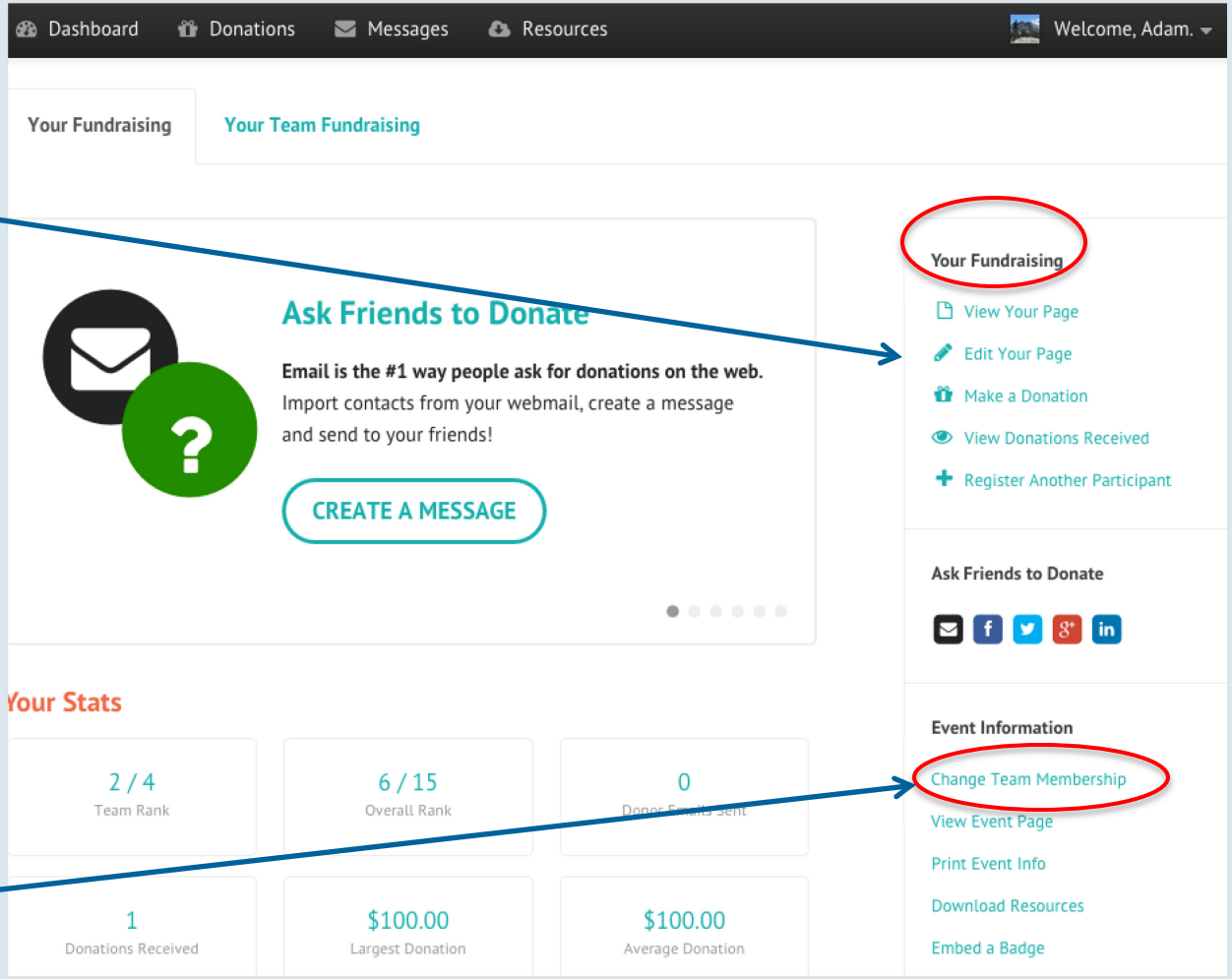
Your Fundraising Page

Your Fundraising

When you are logged in and viewing your dashboard, you'll see some helpful links under the right side menus. The **Your Fundraising** section has quick links for you to view your page, edit your page, make a donation, view donations received, and register another participant.

Create or Join a Team

Already registered but need to change your team status? Scroll down to the **Event Information** section and click "Change Team Membership."



