

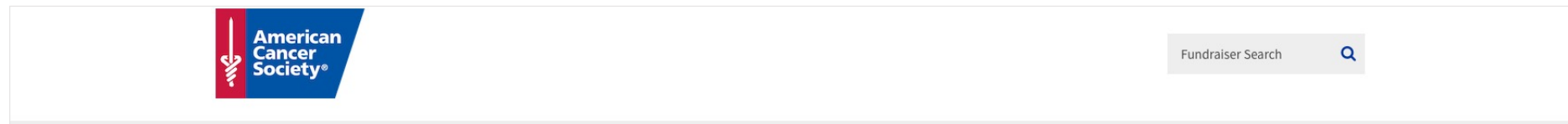
American Cancer Society

DonorDrive Fundraiser User Guide




DonorDrive Fundraiser User Guide

- Accessing the Fundraiser Portal
- Your Fundraising Page
- Your Team Fundraising Page
- Donations
- Messages
- Best Practices



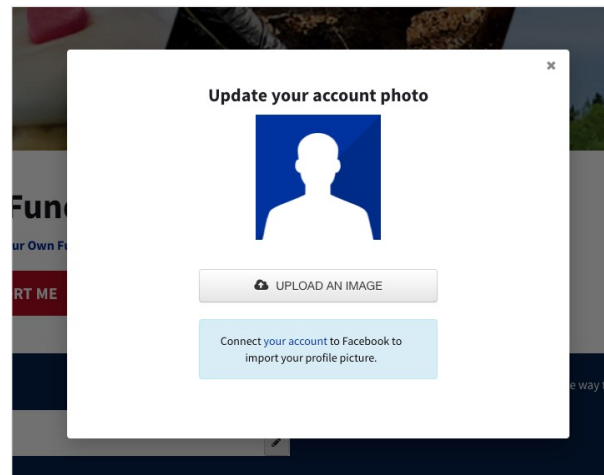
The top of the page features the American Cancer Society logo on the left and a "Fundraiser Search" bar with a magnifying glass icon on the right. Below this is a navigation bar with links: Home, Who We Are, Fundraising Toolkit, Donations Guide, and Contact Us.




A large hero image with a collage of photos: a woman in a red and black dress, a close-up of a cupcake with a pink heart, a person running, a golfer in a green shirt, and a dog's face. Overlaid on the image is the text "American Cancer Society" and "Turn your passion into purpose with our Raise Your Way DIY fundraising program".


Raise Your Way

Turn your passion into a fundraiser – however, wherever, whenever you want! Raise Your Way is the American Cancer Society's DIY fundraising program that allows you to create your own event and join us in the fight against cancer. Donations to Raise Your Way fundraisers directly support research,

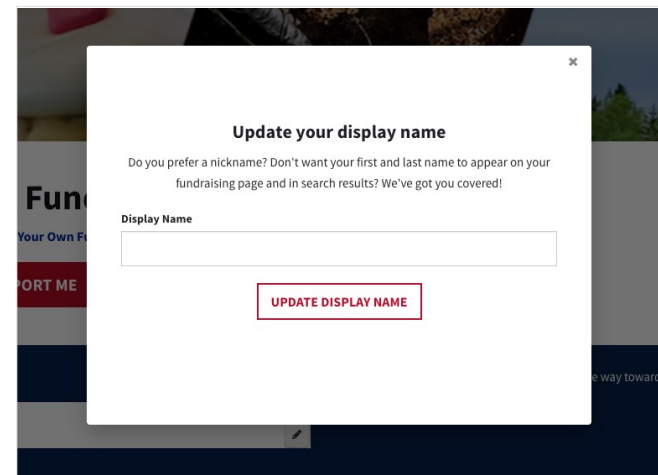


Update your account photo



 **UPLOAD AN IMAGE**

Connect your account to Facebook to import your profile picture.

