



Fundraising User Guide

Turning Your Compassion into Fundraising



**American
Red Cross**

Powered by a workforce of more than 90% volunteers and generous public donations, the American Red Cross prevents and alleviates human suffering in the face of emergencies, assisting more than 21,000 people daily.

Turn YOUR compassion into action by starting a fundraiser today!
americanredcross.donordrive.com



Every eight minutes, the Red Cross responds to a disaster in local communities.

Every day, the Red Cross provides about 1,500 emergency communications and critical community services to members of the military, veterans and their families.

On average, the American Red Cross helps reconnect about 25 families around the world each day who have been separated by war, disaster or migration.



On average, nearly 13,000 people receive lifesaving Red Cross training in first aid, water safety and other skills every day.

The Red Cross needs to collect about 12,500 blood donations and nearly 3,000 platelet donations every day for hospital patients.

We are here to help make your fundraising a success!

- **Easy Fundraising Platform:** Our [user-friendly platform](#) will take you through an engaging experience and help you exceed your fundraising goals!
- **Resources and Tips:** Along with this guide, there are many additional resources available online in our [Fundraising Resources](#).
- **Direct Support:** Have questions or need some help? Reach out to us directly at P2PFundraising@RedCross.org
- **Make a Difference:** The funds you raise will go to help those that need it most!
 - **\$26** Covers the cost of providing emergency communications and critical community services to one military family
 - **\$40** provides 20 measles & rubella vaccinations
 - **\$100** provides 20 blankets to comfort families in need
 - **\$200** provides a full day of food and shelter to a family of 4

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Quick Start

1. **Start** a fundraiser at americanredcross.donordrive.com
2. **Create** an account or log in to an existing account
3. **Personalize** your fundraiser with a title, story and photo(s)
4. **Share** your fundraiser with your friends and family
5. **Thank donors** and use other fundraising tips available under [fundraising resources](#)
6. **Help make a difference** by raising funds for those that need it most

Pro Tips:

- Make a self-donation to get things started
- Share on social media
- Post updates
- Ask, then follow up

Next Steps

- Check your inbox for a welcome email, which will include the link to your fundraiser and some fundraising tips
- Check out your Dashboard for viewing donations, sending messages and connecting to social media
- Consider adding a Facebook Fundraiser to help expand your impact!
- Update your supporters, follow up for donations and keep up the momentum!

Creating Your Page

Start at

<https://americanredcross.donordrive.com/>

and choose a cause or category to begin.

Once chosen, follow these steps.

1. Click “Create A Page”
2. Add a page title, customized link, fundraising goal and consider making a self-donation
3. Create an account or log in to an existing account
4. Customize your page - add a photo, tell your story and consider adding a Facebook fundraiser
5. You’re ready to start fundraising!

Fundraising Page Information

Campaign Title *

Page Link *

<https://americanredcross.donordrive.com/campaign/>

Campaign Date (Optional)

mm/dd/yyyy



Show a date for your campaign on your fundraising page.

Fundraising Goal *

\$ 200.00

Make a Donation *

Yes! I'd like to make a donation toward my fundraising goal.

No thanks.

Account Information

Email Address *

Create Password *

Great work!

Your fundraising page is now set up! Now you can share it with friends.

Your Fundraising Page



<https://americanredcross.donordrive.com/campaign/Fundraiser-24>

[View Your Page](#)

[Copy](#)

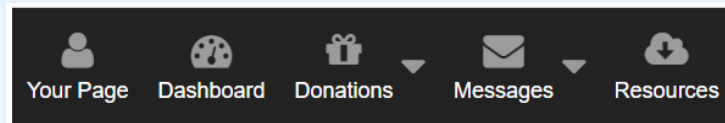
Share: [f](#) [t](#) [e](#) [in](#)

Using Your Fundraising Portal

Your Fundraising Portal provides you access and insight into your fundraiser.

1. Log in to your account
2. Use the menu bar to access the tools
3. Check your results, send messages and keep fundraising

Menu Bar



- **Your Page** – Shows your current fundraising page. You can edit your profile image, title, display name, goal, and story from this page.
- **Dashboard**– Summary of your fundraising and actions to take
- **Donations** – View gifts, download reports and add offline gifts
- **Messages** – Send messages to ask for support and provide updates
- **Resources** – Find more fundraising tips

Fundraising Tips

Follow our social fundraising best practices to help drive your results and make an even bigger impact!

