

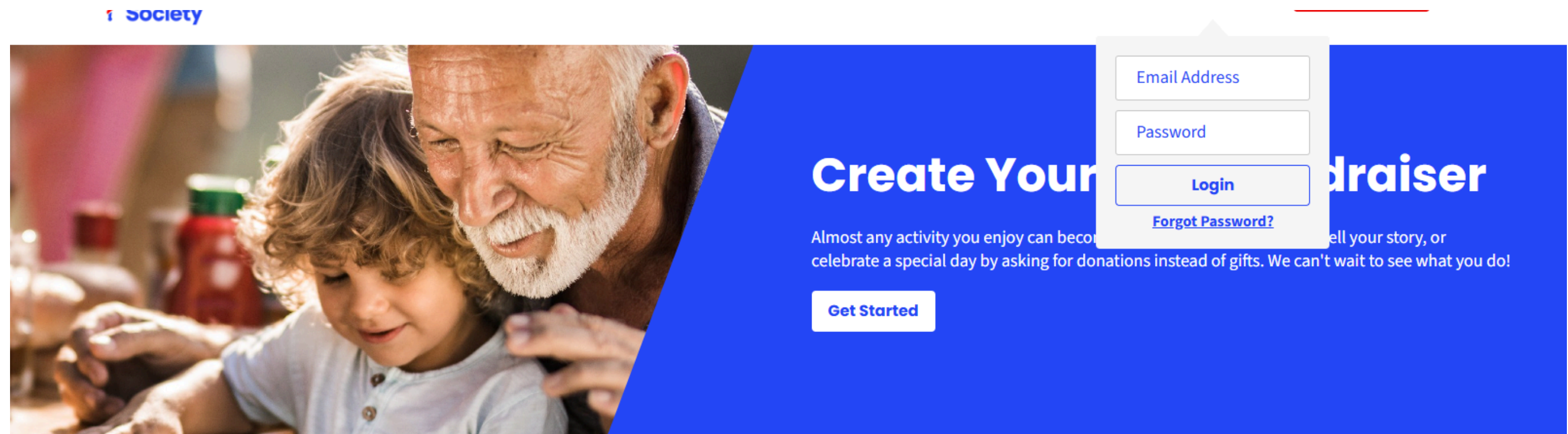
# American Cancer Society

DonorDrive Fundraiser User Guide

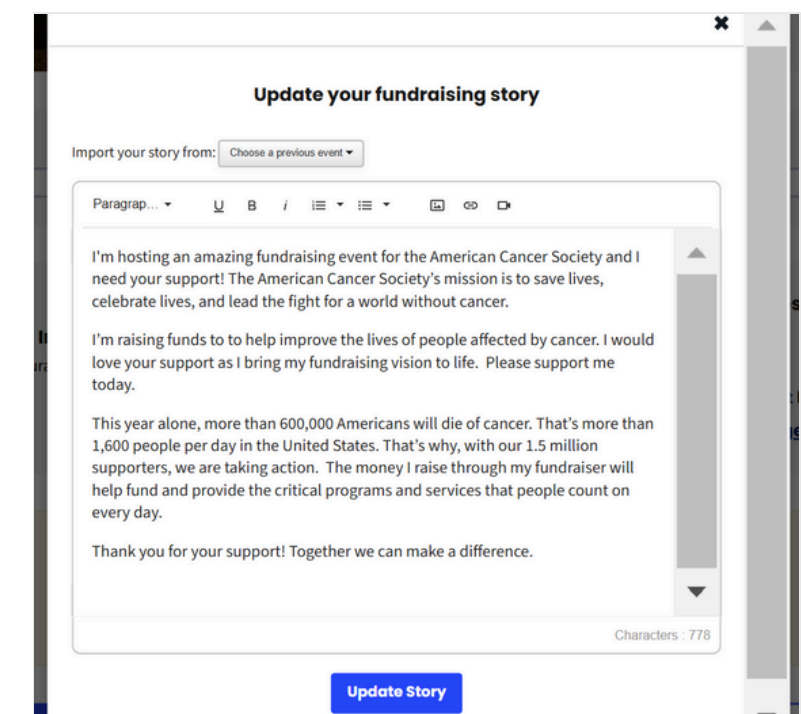