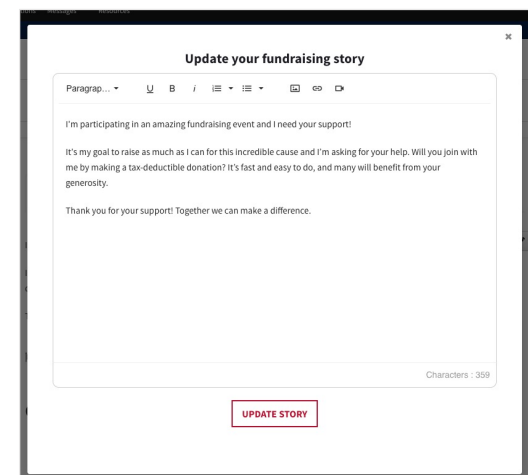


Update your display name

Do you prefer a nickname? Don't want your first and last name to appear on your fundraising page and in search results? We've got you covered!

Display Name

UPDATE DISPLAY NAME



Update your fundraising story

Paragraph...

I'm participating in an amazing fundraising event and I need your support!

It's my goal to raise as much as I can for this incredible cause and I'm asking for your help. Will you join with me by making a tax-deductible donation? It's fast and easy to do, and many will benefit from your generosity.

Thank you for your support! Together we can make a difference.

Characters : 359

UPDATE STORY

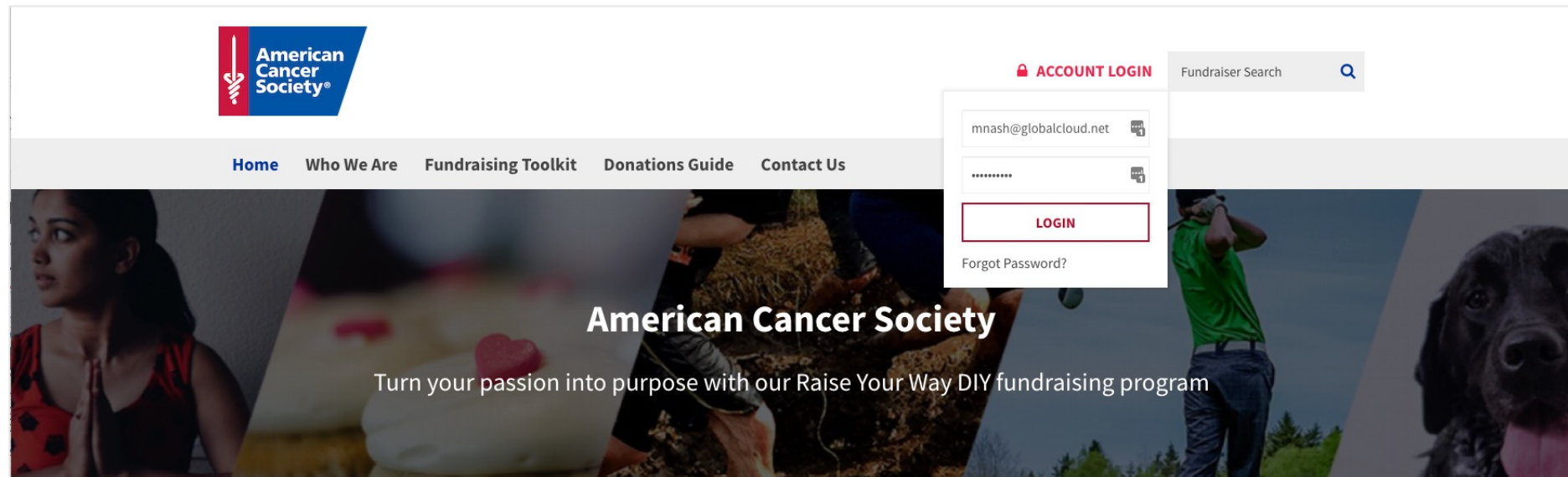
Accessing the Fundraiser Portal

Logging In

- Go to raiseyourway.donordrive.com
- From the top of any DonorDrive page, click **Account Login** in the top right corner
- Enter your email and password you used during registration

Forgot Your Password

- Click the **Forgot Password** link to reset your password.
- There can be up to a 15-minute wait between clicking this link and receiving the email



Your Fundraising Page

Editing Your Page

The **Your Page** tab is how you can access your personal fundraising page. You can easily make updates to your fundraising page such as updating your profile image, adding content to Your Story, and updating settings for your personal fundraising page. Anything on your page with the pencil icon can be edited.

