Fundraiser User Guide

Contents

- Tips for Success

- Your Fundraising Account

- Fundraising Tools

  – Fundraiser Toolbar

  – Your Fundraising Page

  – Dashboard

  – Companion App

- How to Send Emails

- Share on Social Networks

Cooper and his hero donor, Ann

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 Be The Match, 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, spread the word on social media, and track donations toward your fundraising goal.

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

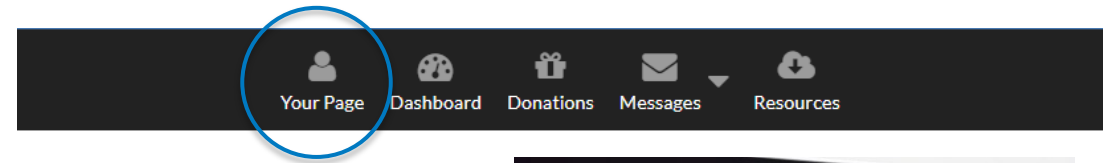**Forgot your password?** Click the Forgot Password? link to reset your password.
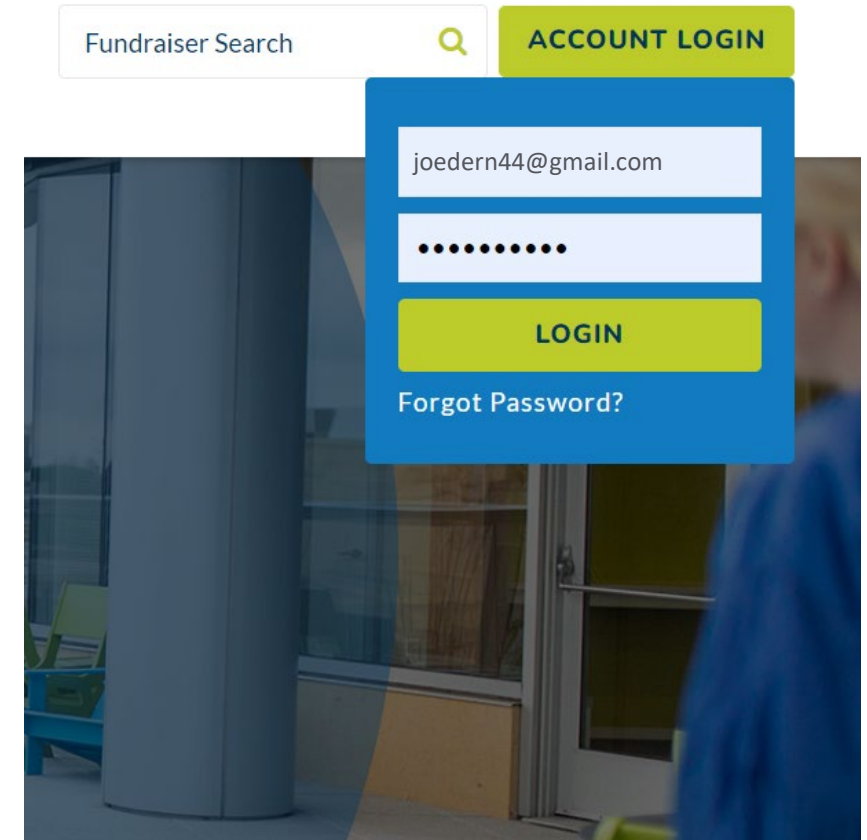
Your Fundraising Toolbar

