



Fundraiser User Guide



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Welcome

Thank you for stepping up to fundraise!

When you fundraise for NMDPSM, you're helping patients get the support they need. Whatever you do—celebrate a birthday, run a marathon or honor a loved one—you'll be delivering cures for blood cancers and blood diseases.

This guide is designed to provide helpful information to make your fundraising experience successful and fun! This guide walk you through the platform and give you a few extra tips along the way.

Thank you for joining us in helping save more lives. If you have any questions, would like some new ideas or just need a pep talk, please reach out to us at fundraising@nmdp.org.



Meet Maddie, NMDP Supporter

Maddie's unique fundraising idea began with choosing a random community member to place wooden cows in their yard. However, removing the cows came at a price—a donation to NMDP. The community member had the option to give a donation to have the cows removed or donate more to get them placed into another community member's yard of their choice. As a bonus, they could pay a little bit more as "insurance," so the cows wouldn't ever end up back in their yard.

Tips for success



Donate to yourself. This sets the tone and shows you are committed. Be the inspiration!



Personalize your fundraising page. Upload a profile picture, highlight your connection to NMDP and set your fundraising goal.



Start asking right away. The earlier you begin, the more you will raise. Use the email tool to send and track messages.



Increase engagement. Add a livestream from Twitch or YouTube, connect your page to a Facebook Fundraiser, create fundraising milestones, and offer your donors incentives for higher gifts.



Share your page on social media. Take advantage of the sharing power of social media to help reach more people. Remember, just because you may not be on Facebook, your friends and network are!



Say Thank You. When a friend or family member supports you, send a thank you note right from your fundraising page. Make sure if they give from social, you thank them publicly as well!

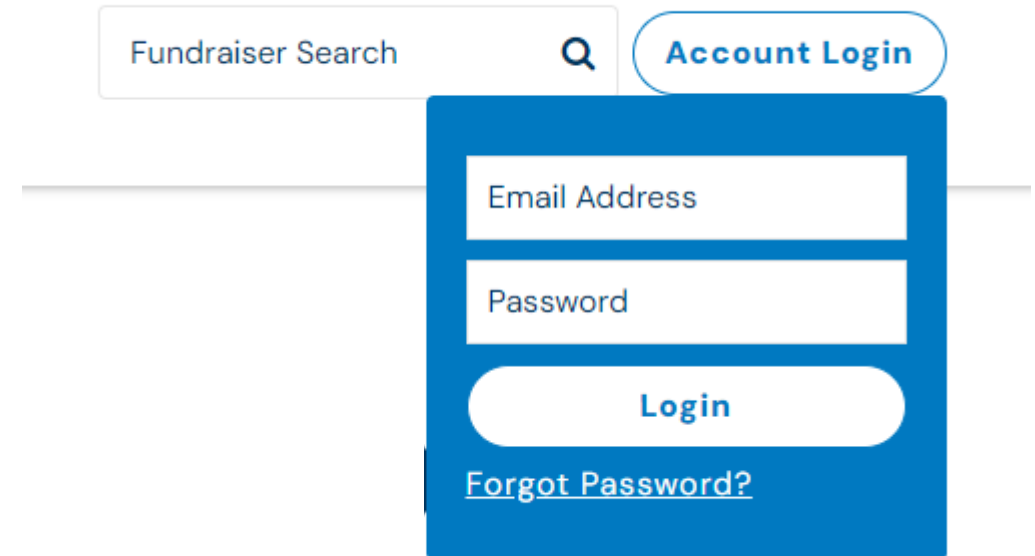


Your fundraising account

When you log in, you'll be able to personalize your fundraising page, send emails to friends, share your page on social media and track donations toward your fundraising goal.

Log in with the email address and password you used when you registered.

Forgot your password? Click the Forgot Password link to reset your password.