- Display Name

- Profile Image

- Fundraising Goal

- Incentives

- Your Story

This screenshot shows the 'Your Page' tab for a fundraiser named 'Meg Fundraiser'. The page layout includes a header with the name and a 'SUPPORT ME' button. Below this is a fundraising progress bar showing '\$50 Raised' out of a 'Goal \$1,000'. A section titled 'INCENTIVES' is visible, followed by a 'My Story' section with a 'Donations' button and a 'Settings' button. Arrows from the list on the left point to the following elements: 'Display Name' points to the name 'Meg Fundraiser'; 'Profile Image' points to the profile picture; 'Fundraising Goal' points to the progress bar; 'Incentives' points to the 'INCENTIVES' section header; and 'Your Story' points to the 'My Story' section header.

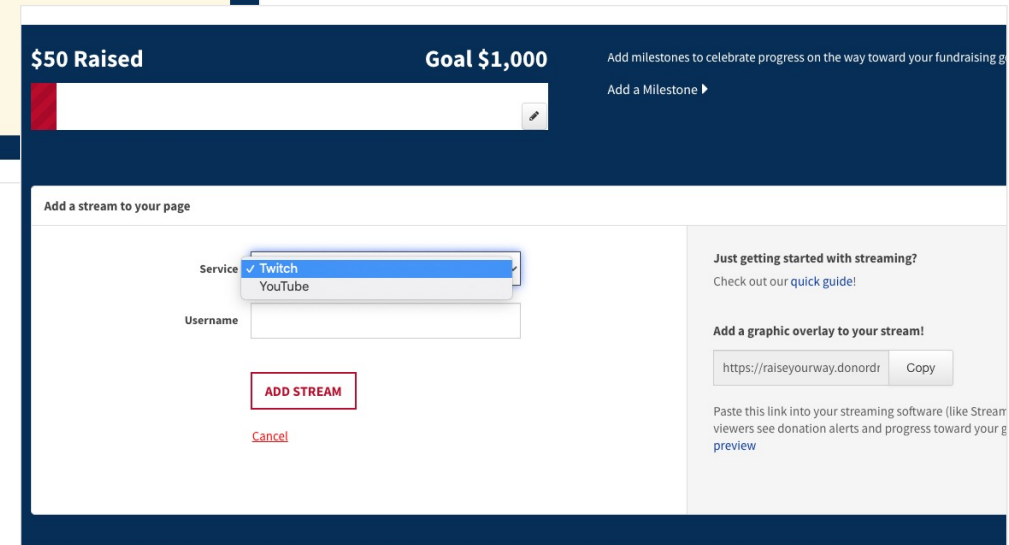
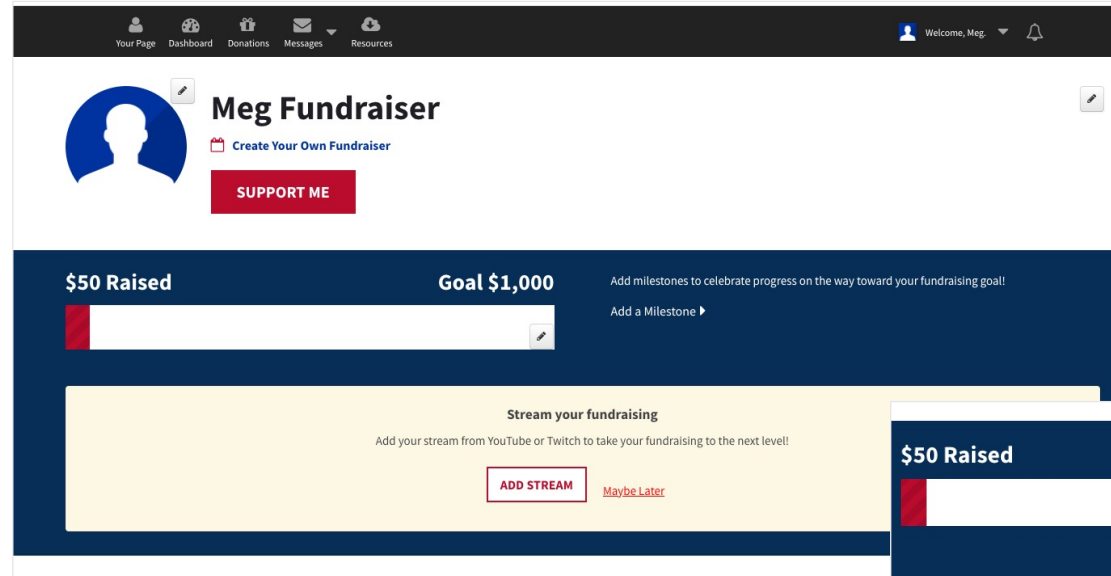
This screenshot shows the 'Your Page' tab for a fundraiser named 'Meg's Amazing BBQ'. The page layout includes a header with the name and a 'SUPPORT ME' button. Below this is a fundraising progress bar showing '\$50 Raised' out of a 'Goal \$1,000'. A section titled 'INCENTIVES' is visible, followed by a 'My Story' section with a 'Donations' button. The 'My Story' section contains a paragraph: 'Summertime is here and I'm fundraising for American Cancer Society by hosting my own BBQ party in Cincinnati! Every dollar raised goes to support ACS's amazing mission.'

