

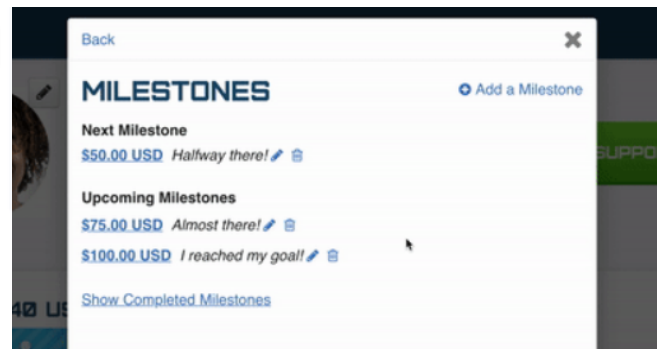
RIDE FOR WISHES

HANDY TIPS FOR FUNDRAISING ON DONOR DRIVE

Our event is built on the platform, **Donor Drive**, a customizable and easy to use fundraising platform which allows you to track your KMs, raise funds and support Make-A-Wish. It's easy to fundraise through your personal page by adding some unique features to have a bigger impact: milestones, incentives and activity pledges as options.

MILESTONES

Milestones are handy markers to keep you going on your challenge and to help smash your goals. You can add these to your personalized fundraising page to inspire you and your donors with your progress.



Supporting Jessica Smith

One-Time Monthly

Donation Amount*

\$500 USD \$68.72 USD \$25.50 USD
\$10 USD OTHER

\$ 10.00 USD

Show my name as (Optional)
Ex: Grandma, The Smith Family

Donation Options

Make donation anonymous
 Add a message

Choose a Payment Method*

Yes! I'd like to cover processing costs. (\$0.30 USD)

WHAT YOUR DONORS WILL SEE?

Anyone who wants to support you, will be able to see your milestones and help **YOU achieve your goal**. Donors can opt to help a fundraiser reach their next milestone or they can view all milestones a fundraiser has set up and donate to reach any upcoming milestone.

The picture to the left is what donors will see when paying.

TIP: Use the pencils on your page to edit

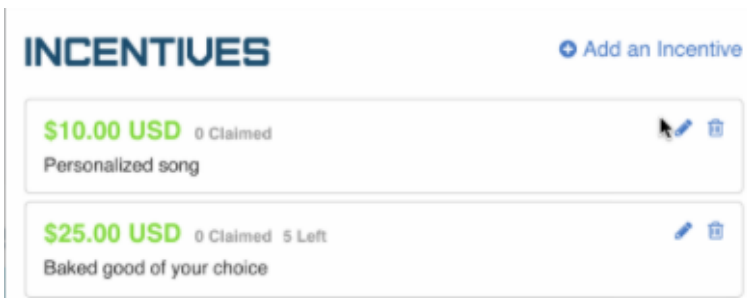
RIDE FOR WISHES

INCENTIVES

You can add **incentives** to your personalized fundraising page as a way to offer your donors something in return for supporting you reaching your fundraising goal. You're able to easily edit these as you go and can set what feels comfortable to you.

You can be very creative with your incentives!

An example of an incentive would be: for \$10 you will do a personalised thank you message, for \$30 you will do a personal thank you video, for \$100 you will bake them a cake, for \$500 you will shave all your hair off...



INCENTIVES [Add an Incentive](#)

- \$10.00 USD** 0 Claimed
Personalized song
- \$25.00 USD** 0 Claimed 5 Left
Baked good of your choice

ADD AN INCENTIVE

Donation Amount*

\$ 800

Incentive Description*

Dye my hair pink!

Incentive Image (Optional)

UPLOAD AN IMAGE

Quantity Available*

Unlimited

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

Yes No

You will also be prompted with additional information you can add about the incentive:

- **Incentive Image** (Optional)
- **Quantity Available:** Number of incentives available
- **Does this incentive have start and/or end dates?** Fundraisers can select a start date, an end date, both, or neither.
- **Do you need any additional information from the donor?** If a fundraiser needs additional information from the donor to fulfill an incentive, such as an email address or social media username.

Incentives are good way to increase donations, add some fun for your donors and to thank them for donating.

RIDE FOR WISHES

ACTIVITY PLEDGES

Activity Pledges allow donors to pledge a specific donation amount for each activity the fundraiser completes. **For example, a donor can pledge \$5 for every KM the fundraiser completes.** This will help fundraisers get a jump start on their fundraising efforts.

Example: you have signed up for the 150KM challenge

Your friend sponsors you \$1 for each KM you track...when you reach your goal, they'll have sponsored you \$150!

WHAT YOUR DONORS WILL EXPERIENCE?

- Donors pledge per activity tracked (Ex: \$5/KM) in Express Donate™ or on the Standard Donation process
- Donors can optionally set a maximum amount to donate (Example: \$5/KM up to \$100)
- Donors are billed automatically or by an admin when the activity challenge ends

WHAT YOU EXPERIENCE AS A PARTICIPANT?

- Participants instantly see when they receive pledges
- Participants receive motivational message when donors pledge
- Fundraising thermometer increases as activity is tracked

Supporting Abby Allen

Pledge One-Time Monthly

Pledge Amount per Mile*
\$ 2.00 /mile

Maximum Amount to Donate (Optional)
\$ 100 Total

Show my name as (Optional)
Ex: Grandma, The Smith Family

Donation Options
 Make donation anonymous
 Add a message

Choose a Payment Method*
 Yes! I'd like to cover processing costs. (\$0.10 per mile)



Heather Rhodes

\$100 \$1 pledged per mile, up to \$100

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