When you are logged in to the Fundraiser Portal, the Fundraiser Toolbar at the top of the page will stay in place as you navigate through the site. This way you can easily get back to your fundraising tools at any time.
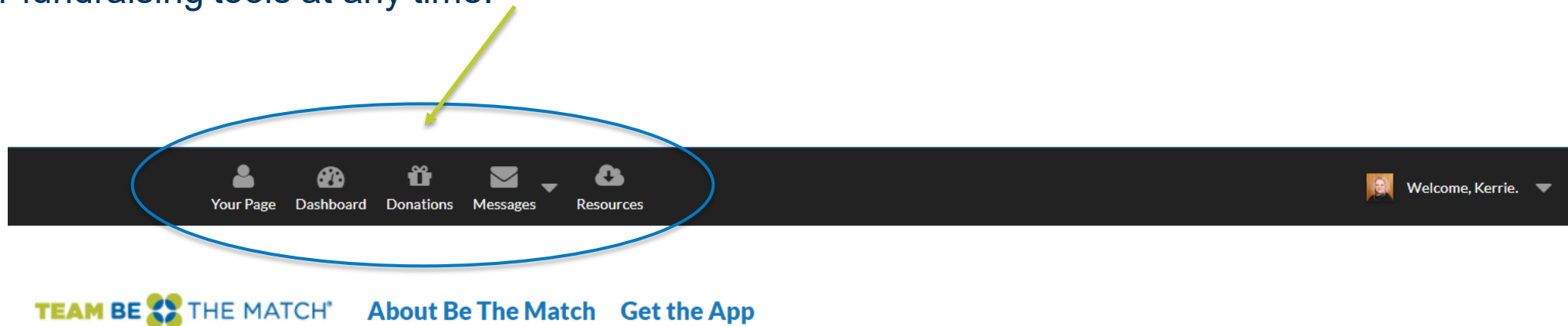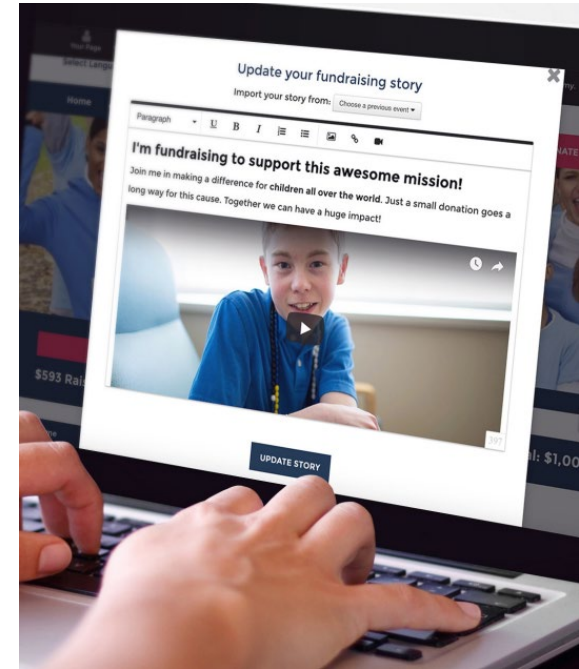
Your Fundraising Page

Use your fundraising page to tell *your* story. Personalize your page by:

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

**66 MY STORY**   ❤ **DONATIONS**   ⚙ **SETTINGS**

I am raising money for Be The Match because I'm passionate about saving lives!

Please help me reach my fundraising goal by making a tax-deductible contribution. Your gift delivers cures to patients desperate for a second chance at life. The money I raise will help add new potential blood stem cell donors to the registry, assist patients with uninsured transplant costs, and fund innovative research to improve transplant outcomes.

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

Your Fundraising Page
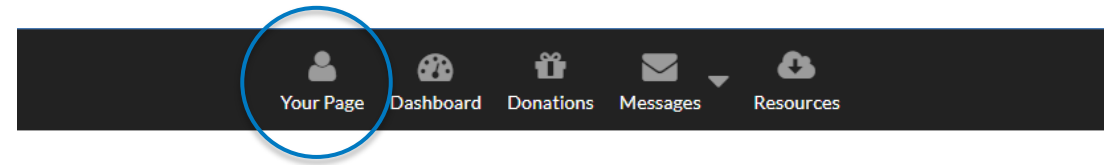
Set your fundraising goal, but don't forget it!

Fundraising Goal *

$ 500.00

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

Choose a goal that's right for you. Remember, your fundraising

makes a life-changing impact for patients and their families:

| $120	$200	$500	$2,000
Covers the cost to add one potential marrow donor to the Be The Match Registry®	Covers one month of transportation for a patient to and from the transplant clinic.	Secures one week of temporary housing during transplant recovery.	Covers one transplant recovery grant to help families with ongoing costs after transplant.