Your Fundraising Page

Adding in a Livestream

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

- Select the Settings tab of your page or click the “Add Stream” button on center of your page
- Check “Add a stream”
- Select your streaming service (Twitch or YouTube) and enter your username or YouTube URL

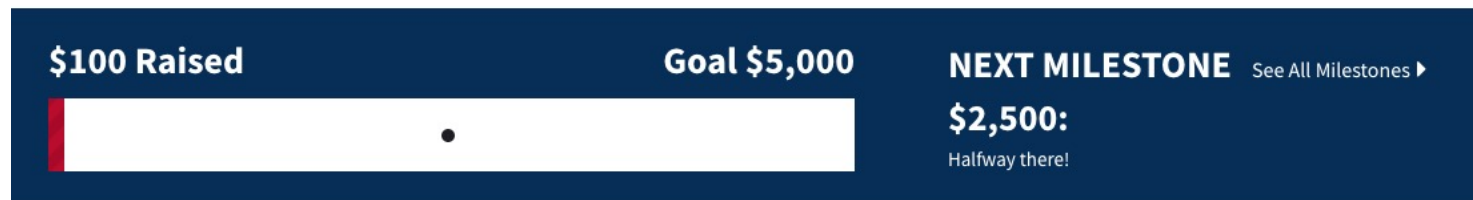


Your Fundraising Page

Milestones

Milestones allow you to set mini goals along the way to your overall fundraising goal and to tie them to specific stats, such as “\$100 raised provides X for American Cancer Society”, or to actions such as, “when I raise \$500 I’ll dye my hair blue”. Milestones are a great way to get that next donor to give you \$25 instead of \$20 and push you over that milestone.

- To add a Milestone, select the pencil icon next to your fundraising thermometer
- Navigate to "Add a Milestone"
- Add in a fundraising amount and a description
- Select Save Milestone



A screenshot of a fundraising page. At the top, there is a section titled "Fundraising Goal" with a text input field containing "\$ 1000.00" and a red button labeled "UPDATE GOAL". Below this, there is a section titled "Milestones" with a blue arrow pointing right. The text below "Milestones" says "Add milestones to celebrate progress on the way toward your fundraising goal!". Below that, there is a section titled "Incentives" with a blue arrow pointing right. The text below "Incentives" says "Set up donation incentives to encourage donors and reward them for their support!".

A screenshot of a fundraising page titled "Meg's Amazing BBQ". There is a red button labeled "SUPPORT ME". A modal window titled "Add a Milestone" is open. It has a "Back" link in the top left corner. The modal contains two text input fields: "Milestone Amount" with a "\$" symbol and "Milestone Description". At the bottom of the modal is a red button labeled "SAVE MILESTONE".

Your Fundraising Page

Donor Incentives

Encourage donors to give by offering an option of incentives to choose from. These can be small actions you'll do, 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.

