

# Fundraise Your Way

Do It Yourself Fundraising

## Setting Up Your Fundraising Page

### Quick Start

Personalize your page, connect on social, view event resources, and ask friends and family to join you.

[fundraise.arthritis.org/yourway](https://fundraise.arthritis.org/yourway)



# Pick the type of fundraiser you'd like to organize

*Hint... there is no wrong answer*



## Create Your Own

Trivia event, pickleball tournament, or golf outing. Organize a bake sale, a yoga class, a party and more!



## Dance Party for Juvenile Arthritis

What's Your Dance Mode?



## Get Active

Challenge yourself to run a marathon, peddle around a lake or in your living room, count your steps and more!



## Celebrate & Dedicate

A special occasion, a birthday, a special day, or honor a loved one.

*Please note that activity tracking and team fundraising functionality is not available on/with Celebrate & Dedicate campaigns.*

# Team/Group vs Individual Registration Types

## Participant Type\* Fundraiser

I want to create a fundraiser to help find a cure for arthritis.

Role\*

Individual

Organize an **Individual** fundraising page if you plan on asking family and friends to support your fundraising activity by making a donating.

*This is the most common registration type.*

Join a Group

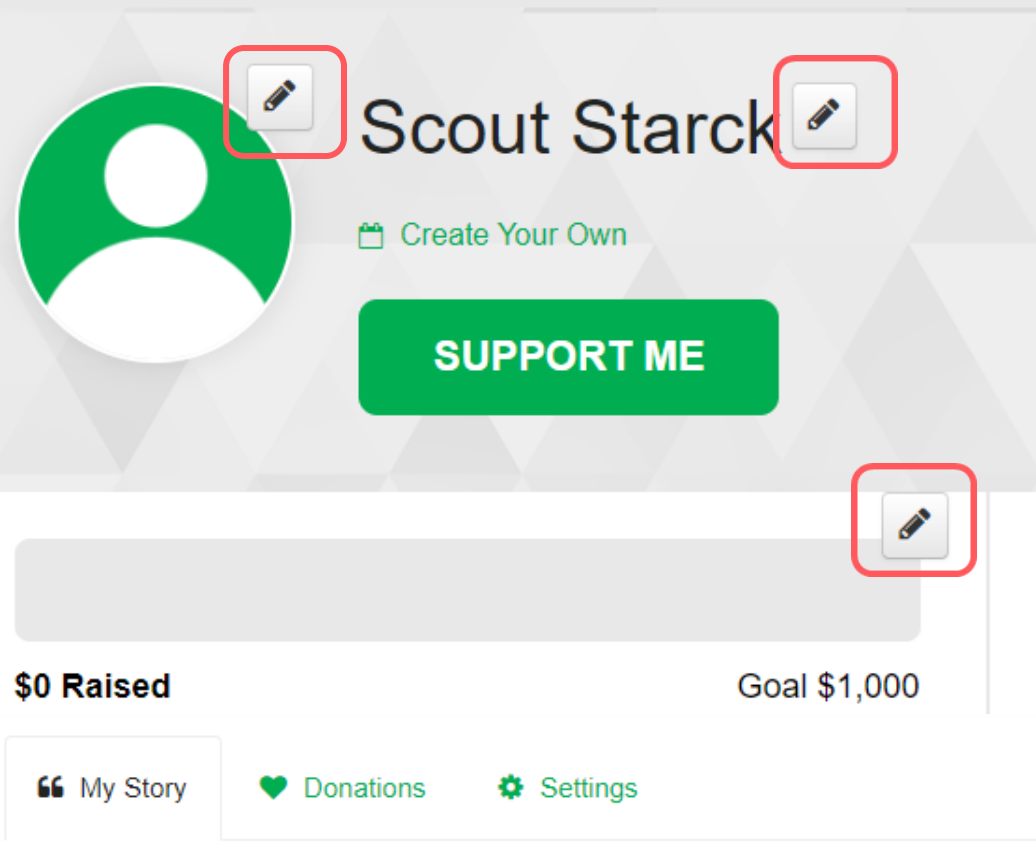
Create a Group

Organize a **Group/Team** fundraiser if you plan on recruiting others to join your fundraising effort.

Team members will be able to join your group/team, will be provided with their own fundraising page, can connect to social fundraising tools, and invite their family and friends to join and support their fundraising efforts.

Team member fundraising totals cumulate into the teams total fundraising effort on the group/team page.

# Your Fundraising Portal & Dashboard



Scout Starck

Create Your Own

**SUPPORT ME**

\$0 Raised Goal \$1,000

My Story Donations Settings

**Step 1: Personalize your page** by adding photos, share why you are fundraising, update your goal and share those specific event/activity details.

*Those who personalize their fundraising page **raise 4x** more than those that don't!?*

Arthritis stops people from doing the things they need to ... and sometimes the things they really love to do. Whether you realize it or not, everyone knows someone with arthritis, which affects 1 in 4 Americans.