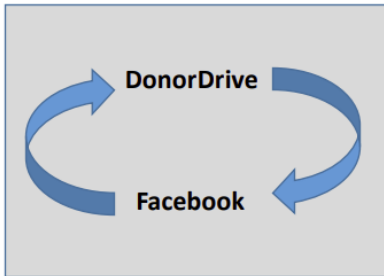
- **Set a Goal** Pick a number that you feel is achievable, you can always revise as you go along!
- **Make it Personal** Update your fundraising page with personal photos and a story.
- **Self-Donations** Consider donating to your page to get things started!
- **Create a List** Think of people that you can ask for support – friends, family, neighbors, and coworkers.
- **Communication Preference** Contact your potential donors in the way that is best for them – it could be email, text, a phone call or through social media.
- **Ask, Ask, Ask** People want to support you, but everyone is busy and can forget. Follow up with your supporters, send updates to help remind them of your efforts and personalize your requests.
- **Update Often** Don't just send out asks, send out updates on your progress as well.
- **Check your Progress** Check your fundraising page statistics regularly to understand what's working.
- **Thank Them** Be sure to personally thank everyone that supports you!

Create a Facebook Fundraiser

Create a Facebook Fundraiser that automatically syncs all donations between the fundraising platform & Facebook to expand your impact!

Create your Facebook Fundraiser with these easy steps:

1. Log into your Fundraising Portal and navigate to your Dashboard.
2. Choose Create a Facebook Fundraiser
3. Login with Facebook
4. Launch your fundraiser



© 2017 American Red Cross

A screenshot of the 'Create a Facebook Fundraiser' form. The title is 'Ashley's Marvelous Bake Sale'. At the top right, there is a progress bar showing '\$0.00 / \$500.00'. Below the title, there is a Facebook logo and the text 'Accept donations for your fundraising with a Facebook Fundraiser!' and a red link 'Create a Facebook Fundraiser'. The form has a section titled 'Registration Questions' with the following text: 'Please select a cause', 'Where It Is Needed Most', and 'Choose a Red Cross region to support, or select "National"'. Below this, there is a radio button option for 'National'.

Any updates you make on the fundraising platform will sync with Facebook and all donations made on Facebook will show up as part of your fundraising goal!

Milestones

Set mini goals on your page to encourage supporters to help you reach your next milestone!

Milestones are a great way to get that next donor to give you \$25 instead of \$20, and you can add fun actions you'll take on once a milestone is reached. Offer to post a funny video or eat something spicy! Use our Red Cross dollar handles to help create your next milestone.

NEXT MILESTONE [See All Milestones ▶](#)

\$100:

Help me provide 20 blankets to comfort families!

To Add a Milestone

1. Go to Your Page from the menu in the Fundraising Portal
2. Select “Add a Milestone”
3. Add in a fundraising amount and a description
4. Select “Save Milestone”

Add a Milestone

Milestone Amount*

\$

Milestone Description*

SAVE MILESTONE

\$26 Covers the cost of providing emergency communications and critical community services to one military family

\$100 provides 20 blankets to comfort families impacted by a disaster

\$40 provides 20 measles & rubella vaccinations to children in need

\$250 provides an overnight stay and hot meal for five people

Donor Incentives

Motivate donors by offering them incentives for supporting your fundraiser!

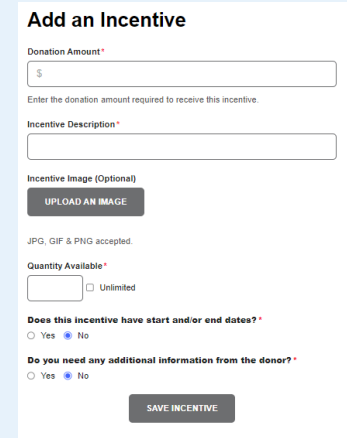
Encourage donors to give by offering an option of incentives to choose from. These can be small actions you'll do when you reach a milestone, such as mailing a thank you card, or can be leveraged to sell tickets to an event you're hosting, such as a block party or a concert. The options are limitless.

Here are some of our favorite incentive ideas:

- Dye your hair
- Jump in a cold body of water
- Dedicate a mile of your race to a donor

To Add an Incentive

1. Go to Your Page from the menu in the Fundraising Portal
2. Select “Add an Incentive”, under your goal and stream options
3. Add an amount, description, image, quantity and other required information
4. Select “Save Incentive”



The screenshot shows a form titled "Add an Incentive" with the following fields and options:

- Donation Amount***: A text input field with a dollar sign (\$) icon.
- Enter the donation amount required to receive this incentive.
- Incentive Description***: A text input field.
- Incentive Image (Optional)**: A button labeled "UPLOAD AN IMAGE".
- JPG, GIF & PNG accepted.
- Quantity Available***: A text input field with a checkbox for "Unlimited".
- Does this incentive have start and/or end dates?***: Radio buttons for "Yes" and "No" (selected).
- Do you need any additional information from the donor?***: Radio buttons for "Yes" and "No" (selected).
- SAVE INCENTIVE**: A button at the bottom right.

Getting Active?