- To add an Incentive, select the pencil icon next to your fundraising thermometer and select "Incentives"
- Click "Add Incentive"
- Add in a donation amount and a description. You can also add in an image to show donors what offer they'll be redeeming
- Select the maximum number of times the incentive can be redeemed, or check the "unlimited" box
- You can also add in start and end dates if you want to put a time constraint around when the incentive can be redeemed
- If you need additional information from your donors, such as a shipping address or a tshirt size, you can also add a Fulfillment Question
- Click "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

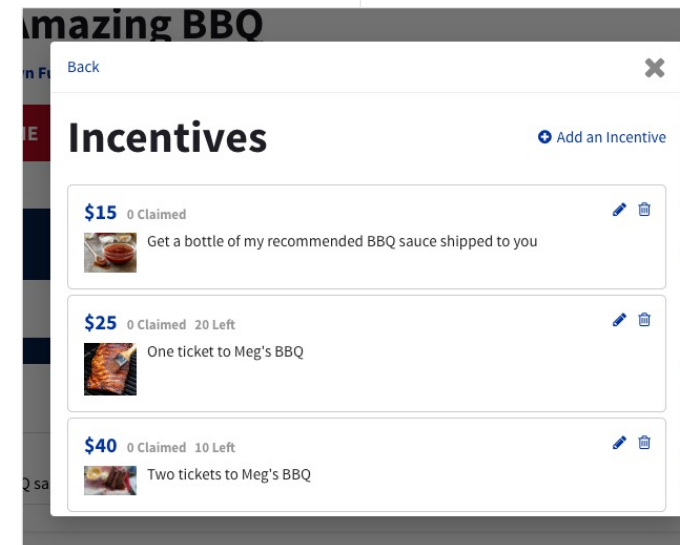
Does this incentive have start and/or end dates? *

☐ Yes ☒ No

Do you need any additional information from the donor? *

☐ Yes ☒ No

SAVE INCENTIVE

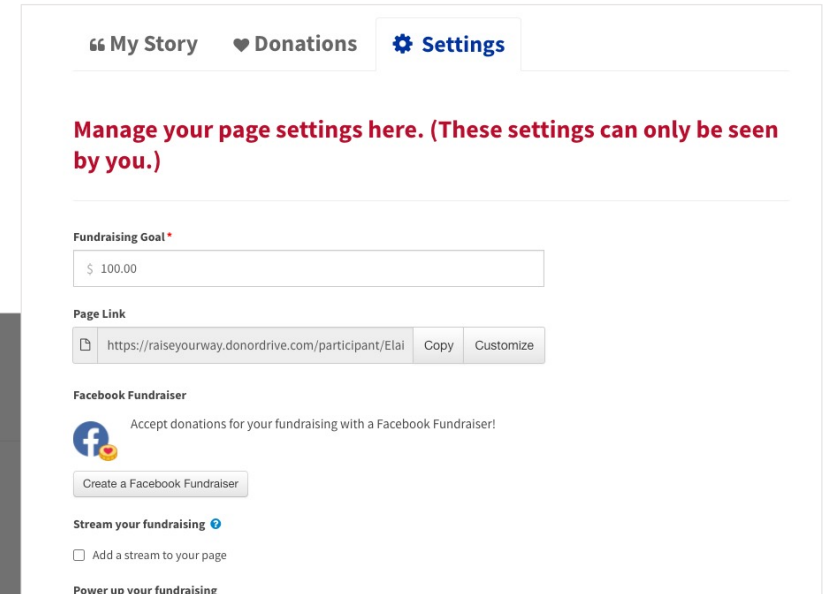
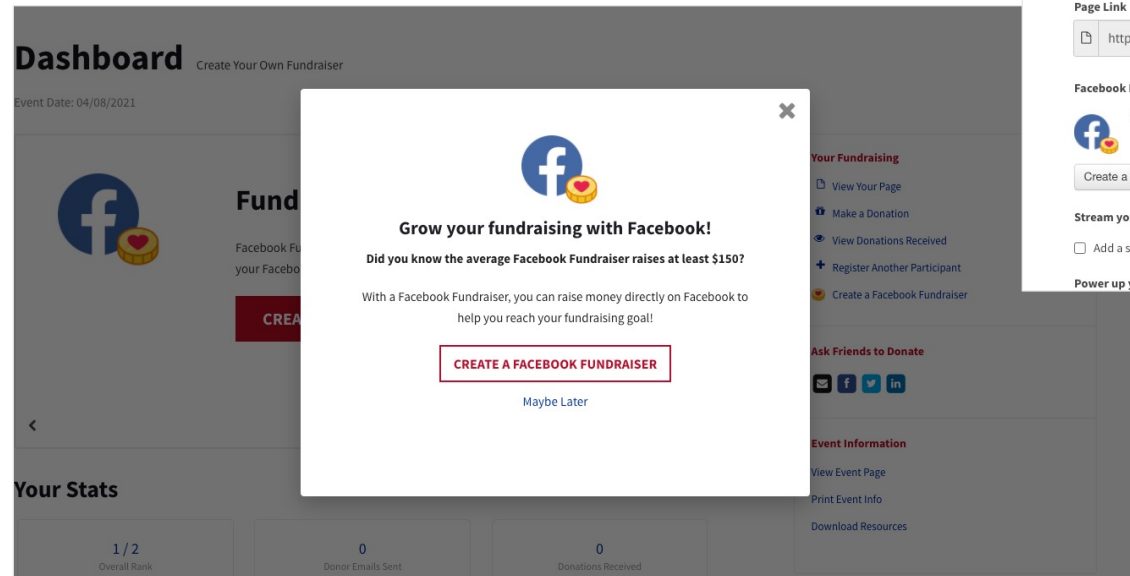