The screenshot shows a navigation bar with a search box labeled "Fundraiser Search" and a magnifying glass icon. To the right is a blue button labeled "Account Login". Below the search box is a blue-bordered login form with the following elements:

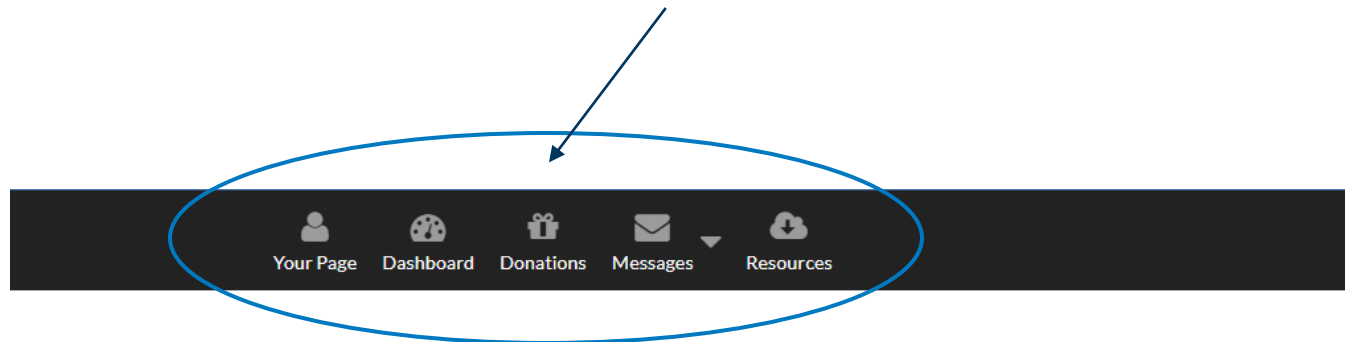
- An input field labeled "Email Address".
- An input field labeled "Password".
- A white button with a blue border labeled "Login".
- A link labeled "[Forgot Password?](#)".

Fundraiser toolbar

When you are logged in to the fundraiser portal, the fundraiser toolbar will stay in place as you navigate through. This makes it easy to get back to your fundraising tools at any time.

Use the fundraiser toolbar to access:

- Your Page
- Dashboard
- Donations
- Messages
- Resources

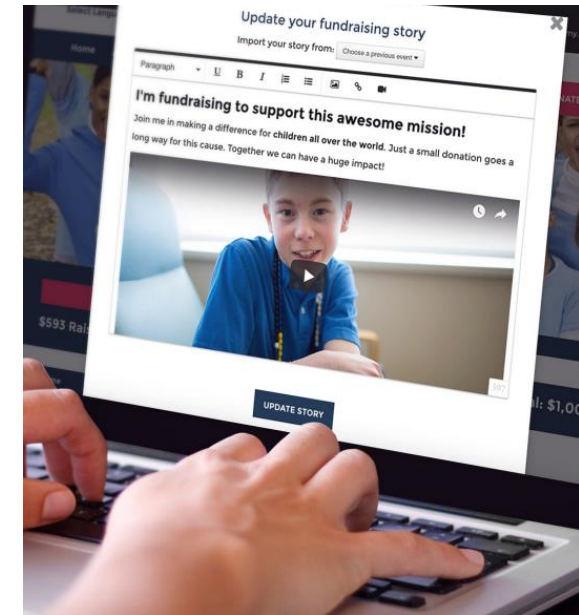
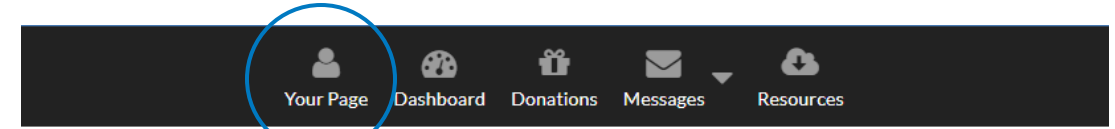


Personalize your page

Use your fundraising page to tell **your** story.

Personalize your page by:

- Uploading a profile or banner picture
- Editing your display name
- Increasing your fundraising goal
- Embedding videos
- Connecting your livestream



TIP

You can edit your page content wherever you see this pencil icon!

Set your fundraising goal

Set your fundraising goal, but don't forget it. If you're getting close to your goal, or if you've passed it, challenge yourself to raise more!