I am supporting the Arthritis Foundation because they are boldly pursuing a cure for America's #1 cause of disability while championing the fight to conquer arthritis with life-changing science, resources, advocacy, and community connections.

**Join me in supporting the Arthritis Foundation, a cause that means so much to me. Because together, we can make a difference.**



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Do It Yourself

# Dashboard

Create Your Own

Event Date: 08/01/2021

## Welcome to Your Fundraising Portal & Dashboard!

You can quickly access fundraising statistics, view event resources, and ask friends and family to donate.

**Step 1: Personalize your page** by adding photos, share why you are fundraising and share those fundraiser event/activity details ([Getting Started - Setting Up Your Page resource](#)).

**Step 2: Get Social!** Remember, the #1 reason people support a cause is because someone asked! *Ask Friends to Donate* through email and *Connect to Social* all within your dashboard below.

**Step 3: Check out DIY toolkits & resources** to help you build your plan, recruit, promote, execute and thank your supporters (*cloud icon on top of the page*)

### Your Fundraising

- [View Your Page](#)
- [Make a Donation](#)
- [View Donations Received](#)
- [Register Another Participant](#)
- [Create a Facebook Fundraiser](#)

### Ask Friends to Donate



### Event Information



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## Step 2: Connect your fundraising page to your social media accounts and double your reach by replicating your Fundraiser on Facebook.

*Those who share their why AND share on social media see a 50% increase in funds raised than those who don't.*

- Celebrating your 25th birthday? Ask 25 people to donate \$25 dollars.
- Running a half marathon? Ask 13 people to donate \$13.10 or \$131
- Track your steps, miles or elevation and ask people to donate a \$1.00 for every distance you complete.



### Fundraise on Facebook

Facebook Fundraisers are a fast and simple way to expand your fundraising through your Facebook page.

[CREATE A FACEBOOK FUNDRAISER](#)



### Give Yourself a Gift

**Inspire others** by making a donation toward your fundraising efforts!

[MAKE A DONATION](#)



### Connect with Social Networks

Connect your account with Twitter & Facebook to send fundraising updates to your friends!

**Connecting your account can make you twice as likely to reach your goal!**

[CONNECT NOW](#)



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Do It Yourself

# Messages

Create Your Own

Sent Messages

Compose a Message

Drafts

Contact List

**Step 3:** Send emails to family and friends to ask for support directly from your dashboard.

You can also thank all of your donors directly from *Messages*. All donor email address are easily dropped in when donations are made online.

## Get started with Messages



Add contacts from webmail, CSV or individually.

Add Contacts



Create your message and send to your friends!

Compose a Message





**Fundraise Your Way**  
Do It Yourself

**Tracking your miles?**  
Sync with Fitbit and Strava or track your own!

# Activity Tracking

**+ LOG ACTIVITY**

Create Your Own

Activity tracking begins on December 1, 2022 1:00 AM and ends on December 31, 2028 12:00 AM.

0.00/60.00 Miles



Your Progress



**Sync Activity Data**

Sync to a fitness app to help complete your challenge!





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# Resources

Create Your Own

## File Name

 [Downloadable Logo Color](#) png, (35.9 KB)

*Downloadable Logo Color*

 [Arthritis Foundation DIY Fundraising Terms and Conditions](#)

pdf, (86.9 KB)

*DIY Fundraising Terms and Conditions*

Download File

 [Arthritis Foundation Social Networking Policy](#) pdf, (123.0 KB)

*Arthritis Foundation Social Networking Policy*

Download File

 [DIY Fundraising Idea Guide](#) pdf, (415.3 KB)

*DIY Fundraising Idea Guide*

Download File

 [Donation Submission PDF](#) pdf, (69.2 KB)

*Donation Submission PDF*

Download File

**Step 4:** In addition to Fundraising Tools found in the grey navigational menu, check out additional resources in your fundraising portal to help you build your plan, recruit, promote, execute and thank your supporters.



# Connecting Your Fundraising Page On Social Media

## Creating Social Media Content Tips

- A brief explanation of what you are doing and why.
- A clear and concise call-to-action. What do you want the reader to do?
  - For example: click the link to donate
- Add appropriate hashtags and tag the Foundation @arthritisfoundation

# Fundraise on TikTok

## Add links to Instagram Stories by using the Link sticker.

- Visit your fundraising page and copy the URL.
- Capture or upload content to your Story
- Select the Sticker tool from the top navigation bar 
- Tap the "Link" sticker. 
- Paste the URL you want the sticker to link to.
- Tap "See Preview" to see what the link will look like when someone opens it.
  - Make sure the URL aligns with your call to action.  
Are you looking for people to join your team?  
Or donate to your individual page?
- Tap "Done".
- Place the sticker on your story and tap on the sticker to adjust color & size variations.
- Add additional text & graphics as you see fit.
  - Remember the first thing other users will see your photo.  
Make sure you're sharing photos that are clear and capture one's attention.
- Tap "Share".