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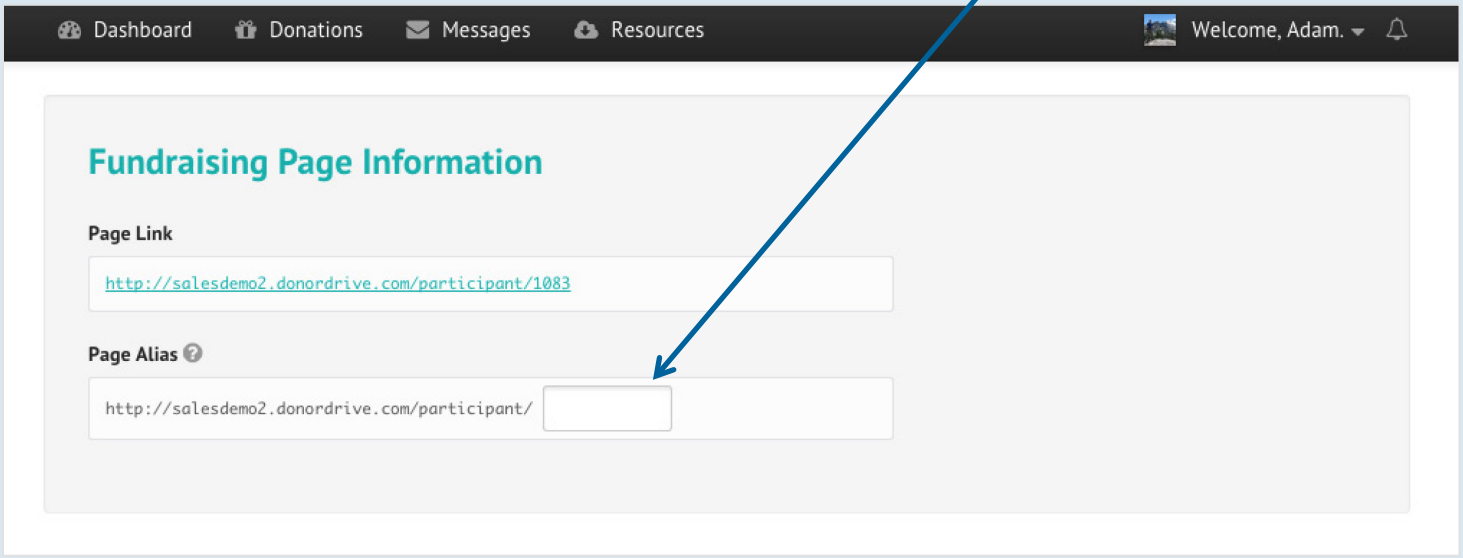
Your Fundraising Page

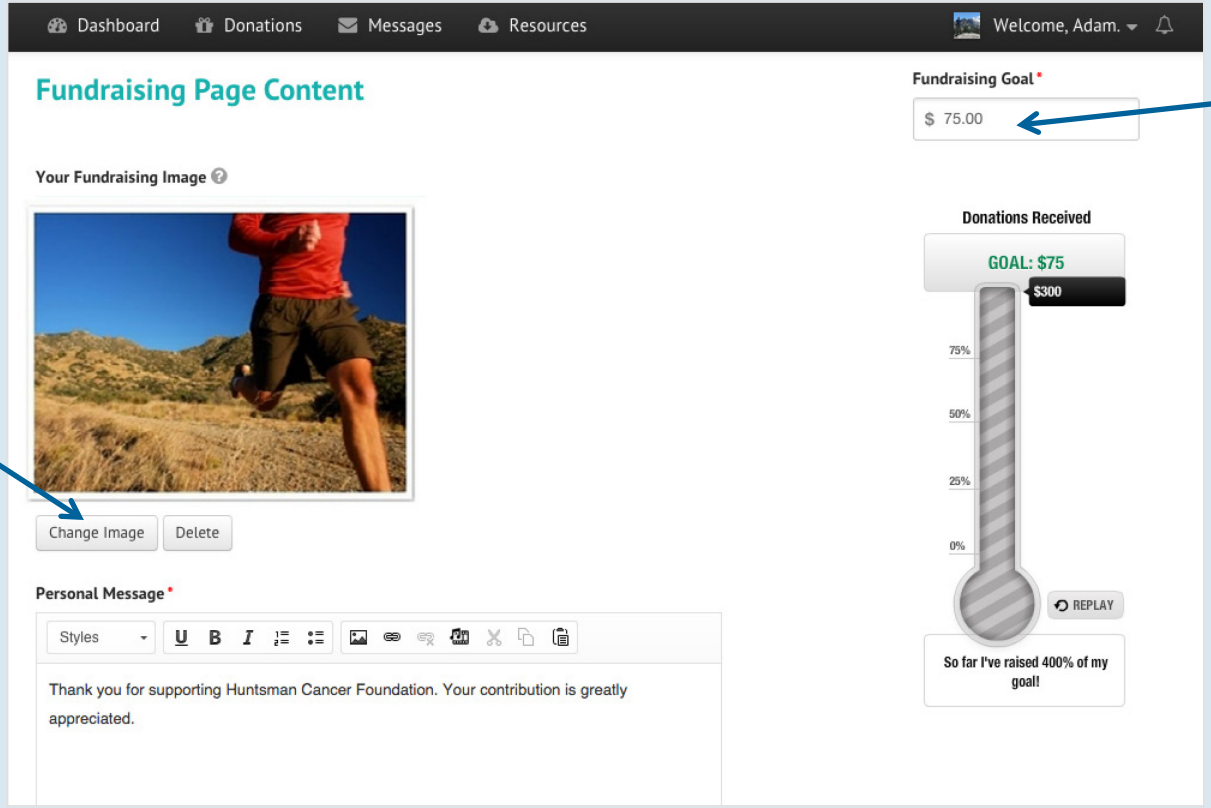
Use your fundraising page to tell your story.