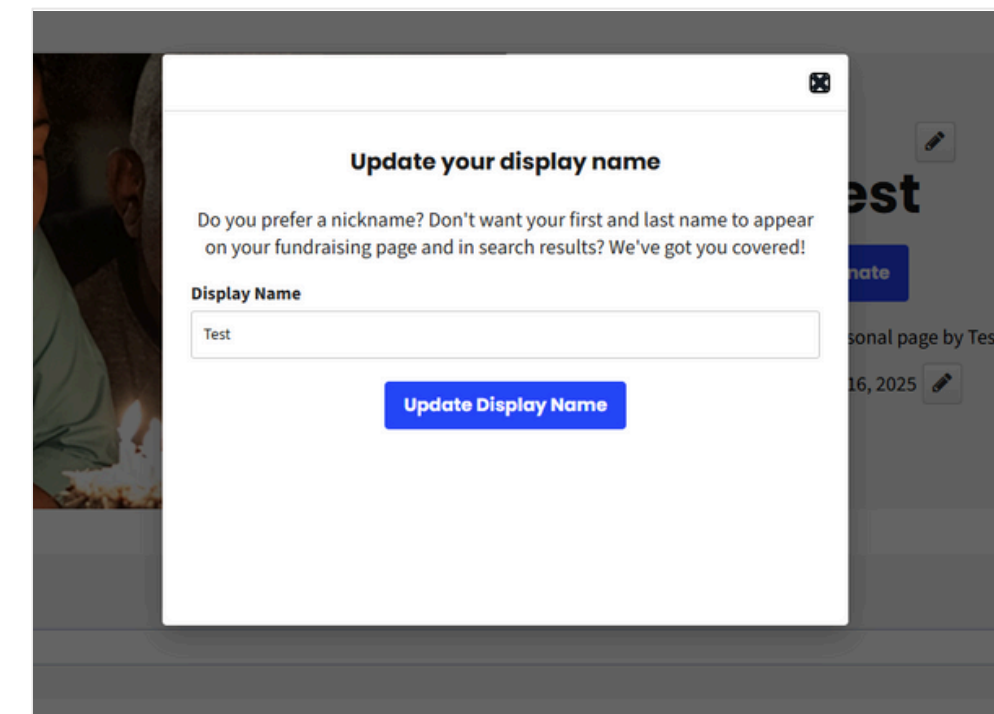
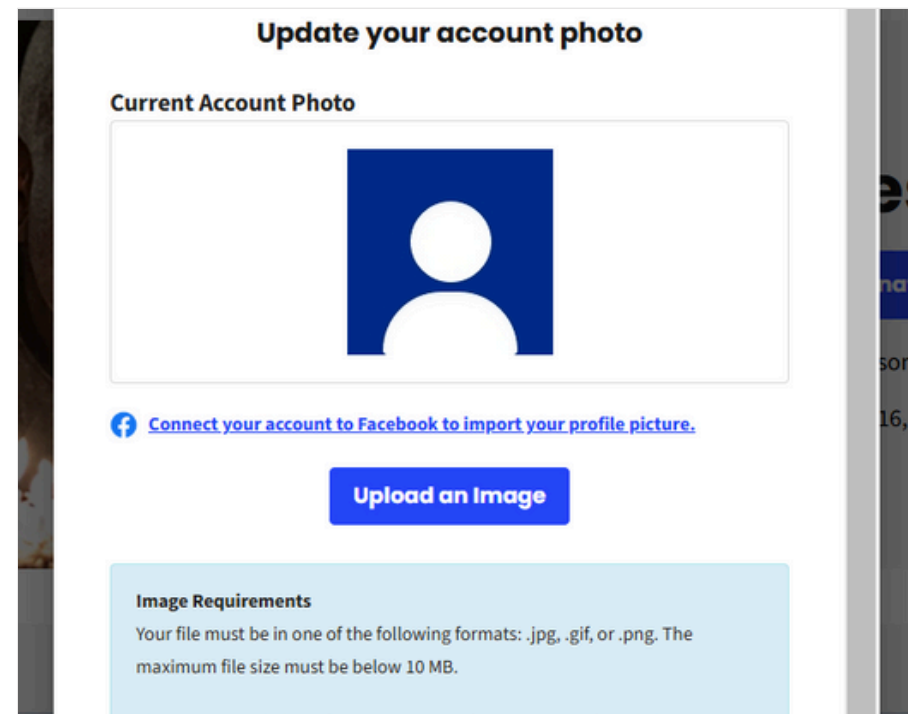
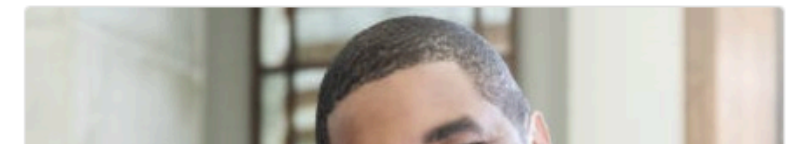
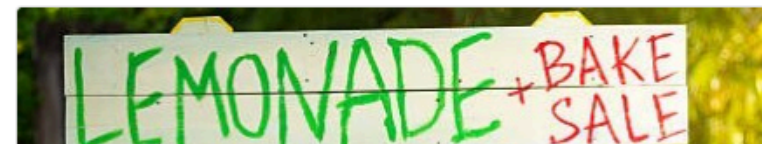