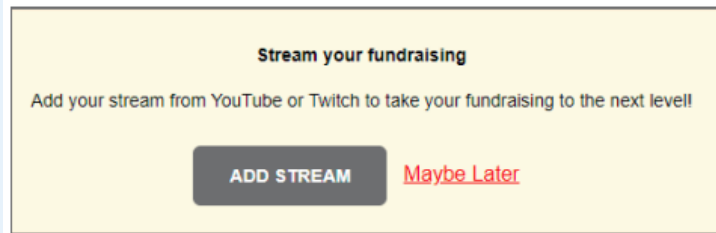
Incentivize your donors by having them send you challenges during your training and fundraising!

Live Fundraising

Add a livestream from Twitch or YouTube to your page and bring your viewers into your fundraising efforts with you!

Get streaming!

1. Go to Your Page from the menu in the Fundraising Portal
2. Select “Add Stream”
3. Select your streaming service (Twitch or YouTube) and enter your username or YouTube URL
4. Add a graphic overlay by copying the link provided
5. Start streaming!



Stream your fundraising ⓘ

Add a stream to your page

Service

Username

Add a graphic overlay to your stream!

Paste this link into your streaming software (like Streamlabs OBS) so viewers see donation alerts and progress toward your goal! [See a preview >](#)

Donations

The Donations tab from the menu in your Fundraiser Portal will allow you to view donations you've received, thank your donors and add offline donations.

Add an offline donation for any checks you may receive from your supporters. You can mail checks to the American Red Cross at PO Box 37839, Boone, IA, 50037-0839. Checks should be made payable to the American Red Cross and an [offline donation form](#) should be included for each check being mailed.

Any offline donations entered here will be reflected in your fundraising total and thermometer!

Download a list of donors

Donations

Regional Demo - Personal Campaign ▾

Donations Received

Add Offline Donation

Make a Donation →

Download Donor Report

You've raised 10% of your goal!

\$10 Raised

\$100 Goal

Search Donations...

THANK YOUR DONORS

Anonymous Donor
Personal Campaign Donation

\$10
10/19/2022

View a list of donors and send a thank you message

Messages

We at the American Red Cross are big on saying thank you, but remember that you can say even more than “thank you” to your donors!

You can send them updates on your fundraiser, your training program, alert them if a milestone has been reached or if an incentive has been earned. Finally – you can celebrate with them when your goal is met!

To Send a Message

1. Go to Messages from the menu in the Fundraising Portal
2. Select the “Compose a Message” tab
3. Choose a message type, enter recipients or select from contacts, update the subject and message content
4. Select “Send Message”

The screenshot shows the 'Compose a Message' form with two tabs: 'Sent Messages' and 'Compose a Message'. The 'Compose a Message' tab is active. Below the tabs are two steps:

- 1 Choose a message type***
A text input field containing 'Ask a Friend to Donate'.
- 2 Recipients***
A button labeled 'Select from Contacts' and a link labeled 'Import from Webmail or CSV'. Below these is an empty text input field for recipients. A blue note at the bottom of this section reads: 'Please note: you may separate email addresses by comma, semicolon, or one address per line. Messages can be sent to a maximum of 100 recipients. This limit helps your message get delivered.'

The screenshot shows the 'Compose a Message' form with two more steps:

- 3 Subject***
A text input field containing 'Support Kaitlyn Van Dyke in the KVD Test event'.
- 4 Message***
A rich text editor with a toolbar containing options for Paragraph, Underline, Bold, Italic, Bulleted List, Numbered List, Link, and Unlink. The message content is:
Hello friend! I'm participating in the [enter event name here] and I need your help! I'm trying to raise [enter your fundraising goal here] before event day and every dollar counts. Can you take a few moments and make a donation? It's quick and easy and all donations are tax-deductible.

I greatly appreciate any support that you can give for this worthy cause!

Thank you!

Settings

You can manage all of your fundraising page settings in one place under Your Page from the menu in the Fundraising Portal.

“ My Story

♥ Donations

⚙ Settings

You can personalize your fundraising page here and control privacy settings. Privacy allows you to toggle on and off the privacy settings for your campaigns including “Allow people to search for my fundraising page,” “Show donors on my fundraising page,” and “Show donation amounts on my fundraising page.” The Red Cross suggests keeping all of these settings on to allow your fundraising to be visible to others, inspire donors, and help you raise funds for our life-saving mission.

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

Banner Image



Personalize and help others recognize your page with a custom banner image!

[Manage banner image](#)

Campaign Date

04/30/2022

Fundraising Goal*

\$ 500.00

Page Link

<https://americanredcr> [Copy](#) [Customize](#)

Facebook Fundraiser



Accept donations for your fundraising with a Facebook Fundraiser!

[Create a Facebook Fundraiser](#)

Stream your fundraising

Add a stream to your page

Milestones

Add milestones to celebrate progress on the way toward your fundraising goal!

[Manage your milestones](#)

Privacy

- Allow people to search for my fundraising page.
- Show donors on my fundraising page.
- Show donation amounts on my fundraising page.

Looking for more?

Reach out to the American Red Cross fundraising team at
P2PFundraising@redcross.org

THANK YOU



**American
Red Cross**