Fundraising Goal*

\$ 500.00

Choose a goal that's right for you. Remember, your fundraising makes a life-changing impact for patients and their families:

\$150

Covers the cost to add one potential donor to the NMDP RegistrySM.

\$200

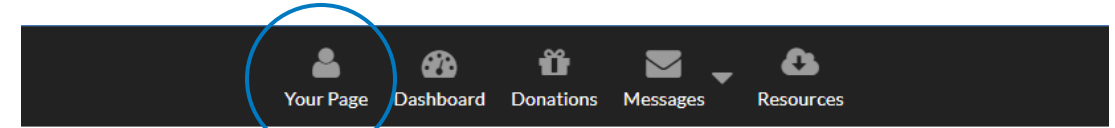
Covers one month of transportation for a patient to and from the transplant clinic.

\$500

Secures one week of temporary housing during transplant recovery.

\$2,000

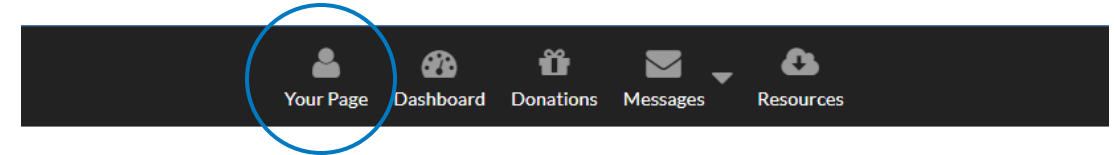
Covers one transplant recovery grant to help families with ongoing costs after transplant.



TIP

You can edit your fundraising goal at any time, from your page with the pencil icon, or from the Settings tab.

Page settings



Select the Settings tab on your page to manage your:

- Banner image
- Fundraising Goal
- Page Link
- Facebook Fundraiser
- Livestream
- Milestones
- Incentives
- Privacy



Copy or customize your Page Link to create a user-friendly url!

Page Link

Privacy settings explained:

Allow people to search for my fundraising page: If unchecked, users will not be able to search for your fundraising page, you will not appear in fundraising leaderboards and you will not appear on the Roster of a team (if you are part of a team).

Show donors on my fundraising page: If this setting is unchecked, users will not be able to access your Donations tab.

Show donation amounts on my fundraising page: If this setting is unchecked, only the donor's name will appear and only you (when logged in) will see their amount.

Milestones

Milestones allow you to set mini goals along the way to your overall fundraising goal and to tie them to specific stats.
e.g., \$150 raised adds one potential new donor to the NMDP Registry.

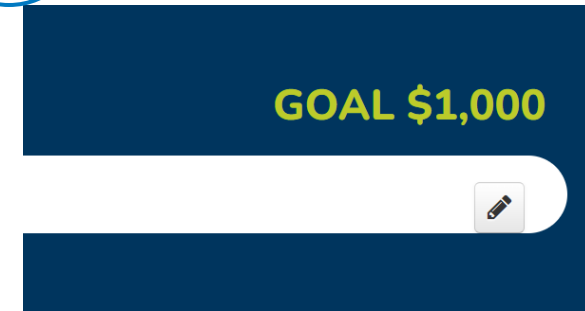
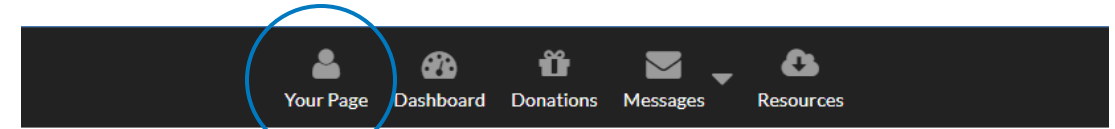
Milestones can also be tied to actions like, “when I raise \$500, I’ll shave my eyebrows.”

To add a Milestone, select the pencil icon next to your fundraising thermometer.

1. Select “Milestones”
2. Add in a fundraising amount and a description
3. Select **SAVE MILESTONE**



These mini goals are good motivators to get your friend to give you \$25 instead of \$15 to push you over a special milestone!