# DonorDrive Fundraiser User Guide

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



## Choose Your Way to Fundraise



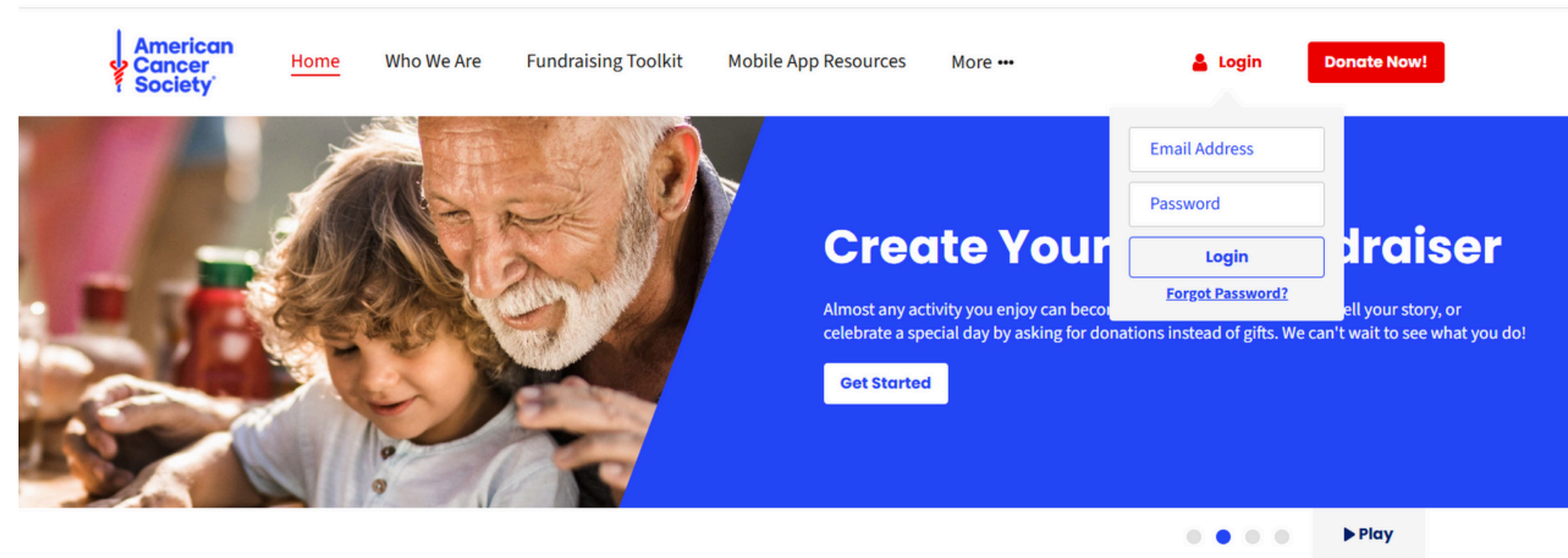
# Accessing the Fundraiser Portal

## Logging In

- Go to [raiseyourway.donordrive.com](https://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



## Choose Your Way to Fundraise



# Your Fundraising Page Editing Your Page

The Your Pagetab 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



**Incentives**

Set up donor incentives to encourage donors and reward them for their support!