1. Create an easy-to-remember link (or "alias") for your fundraising page.



Your Fundraising Page

Use your fundraising page to tell your story.



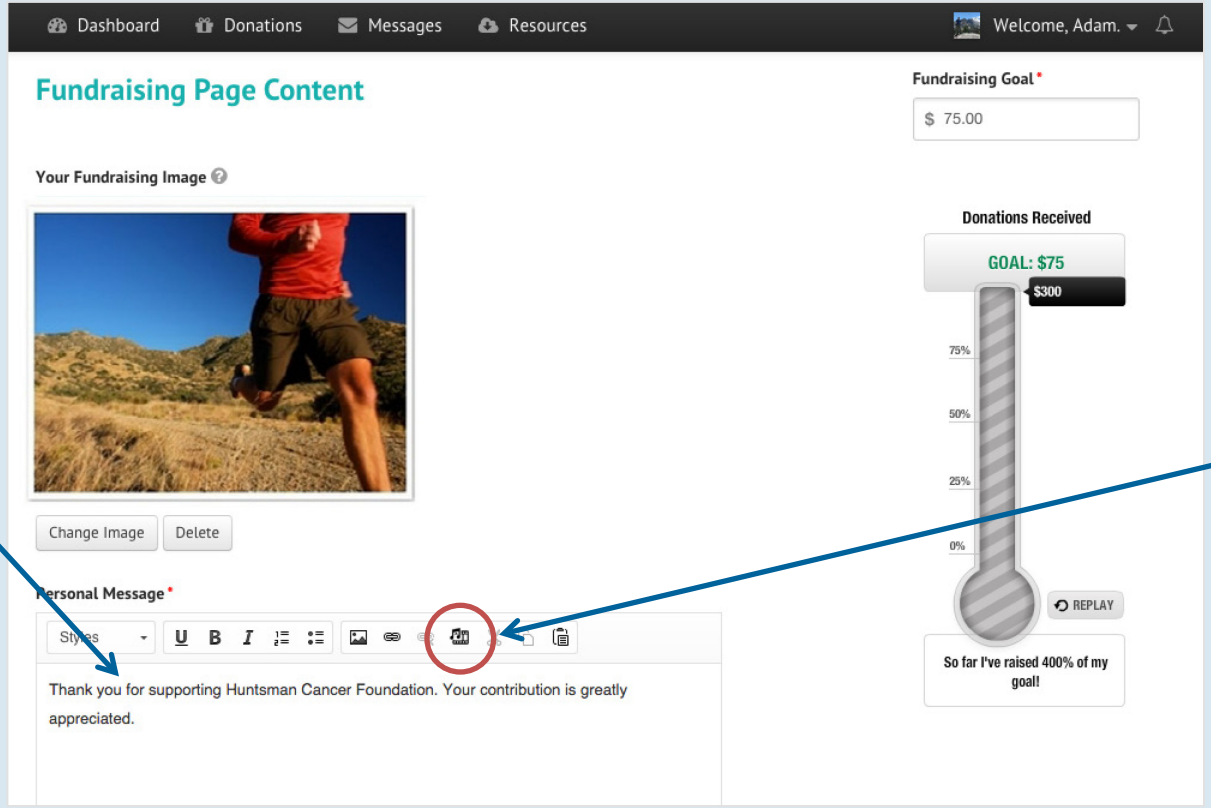
2. Set your fundraising goal.

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.)