Add a Milestone

Milestone Amount*

Milestone Description*

SAVE MILESTONE

Incentives

Incentives can be small actions you can do like mailing a personalized piece of art, baking your famous cookies or dying your hair blue. Get creative!

To add an Incentive, select the pencil icon next to your fundraising thermometer.

1. Select "Incentives."
2. Choose a donation amount and add a description. You can also add an image to show donors what they will receive.
3. Select the maximum number of times the incentive can be redeemed or check the "Unlimited" box.
4. You can add a start and end date if you want to put a time constraint on the availability.
5. If you need additional information from your donors such as a shipping address, shirt size or food allergies, you can also add more questions.
6. Select **SAVE INCENTIVE**.

Add an Incentive

Donation Amount*

Enter the donation amount required to receive this incentive.

Incentive Description*

Incentive Image (Optional)

UPLOAD AN IMAGE

JPG, GIF & PNG accepted.

Quantity Available*

 Unlimited

Does this incentive have start and/or end dates?*

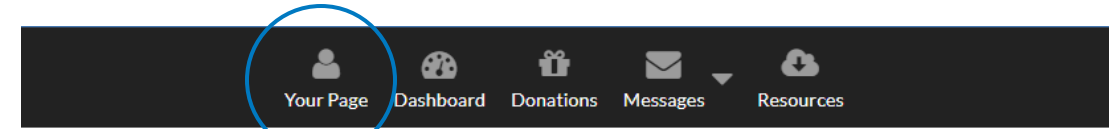
Yes No

Do you need any additional information from the donor?*

Yes No

SAVE INCENTIVE

Facebook Fundraiser



You can create a **Facebook Fundraiser** right from your personal fundraising page, making it even easier to reach your goal. **BONUS:** Every donation you receive on your page will sync to your Facebook Fundraiser, and every donation you receive on Facebook will sync back to your NMDP personal fundraising page!

When creating your Facebook Fundraiser, your story content and fundraising goal will automatically appear on Facebook. In the future, if you update your story content, it will not automatically change on Facebook, but your fundraising goal will.



TIP

YOU may not be on Facebook very often, but your donors are! If you don't want to use Facebook, ask a friend/parent/coworker to post on your behalf. Be sure to give them the link to your page.

You can start a Facebook Fundraiser from your **Dashboard**.

Facebook Fundraiser



Accept donations for your fundraising with a Facebook Fundraiser!

Create a Facebook Fundraiser

Your Fundraising

- View Your Page
- Edit Registration Questions
- Make a Donation
- View Donations Received
- Create a Facebook Fundraiser

Ask Friends to Donate



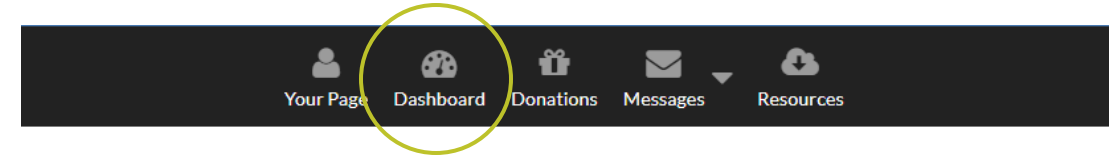
Event Information

- Change Participant Type
- View Event Page
- Print Event Info
- Download Resources

Your Dashboard

From your **Dashboard**, you can:

- View your fundraising stats
- Connect your page to a Facebook Fundraiser
- Make a personal donation to your page
- Create a send an email to ask for donations
- Personalize your page
- Reach out to past supporters
- Share your page and message on social media




Dashboard

2022 Drive for Lives Champion Challenge

Event Date: 05/10/2022 / Team: [Walkaholics](#) Captain: [Kirsten Larson](#)

Your Fundraising | Your Team Fundraising



Your Facebook Fundraiser

\$140 of your \$175 total raised has come from your Facebook Fundraiser!