[Add an Incentive](#)

**My Badges**

Help me get my first badge!

[What Are Badges?](#)

**Stream your fundraising**  
Add your stream from YouTube or Twitch to take your fundraising to the next level!

[Add Stream](#) [Maybe Later](#)

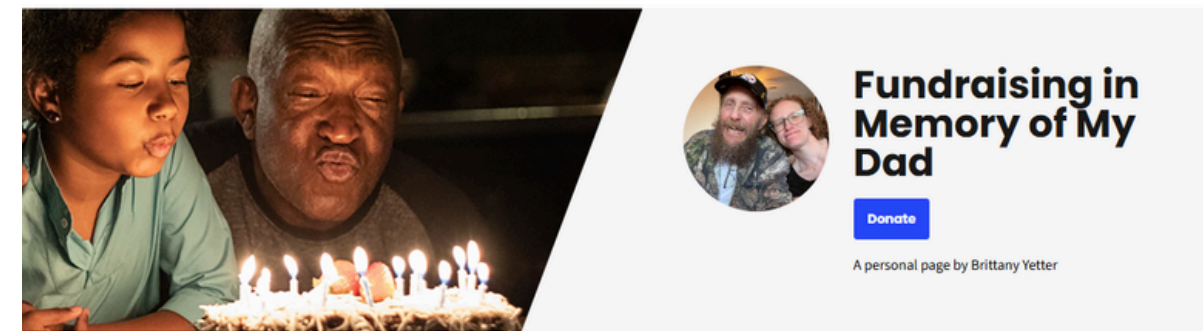
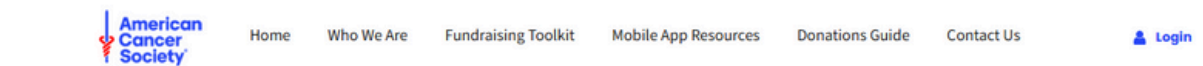
About
Donations
Settings

I'm hosting an amazing fundraising event for the American Cancer Society and I need your support! The American Cancer Society's mission is to save lives, celebrate lives, and lead the fight for a world without cancer.

I'm raising funds to help improve the lives of people affected by cancer. I would love your support as I bring my fundraising vision to life. Please support me today.

This year alone, more than 600,000 Americans will die of cancer. That's more than 1,600 people per day in the United States. That's why, with our 1.5 million supporters, we are taking action. The money I raise through my fundraiser will help fund and provide the critical programs and services that people count on every day.

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



**Incentives**

\$20

Cactus (actual size may vary)

\$50

Dumpster Fire (actual size may vary)

\$150

Dog (actual size may vary)

**My Badges**

See All Available

About
Donations

A year ago (to the day as I write this) my dad was diagnosed with esophageal cancer. He underwent daily radiation with weekly chemo, but despite treatment, that cancer was aggressive. Determined to be in that tiny percentage of people that make it, he continued on with palliative care and chemo. Unfortunately, after a bout with COVID in November, I think his body just couldn't fight back anymore, and the cancer continued to metastasize, and my dad ultimately lost his fight in February of this year.

# 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

**Stream your fundraising**

Add your stream from YouTube or Twitch to take your fundraising to the next level!