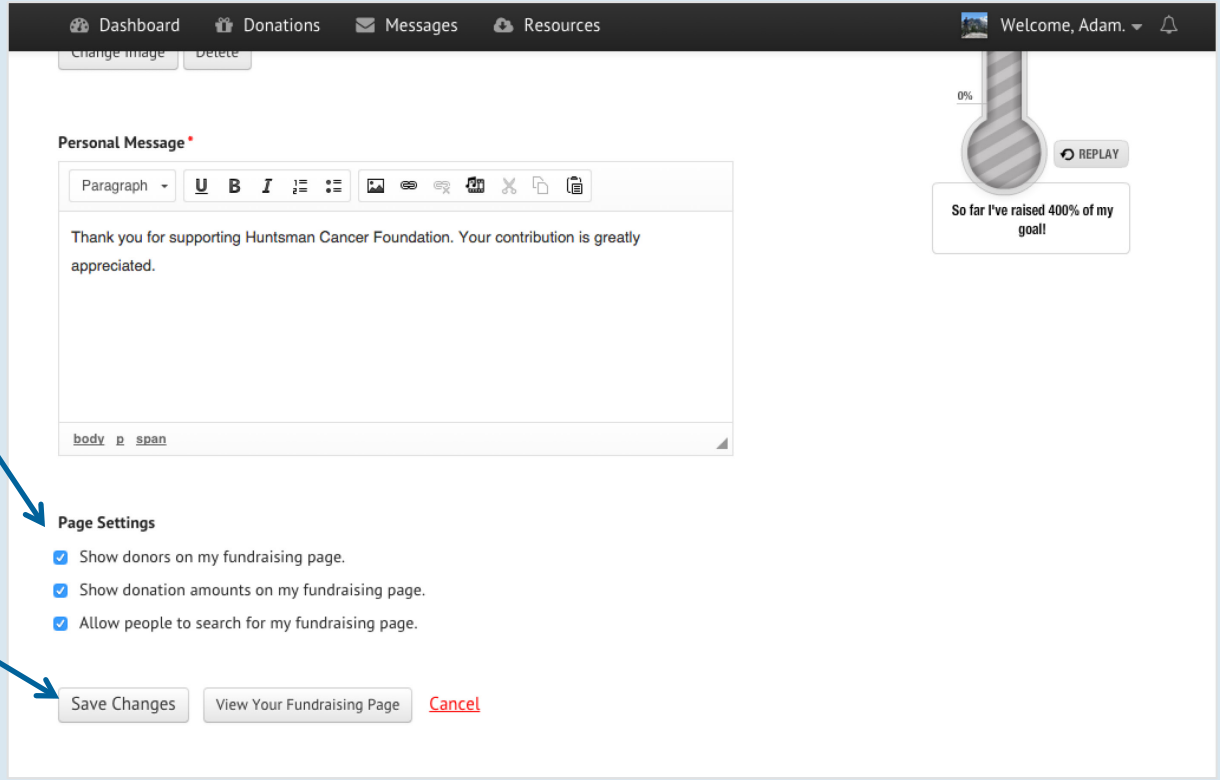
5. Embed videos from YouTube and images from Flickr.

Your Fundraising Page

Use your fundraising page to tell your story.