Your Fundraising Page

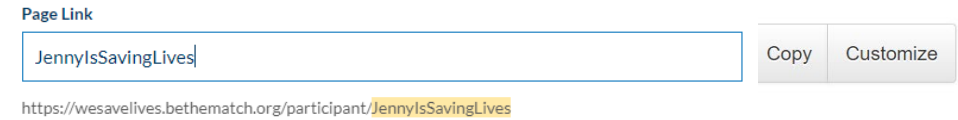**MY STORY** **DONATIONS** **SETTINGS**
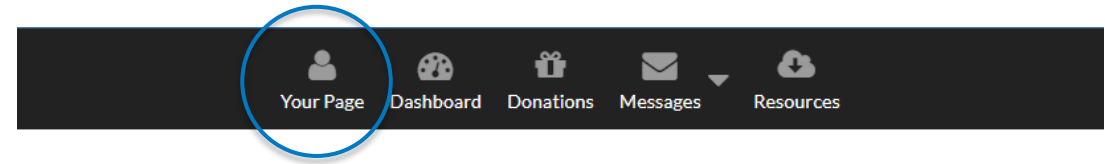
Select the **Settings tab** on your page to manage your:

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

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

Page Link

JennyIsSavingLives   Copy   Customize

https://wesavelives.bethematch.org/participant/JennyIsSavingLives

TIP
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.
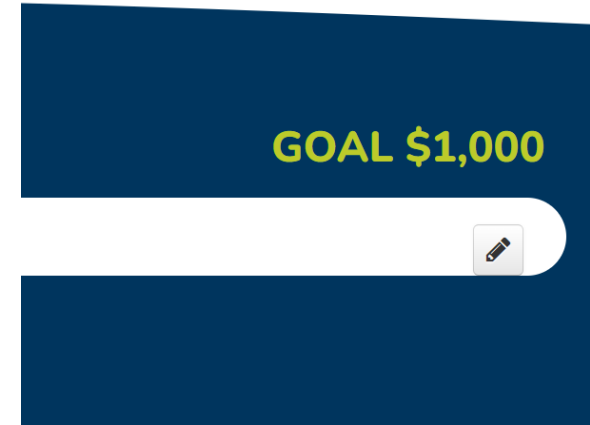
Your Fundraising Page
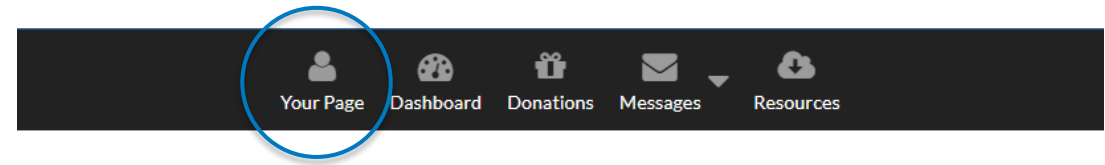
Milestones allow you to set mini goals along the way to your overall fundraising goal and to tie them to specific stats—e.g. $120 raised add one potential new donor to the Be The Match Registry. Milestones can also be tied to actions like, "when I raise $500 I'll shave my eyebrows".

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

1. Select "Milestones"

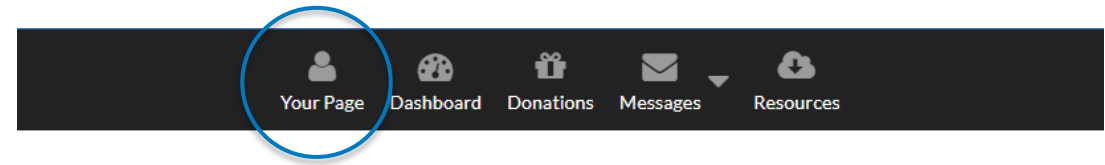2. Add in a fundraising amount and a description

3. Select **SAVE MILESTONE**

⭐ **TIP** **Milestones** are a great way to get your friend to give you $25 instead of $20 and push you over that milestone!