Facebook Fundraiser

[VIEW FACEBOOK FUNDRAISER](#)

Your Fundraiser will end on October 14, 2022. [End Now](#)

Your Fundraising

- [View Your Page](#)
- [Edit Registration Questions](#)
- [Make a Donation](#)
- [View Donations Received](#)
- [View Facebook Fundraiser](#)

Ask Friends to Donate

[Email](#) [Facebook](#) [Twitter](#) [LinkedIn](#)

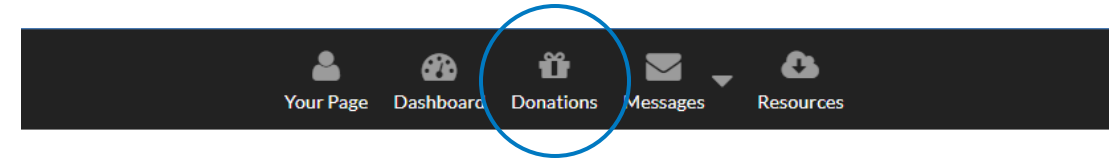
Event Information

[View Event Page](#)

Your Stats

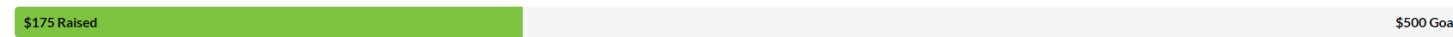
5 / 9 Team Rank	46 / 136 Overall Rank	0 Donor Emails Sent
5 Donations Received	\$100.00 Largest Donation	\$35.03 Average Donation

Donations



Select the **Donations** tab to view who has donated to you online. You can send thank you emails in real time!

You've raised 35% of your goal!



THANK YOUR DONORS

Facebook Donor Participant Donation	\$20 05/18/2022
Facebook Donor Participant Donation	\$100 05/18/2022
Kerrie Goughnour Participant Donation	\$35 05/18/2022

Offline Donations

For times when you need to collect money offline, from an event or a supporter who prefers to give you cash, please obtain a cashier's check from the bank payable to NMDP. If a supporter chooses to write you a check, make sure the check is payable to NMDP.

All checks must be mailed with a [Contribution Form](#) to:
NMDP Foundation
NW5948
PO Box 1450
Minneapolis, MN 55485



TIP

Team Captains may download a donor report!



Messages

Add your contacts, send and track messages!

Message type

Choose an email template to invite friends and family to donate, join your team or send a general fundraising update.

Recipients

Select recipients from your contact list, select donors who have supported you in the past, or select donors who have already donated to your current event.

Message

Update the content, add links and pictures, and format your message. **A link to your fundraising page will be automatically included.**



TIP

Want to use your own email account? Just copy any message, personalize it, and paste it in your personal account. Just be sure to add your fundraising page link!


The screenshot shows the 'Messages' section of a web application. At the top, a navigation bar includes 'Your Page', 'Dashboard', 'Donations', 'Messages' (highlighted with a red circle), and 'Resources'. Below the navigation bar, there are four tabs: 'Sent Messages', 'Compose a Message' (active), 'Drafts', and 'Contact List'. The 'Compose a Message' form is divided into four numbered steps:

- 1 Choose a message type ***: A dropdown menu is open, showing 'Ask a Friend to Donate'.
- 2 Recipients ***: A text input field contains 'Select from Contacts' and a link 'Import from Webmail or CSV'. Below the field is a light blue note: '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.'
- 3 Subject ***: A text input field contains 'Support Kerrie Goughnour in the 2023-2024 NMDP HOSA Service Project event'.
- 4 Message ***: A rich text editor with a toolbar (Paragraph, Underline, Bold, Italic, Bulleted List, Numbered List, Image, Link) and a text area containing: '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] and every dollar counts. Can you take a


Resources

Helpful **Downloadable Files** are available here and includes things like:

- Fundraiser User Guide
- Contribution Form
- Social graphics
- Key messages

 **TBTM_Contribution_Form_2022** pdf, (204.5 KB) [Download File](#)

Use this Contribution Form to mail in checks

 **TBTM_SocialShareGraphics** zip, (15074.6 KB) [Download File](#)

General social media graphics that show the impact of your fundraising



Questions?

Need some fresh fundraising ideas, looking for a specific resource or want a pep talk? Let us know!

fundraising@nmdp.org

nmdp.org