6. Manage Privacy Settings for your fundraising page

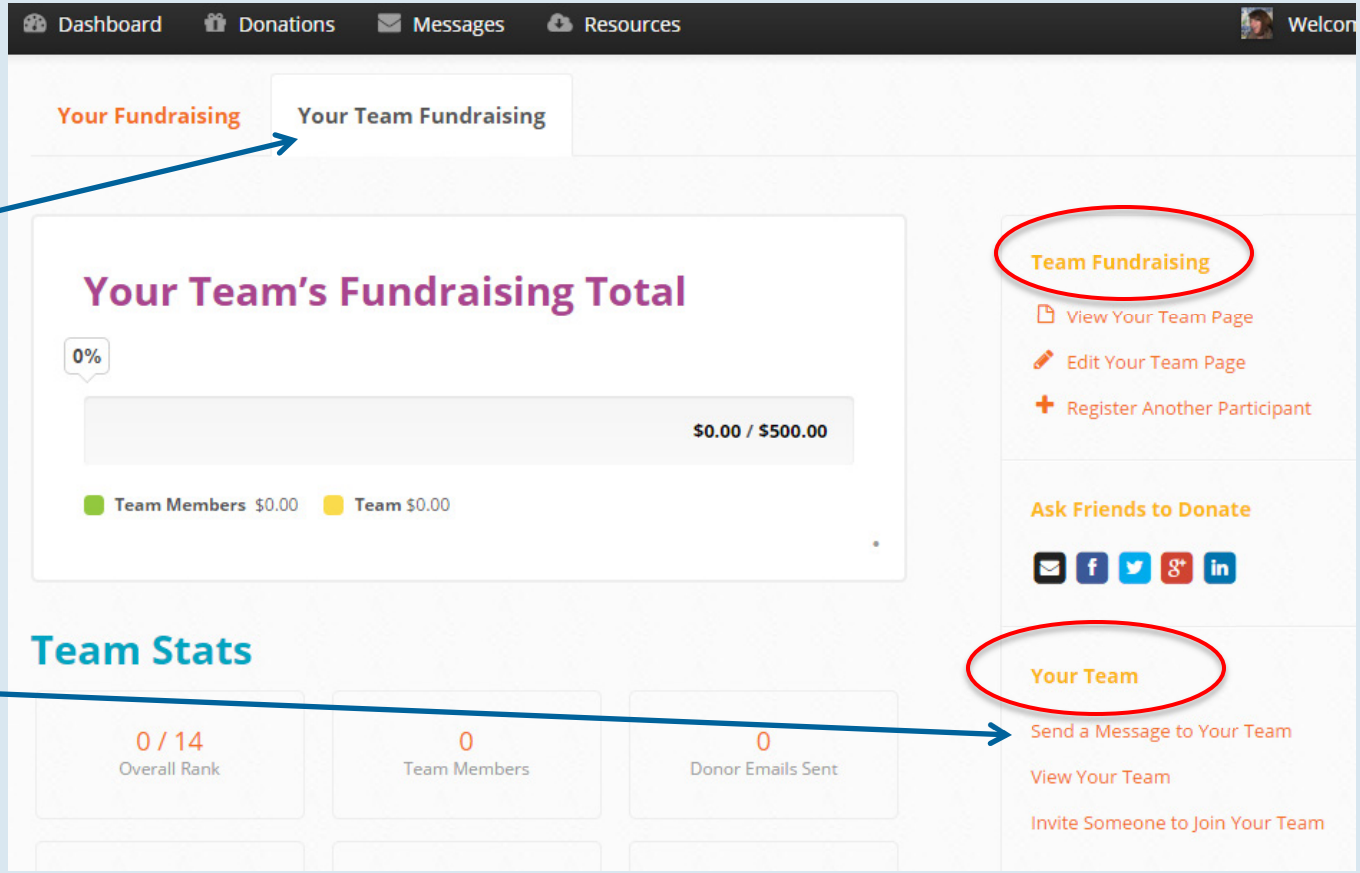
7. Save changes to your fundraising page.



Team Captains Only

Your Team Fundraising

If you're a team captain, you'll 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 fundraising page.



Your Team

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 teams in general.

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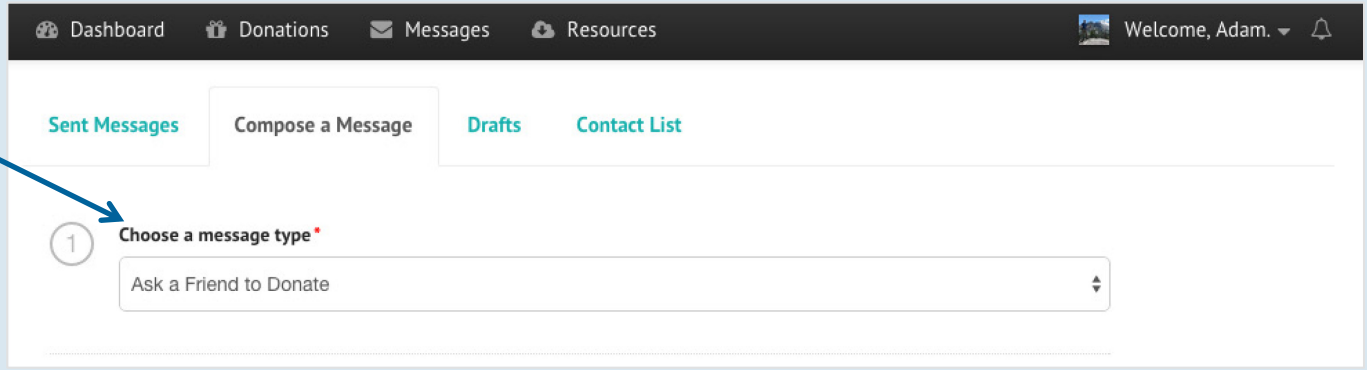
Send Emails

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.