GOAL $1,000

Add a Milestone

Milestone Amount*

$

Milestone Description*

SAVE MILESTONE

Your Fundraising Page

Incentives can be small actions you'll do like mailing a personalized piece of art or baking your famous cookies. Get creative!

To add an Incentive, select the pencil icon next to your fundraising thermometer.
1. Select "Incentives"
2. Add in a donation amount and 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 if you dare.
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 MILESTONE**

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

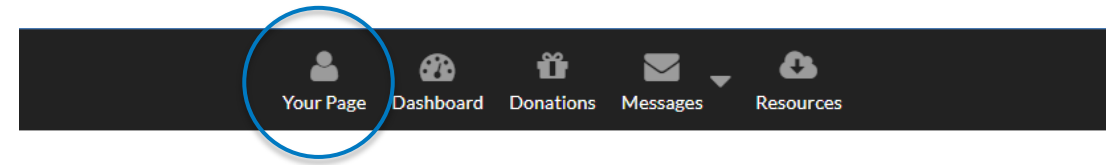Does this incentive have start and/or end dates?*
○ Yes   ⦿ No

Do you need any additional information from the donor?*
○ Yes   ⦿ No

SAVE INCENTIVE

Your Fundraising Page

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 Be The Match 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 can start a Facebook Fundraiser from your Dashboard or from the Settings tab on your fundraising page.
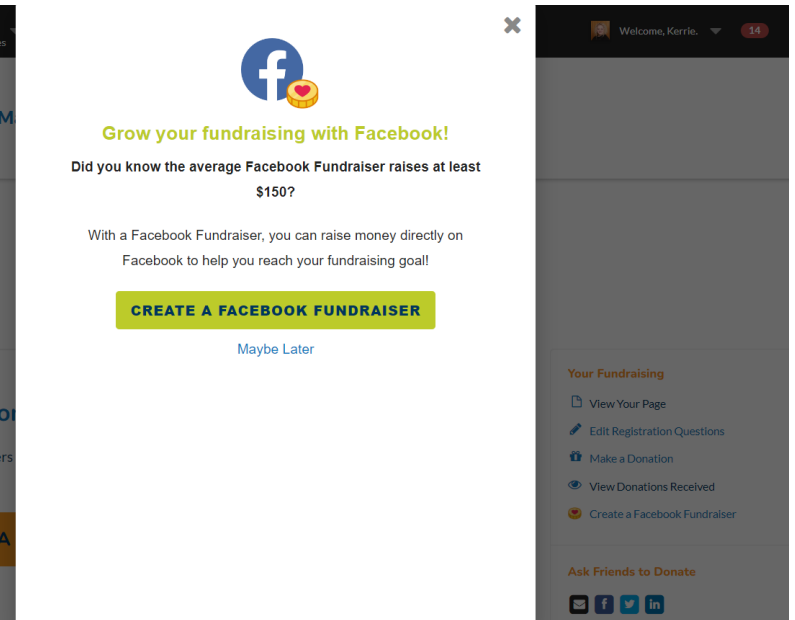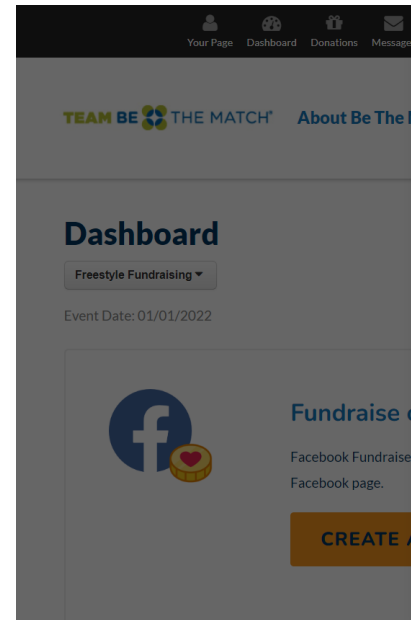
Your Dashboard

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

✓ Customize your page

✓ Reach out to past supporters
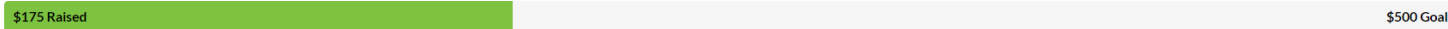
✓ Share your page and message on social media

Donations

View who has donated to you online and send thank you emails in real time.