Your Fundraising Page

Creating a Facebook Fundraiser

With DonorDrive, you can create a Facebook Fundraiser directly from your personal fundraising page making it easier than every to reach your fundraising goal. Every donation that you receive on DonorDrive will sync to your Facebook fundraiser, and every donation you receive on Facebook will sync back to your DonorDrive page.

When creating your Facebook Fundraiser, DonorDrive will automatically add your Story content from your DonorDrive page as well as your fundraising goal. In the future, if you update your DonorDrive Story content, it will not automatically change on Facebook but your fundraising goal will.



You can start a Facebook Fundraiser from your Dashboard, from the Settings tab on your fundraising page, and from the Accounts page in the Fundraiser Portal.

Your Fundraising Page

Settings

Make updates to your fundraising page settings such as:


- Update your **Fundraising Goal**
- Copy or customize your **personal fundraising page link**
- Add a livestream, milestones, and incentives to your page
- Start a **Facebook Fundraiser**
- Privacy:
 - **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

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


Fundraising Goal *

\$ 100.00

Page Link

 <https://raiseyourway.donordrive.com/participant/Ela> 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

Power up your fundraising

Milestones

Add milestones to celebrate progress on the way toward your fundraising goal![Manage your milestones](#)

Incentives

Set up donation incentives to encourage donors and reward them for their support![Manage your incentives](#)

Privacy

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

Your Team Fundraising Page

If you have registered as a team captain or a team member, your Fundraiser Portal will show a Team Page tab. If you are a team captain, you can make updates to your Team Page directly through this tab. If you are a team member, you can view your Team Page, but will not be able to make any updates.

Captains can update their Team Name, Team Fundraising Goal, change Settings, and add in a Team Livestream.

The screenshot shows the 'Spy Runners' team fundraising page. At the top, a navigation bar includes links for 'Your Page', 'Team Page', 'Dashboard', 'Donations', 'Messages', and 'Resources'. The user is logged in as 'Paul'. The team profile section features a photo of two children, the team name 'Spy Runners', and a link to 'Create Your Own Fundraiser'. Below this are two red buttons: 'JOIN OUR TEAM' and 'SUPPORT US'. A progress bar indicates '\$150 Raised'. A yellow box prompts the user to 'Stream your fundraising' by adding a YouTube or Twitch stream, with an 'ADD STREAM' button and a 'Maybe Later' link. At the bottom, a navigation bar includes 'Our Story', 'Donations', 'Roster', and 'Settings'.