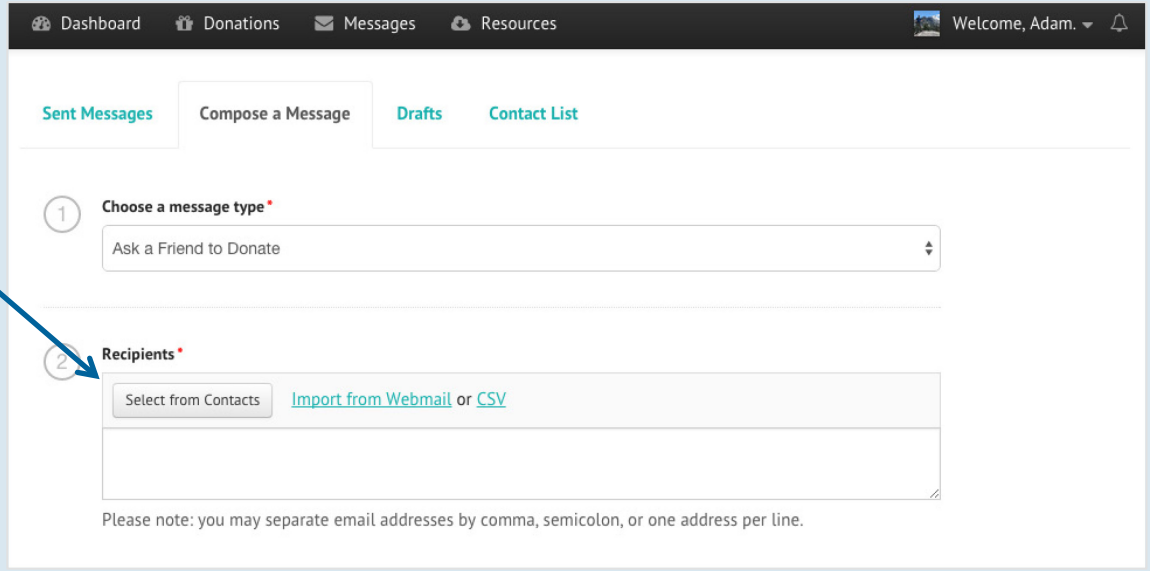
Send Emails

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

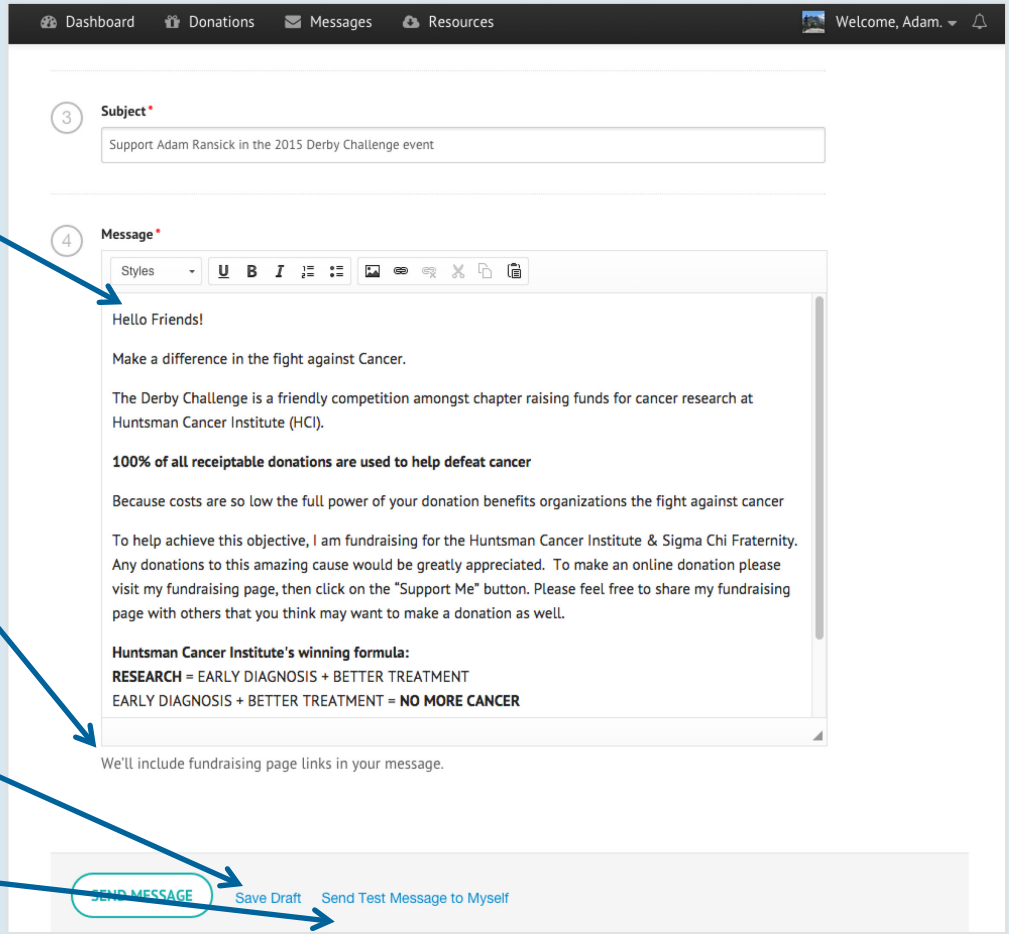
Add, delete, and edit text, add links, and formatting just like in other email programs.