[Add Stream](#) [Maybe Later](#)

### Add a stream to your page

Service

Username

**Receive donations directly on Twitch!**  
Check out our [Twitch extension](#)

[Add Stream](#)

[Cancel](#)

### Just getting started with streaming?

Check out our [quick guide!](#)

### Add a graphic overlay to your stream!

[Copy](#)

Paste this link into your streaming software (like Streamlabs OBS) so viewers see donation alerts and progress toward your goal! [See a preview](#)

# 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.

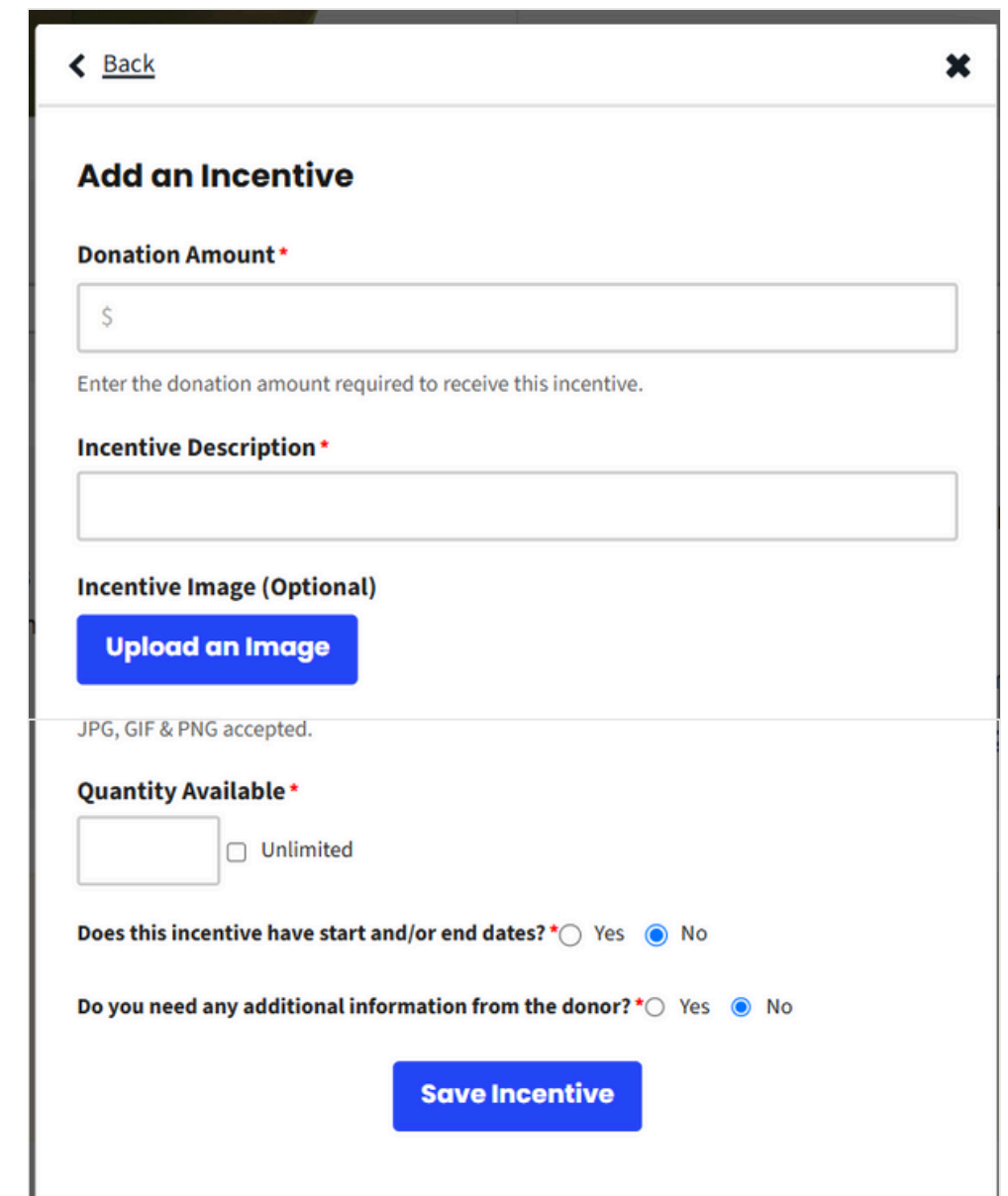
- To add a Milestone, select the pencil icon next to your fundraising thermometer
- Navigate to "Add a Milestone"
- Add in a fundraising amount and a description
- Select Save Milestone