You've raised 35% of your goal!

$175 Raised	$500 Goal

🔍 Search Donations...	**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 Be The Match Foundation**. If a supporter chooses to give you a check, make sure the check is payable to Be The Match Foundation.

All checks must be mailed with the [Team Be The Match Contribution Form](#) to:

Be The Match Foundation
Attn: Team Be The Match
NW5948
PO Box 1450
Minneapolis, MN 55485

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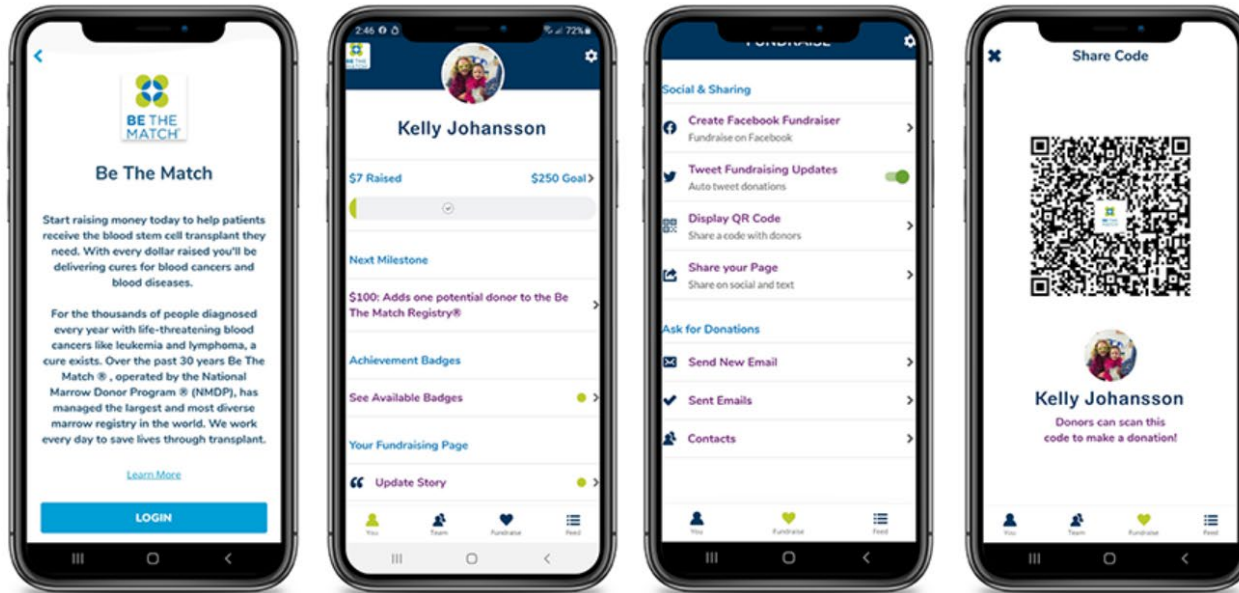
Message
Update the content, add links and pictures, and format your message. **A link to your fundraising page will be automatically included.**

Get the App

Update your fundraising story, display your personal QR code, and raise money for patients and families—all on the go!

TIP

Your friends can scan your personal QR code while you're waiting in line for coffee.

They can easily use digital wallet payments like PayPal and Venmo!

Download on the App Store
From the home screen of your mobile device, tap the App Store icon and type "DonorDrive" into the search bar. Tap "Get" next to the DonorDrive Charity Fundraising app and install. When prompted, sign into the App Store to complete the installation.

ANDROID APP ON Google play
From the home screen of your mobile device, tap the Google Play Store icon and type "DonorDrive" into the search bar. Tap on the DonorDrive Charity Fundraising app thumbnail and install. When prompted, sign into the Google Play Store to complete the installation.

Once installed on your device, simply log in with the same username and password as your Fundraising Account.

Thank you!

More questions? Need some fundraising ides or help? Let us know!

TeamBeTheMatch@nmdp.org