*A link back to your Fundraising Page will be included in each email that you send out.

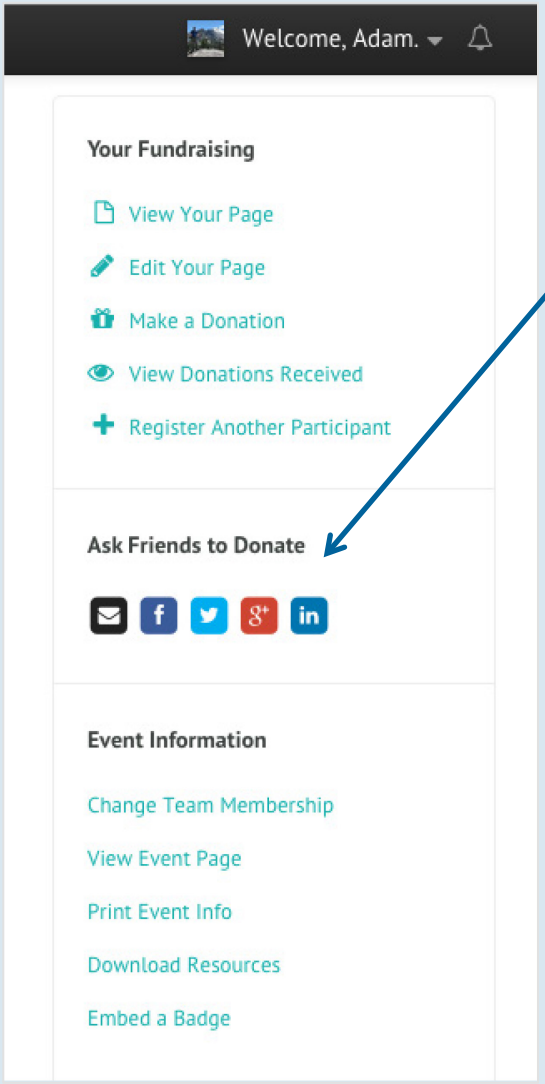
Saving and Sending Your Message

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 17

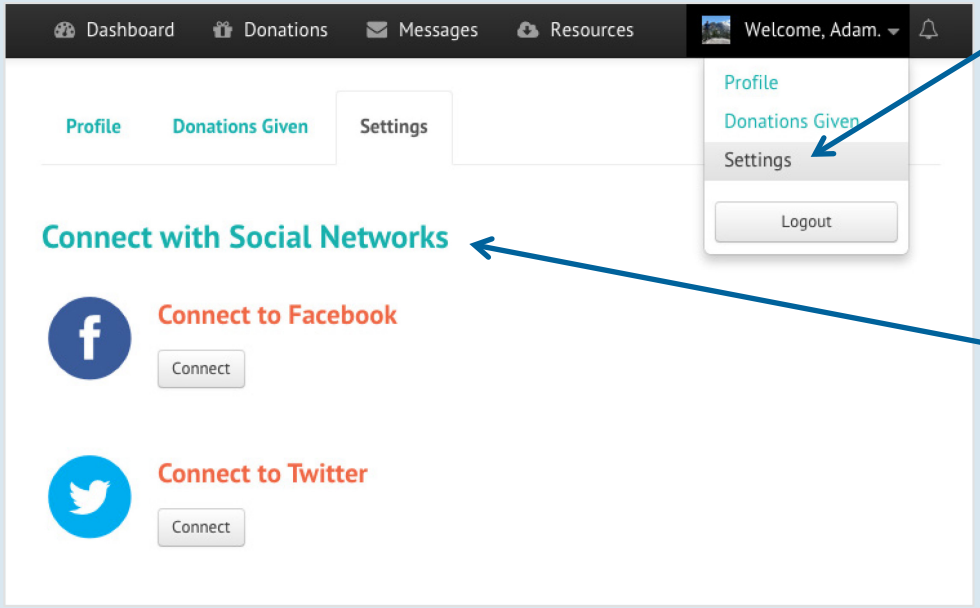
- **Facebook:** Post an update that will appear in your Friends' News Feed. A link back to your Fundraising Page will be included in your post.