The screenshot displays a fundraising interface. At the top, a progress bar shows "\$0 Raised" on the left and "Goal \$2,000" on the right, with a pencil icon for editing. Below this, there are two panels. The left panel, titled "Fundraising Goal", contains a text input field with "\$ 2000.00" and a blue "Update Goal" button. Below the input field are two sections: "Milestones" with the text "Add milestones to celebrate progress on the way toward your fundraising goal!" and a right-pointing arrow, and "Incentives" with the text "Set up donor incentives to encourage donors and reward them for their support!" and a right-pointing arrow. The right panel, titled "Milestones", features a blue "+ Add a Milestone" button. It lists two milestones: "Next Milestone" at "\$500 Will dye hair pink" and "Upcoming Milestones" at "\$1,000 halfway there". Each milestone entry includes a pencil icon for editing and a trash icon for deletion.

# Your Fundraising Page Donor Incentives

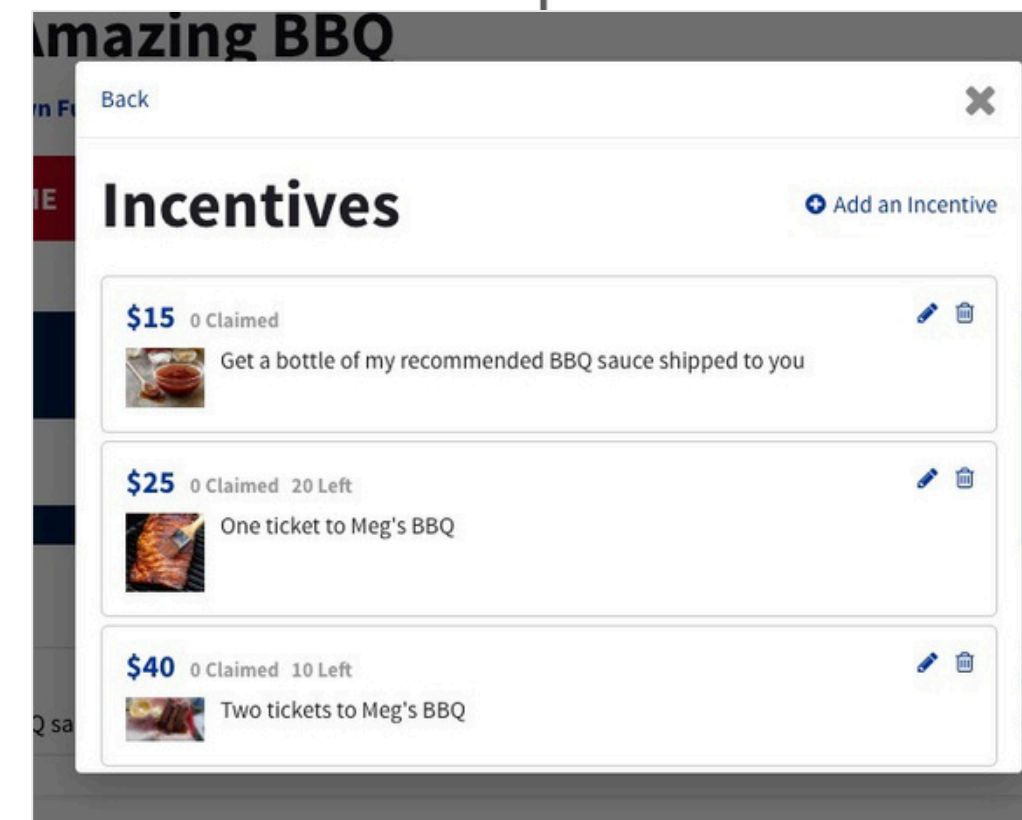
Encourage donors to give by offering an option of incentives to choose from. These can be small actions you'll do, such as mailing a thank you card, or can be leveraged to sell tickets to an event you're hosting, such as a block party or a concert. The options are limitless.

- 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"



The screenshot shows the 'Add an Incentive' form with the following fields and options:

- Donation Amount \***: A text input field with a '\$' symbol.
- Incentive Description \***: A text input field.
- Incentive Image (Optional)**: A blue button labeled 'Upload an Image'.
- Quantity Available \***: A text input field and a checkbox labeled 'Unlimited'.
- Does this incentive have start and/or end dates? \***: Radio buttons for 'Yes' and 'No' (selected).
- Do you need any additional information from the donor? \***: Radio buttons for 'Yes' and 'No' (selected).
- Save Incentive**: A blue button at the bottom right.