The screenshot shows a modal titled 'Update your fundraising story'. It features a text editor with a toolbar containing options for paragraph, bold, italic, link, and image. The text area contains two paragraphs: 'Summertime is here and I'm fundraising for American Cancer Society by hosting my own BBQ party in Cincinnati! Every dollar raised goes to support ACS's amazing mission.' and 'A \$25 donation buys you a ticket to my BBQ, or get two tickets for \$40! Aren't in Cincinnati but still want to join in? Join my page on July 1st - I'll be livestreaming our party, from the food prep to people chowing down the bbq (and tasty sides!). Thank you so much for your support! **Together we can beat cancer.**'. Below the text is a photo of people eating at a table. A character count 'Characters : 489' is visible. At the bottom right is an 'UPDATE STORY' button.

Your Team Fundraising Page

Settings

Make updates to your team fundraising page settings such as:

- Update your **Team Fundraising Goal**
- Copy or customize your **team fundraising page link**
- Add a livestream to your team page

“ Our Story

♥ Donations

👤 Roster

⚙ Settings

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

Team Fundraising Goal *

\$ 1500.00

Page Link

📄 https://raiseyourway.donordrive.com/team/5001

Copy

Customize

Stream your fundraising ?

☐ Add a stream to your page

SAVE CHANGES

Donations

Received Donations

In your Fundraiser Portal, you can view the donations you've received, get a list of your donors, and send thank you messages for the gifts you've received. The **Donations Received** tab lists any donations you've received from friends, family, or yourself

- You can easily thank donors by selecting a specific donor and sending a thank you message, or selecting multiple donors and sending those donors the same thank you message

Donations Create Your Own Fundraiser

[Download Donor Report](#)

You've raised 5% of your goal!

\$50 Raised \$1,000 Goal

THANK YOUR DONORS

Donor	Amount	Date
Paul	\$50	04/12/2023

Participant Donation

Total Received: \$50

Send a Thank You Email

Subject *

Thank you for the generous gift!

Message *

Thank you so much for supporting me with your generous donation and helping me on my way to reaching my goal!

SEND THANK YOU [Cancel](#)

Donations

Adding an Offline Donation

If a supporter chooses to give you a cash or check donation instead of making a credit card donation to your page, you can add this offline donation in your Fundraiser Portal before mailing it to the American Cancer Society.:

Merkle Response Management Group
Attention: Mail Processing
100 Jamison Court
Hagerstown, MD 21740

Any offline donations that you add will be reflected in your fundraising total and thermometer, but until they have been mailed to the ACS and verified, they will not count towards your total on any leaderboards.

Please ensure that any checks are made payable to the American Cancer Society. You must also download the Offline Donation Form and mail it with your cash or check donation.

The screenshot shows the 'Dashboard' of the American Cancer Society Fundraiser Portal. The top navigation bar includes links for 'Your Page', 'Dashboard', 'Donations', 'Messages', and 'Resources'. The 'Donations' menu is open, showing options for 'Donations Received', 'Add Offline Donation', and 'Make a Donation'. The 'Add Offline Donation' option is selected, leading to the 'Adding Offline Donation for Elaine' page. The page contains a form with the following fields:

- Donation Amount ***: A text input field with a dollar sign icon and the value '0.00'.
- ☐ This gift is matching eligible
- Donation Type ***: Radio buttons for 'Cash' (selected) and 'Check'.
- Number:**: A text input field.
- Name ***: Two text input fields for 'First Name' and 'Last Name'.

Messages

Sent & Draft Messages

The **Messages** tab allows you to send messages to your friends and family by uploading a contact list through webmail, CSV file, or by entering email addresses directly in the Recipients text box.