**Reminder:** While regular Instagram Posts stay on your Instagram profile unless you delete them, Stories are automatically deleted over time. They're intended to be a temporary 24-hour post.

Because you cannot share live links on Instagram Posts, you can get creative and go the extra distance by also adding your fundraising page URL to your *Instagram Bio* or by adding a short link to your *Instagram Post* by utilizing a link-shortening service like [Bitly](#).

# Fundraise on Facebook

After personalizing your fundraising page, seamlessly connect your fundraiser to your social media accounts.

You can also create a Facebook fundraiser! Creating your Facebook fundraiser allows you to accept donations on Facebook that automatically sync and cumulate into your personalized fundraising page!



## Connect with Social Networks

Connect your account with Twitter & Facebook to send fundraising updates to your friends!

**Connecting your account can make you twice as likely to reach your goal!**

[CONNECT NOW](#)



## Fundraise on Facebook

Facebook Fundraisers are a fast and simple way to expand your fundraising through your Facebook page.

[CREATE A FACEBOOK FUNDRAISER](#)

# Fundraise Your Way

*Dashboard FAQs*

# What are Milestones, Incentives and Badges?

Review: *Getting Started - Setting Up Milestones resource*

## Milestones

Add to celebrate progress on the way toward your fundraising goal.

Think of Milestones as mini-goals.

Cheer me on as I run my first marathon. Perhaps the milestone is every \$26 dollars raised.

## Donation Levels

Set up to encourage donors and possibly reward them for their support.

**Example:**  
Donate \$250 dollars and I will jump in the pool on January 1<sup>st</sup>.

**Example:** Registration is \$50

## Badges

Achievement badges are awarded to participants and teams when an action is taken or completed.

# Understanding your Dashboard

## Glossary of Terms

### Your Fundraising

- This section allows you to stay up-to-date on your fundraising progress and take action from a single place.
- *View Your Page*: This will take you directly to your personal fundraising page.
- *Edit Registration Details (if enabled)*: You can edit responses to custom registration questions, such as your t-shirt size, meal preference, etc.
- *Make a Donation*: You can make a donation to your personal fundraising page.
- *View Donations Received*: You can see donations you've received for this event, thank your donors, add offline donations, and make a donation to yourself.
- *Register Another Participant (if enabled)*: You can register up to 10 additional participants at a time, such as friends, family members, and colleagues for your event.
- *Create a Facebook Fundraiser (if enabled)*: You can create a Facebook Fundraiser that is directly linked with your personal DonorDrive fundraising page.

### Ask Friends to Donate

- You can send email updates and post on your favorite social network right from the Dashboard. When you choose to share through any of these tools, a link to your fundraising page will be included.
- *Email*: You can send invitations and updates to friends and family through DonorDrive.
- *Facebook*: You can your page on your Facebook timeline.
- *Twitter*: You can send a tweet to their followers.
- *LinkedIn*: You can share to your profile or in a private message.



# Understanding your Dashboard

## *Glossary of Terms continued*

### **Event Information**

- *Change Team Membership (if enabled)*: You can create a team, join another team, or continue as an individual through this option.
- *View Event Page*: This will redirect you to the Event Landing Page.
- *Print Event Info*: You can download a summary of your fundraising efforts as well as the waiver/terms and conditions (if enabled).
- *Download Resources*: This will redirect you to the Resources section of the Fundraiser Portal where you can download documents your event contact has uploaded for you.

### **Your Stats**

- You can track your overall rank within the event, largest donation received, average donation, number of emails you've sent, and your rank on your team if you are a team member or team captain.

# Understanding Your Dashboard

## Your Team Fundraising

This is available to anyone who is registered as a team member or team captain. Team members can track their team's progress, while team captains have more options such as inviting others to join the team or customizing the team's fundraising page. ***Please note team fundraising is not available for Celebrate campaign fundraisers.***

### Team Fundraising

- Team captains and team members will be able to view and take key actions toward a team's fundraising goal, such as:
- *View Your Team Page:* You can view the team fundraising page. If you are a team captain, you can edit the team's fundraising page.
- *Make a Donation:* You can make a donation to your team.
- *Register Another Participant (if enabled):* You can register up to 10 additional participants at a time, such as friends, family members, and colleagues for your event.

### Your Team

- Team captains and team members are able to view the team's progress and continue their fundraising efforts.
- *Send a Message to Your Team:* Team captains can create a team update to send to team members.
- *View Your Team:* Team members can view their team's progress. Team captains can view progress, send an email to the team, and print their team's fundraising status.
- *Change Team Membership (if enabled):* Team members can change their team affiliation, create a new team, join another team, or continue as an individual. This permission can be enabled in the admin.
- *Invite Someone to Join Your Team* – Team captains and team members can invite other people to join the team.

# Fundraise Your Way

Join the **DIY Fundraising Group on Facebook** at:

[www.facebook.com/groups/arthritisfoundationdiyfundraising](https://www.facebook.com/groups/arthritisfoundationdiyfundraising)