- **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

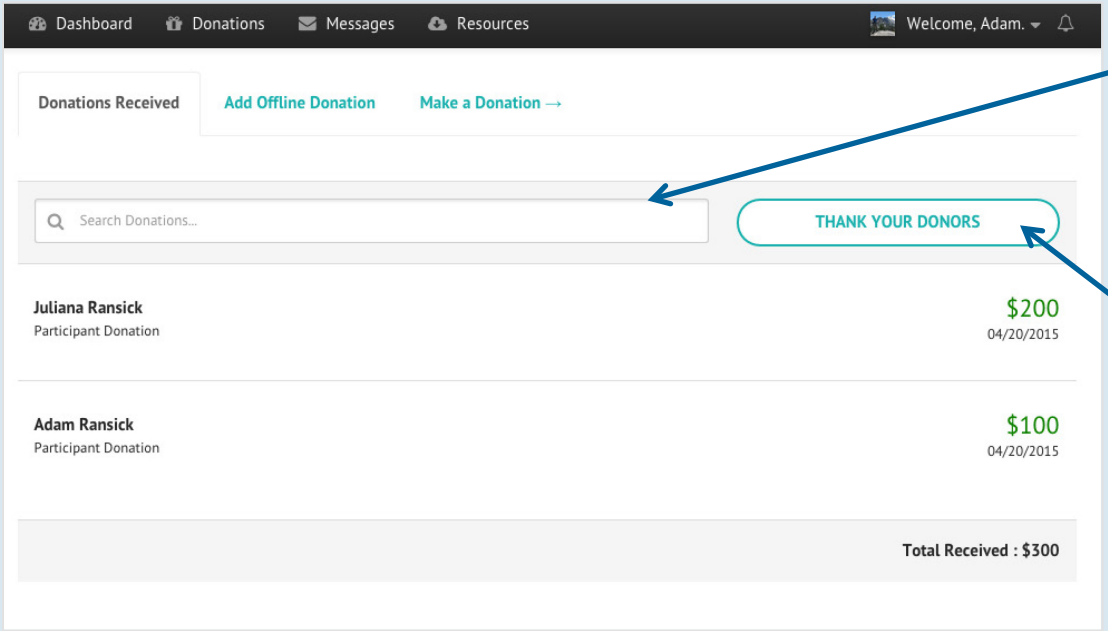
Make sharing updates on social media easier and more effective.

Connecting to **Facebook** facilitates quicker posting.

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.

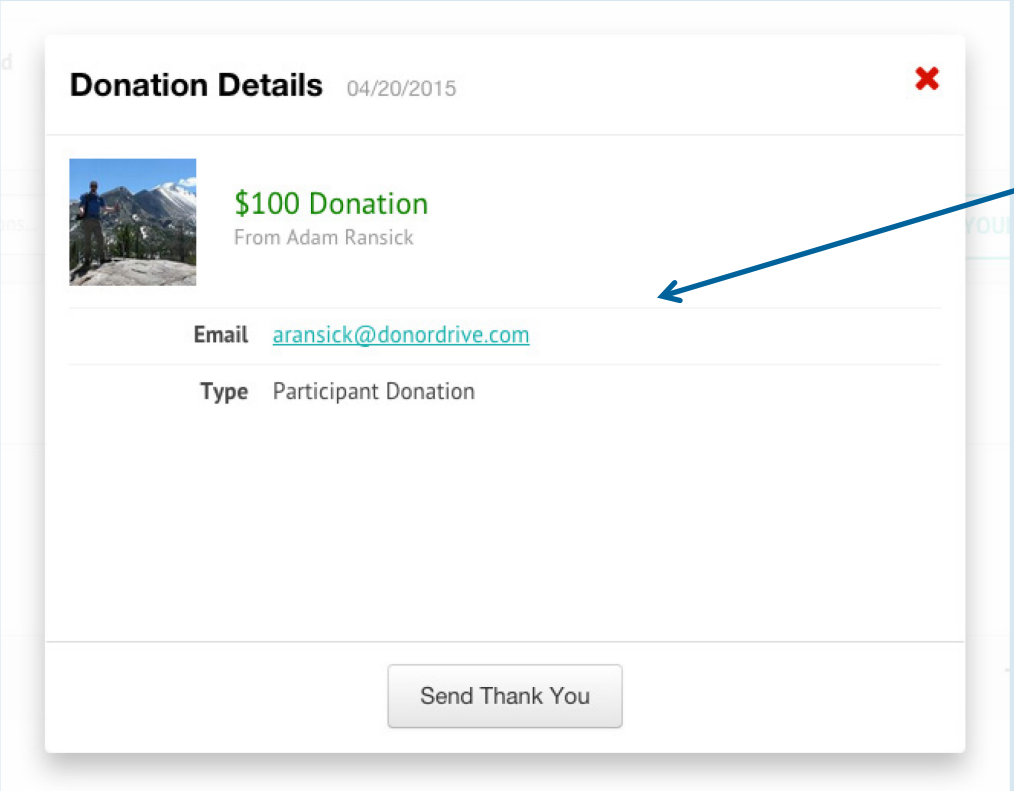
Track Donations & Send Thank You Emails



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.

*Some donors may choose to remain anonymous and hide their email address