Sent Messages

- The **Sent Messages** tab shows any email invitations and updates that have been sent out through the Fundraiser Portal. You can easily copy a sent message or resend the same message to anyone who didn't respond to each message. You can also see how many recipients have donated and your total raised based on the email that was sent
- Thank You emails do not appear in this area. Thank You emails will appear as sent within Your Page > Donations OR Donations > Donations Received

Drafts

- The **Drafts** section will list any drafts that you have saved previously. You can easily edit or delete the draft.
- When editing the draft, you will have the option of updating the Message Type, Recipients, Subject, and Content of the email

The screenshot displays the 'Messages' section of a fundraising portal. The top navigation bar includes links for 'Your Page', 'Dashboard', 'Donations', 'Messages', and 'Resources'. A user profile for 'Meg' is visible in the top right corner. The 'Messages' section has a sub-header 'Create Your Own Fundraiser' and four tabs: 'Sent Messages', 'Compose a Message', 'Drafts', and 'Contact List'. The 'Drafts' tab is currently selected. The main content area shows a draft message titled 'Support Meg's Amazing BBQ in the Create Your Own Fundraiser event', sent on 04/15/2021 at 5:23 PM. Below the title, a summary table shows 1 Recipient, 0 Donated, and \$0.00 Raised. At the bottom of this section are buttons for 'Copy' and 'Resend to those who haven't donated'. To the right, a 'Sent Message Totals' box displays the same statistics: 1 Recipients, 0 Donated, and \$0.00 Raised.

Support Meg's Amazing BBQ in the Create Your Own Fundraiser event		
Sent On: 04/15/2021 5:23 PM		
1	0	\$0.00
Recipients	Donated	Raised

Copy Resend to those who haven't donated

Sent Message Totals	
1	Recipients
0	Donated
\$0.00	Raised

Messages

Composing a Message

- You can create new messages under the **Compose a Message** tab, by selecting a Message Type (such as “ask a friend to donate” or “ask a friend to join”)
- Select your Recipients by either Importing from Webmail (Gmail, Outlook.com, Outlook, Yahoo, iCloud, Mac Contacts, LinkedIn, or AOL), uploading a CSV File, or typing your recipients’ email addresses directly in the recipients text box
- Update your email subject and content. A “**Donate**” button that links to your fundraising page will automatically be added to your message when it sends
- Send your message, save the email as a draft, or send yourself a test email
- The **Contact List** section displays any contacts you've uploaded or emailed previously. The Contact List will state the contact's first name, last name, email, amount donated, and total amount donated
- Donor email addresses are automatically added to your Contact List

The screenshot shows the 'Compose a Message' interface. At the top is a dark navigation bar with icons and labels for 'Your Page', 'Dashboard', 'Donations', 'Messages', and 'Resources'. Below this is a white header with four tabs: 'Sent Messages', 'Compose a Message' (which is active), 'Drafts', and 'Contact List'. The main content area is divided into four numbered steps:

- 1 Choose a message type ***: A dropdown menu is open, showing 'Ask a Friend to Donate'.
- 2 Recipients ***: Two buttons are visible: 'Select from Contacts' and 'Import from Webmail or CSV'. Below them is a large text input field for email addresses.
- 3 Subject ***: A text input field containing the text 'Support Meg's Amazing BBQ in the Create Your Own Fundraiser event'.
- 4 Message ***: A rich text editor with a toolbar showing options for paragraph, bold, italic, bulleted list, numbered list, link, and unlink. The text area contains the start of a message: 'Hello friend, the participation in the fundraiser was fantastic and we are proud to have you as a member of...'.

A light blue informational box is located between steps 2 and 3, containing the text: '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.'

Best Practices

Thank you for fundraising for American Cancer Society! Your efforts make a difference to our organization. We hope the tools available to you will help you succeed.

Best Practices:

1. Donate to yourself. This sets the tone and shows that you are dedicated.
2. Personalize your fundraising page. Upload a photo, highlight your connection to American Cancer Society, and set your fundraising goal, all from **Your Page**.
3. Increase engagement on **Your Page** by adding in a **livestream**, setting fundraising **milestones**, and offering donors **incentives** for higher gifts
4. Start asking right away. The earlier you begin fundraising, the more you will raise. Use the **Messages** tool to send and track messages.
5. Share your page on social media. Take advantage of the sharing power of social media to help you reach more people, and include the link to your fundraising page. Even more powerful - start a **Facebook Fundraiser** so you can collect donations directly on Facebook.
6. Say thank you. When a friend supports you, send a thank-you note right from your **Messages** area.