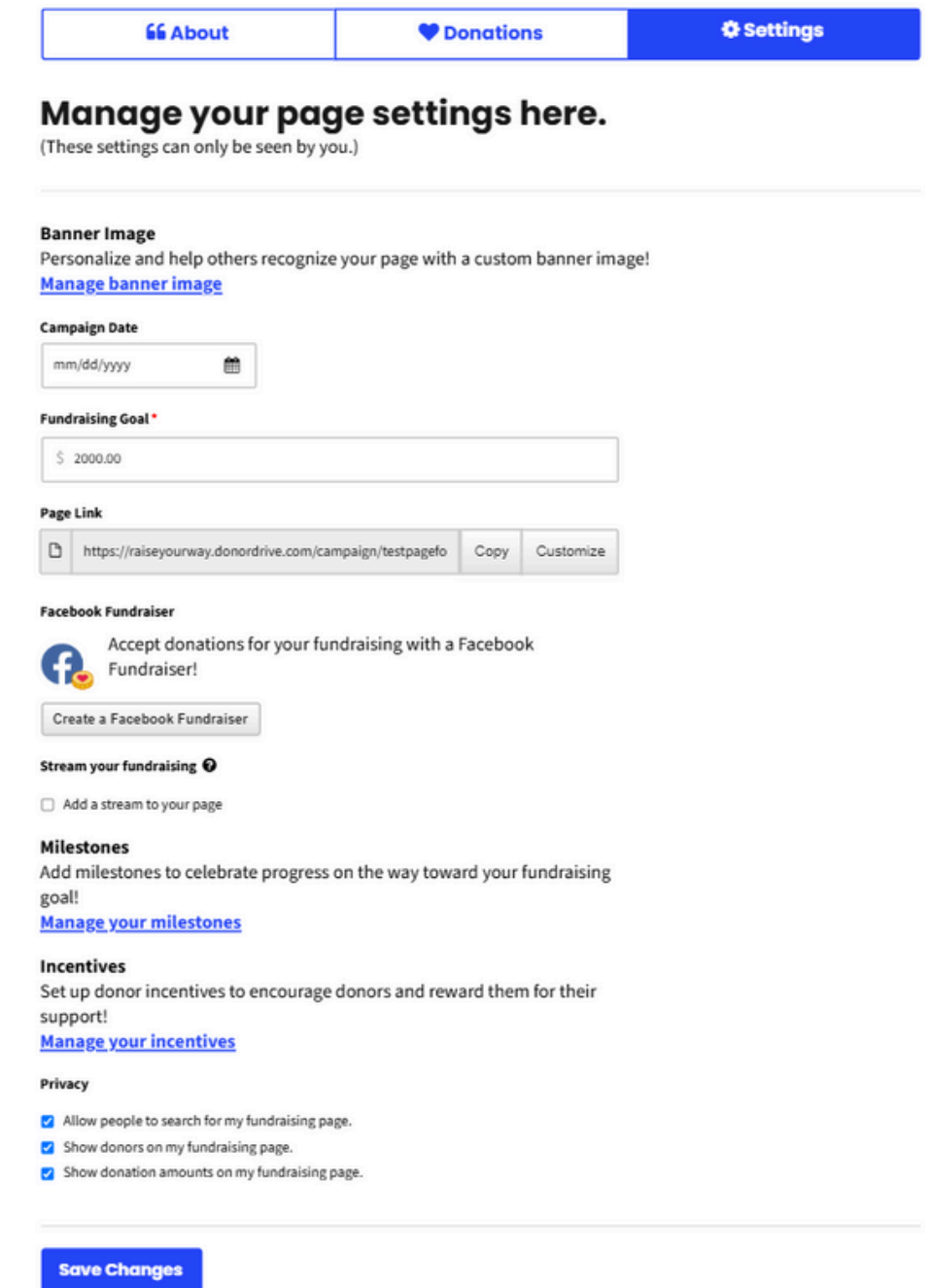
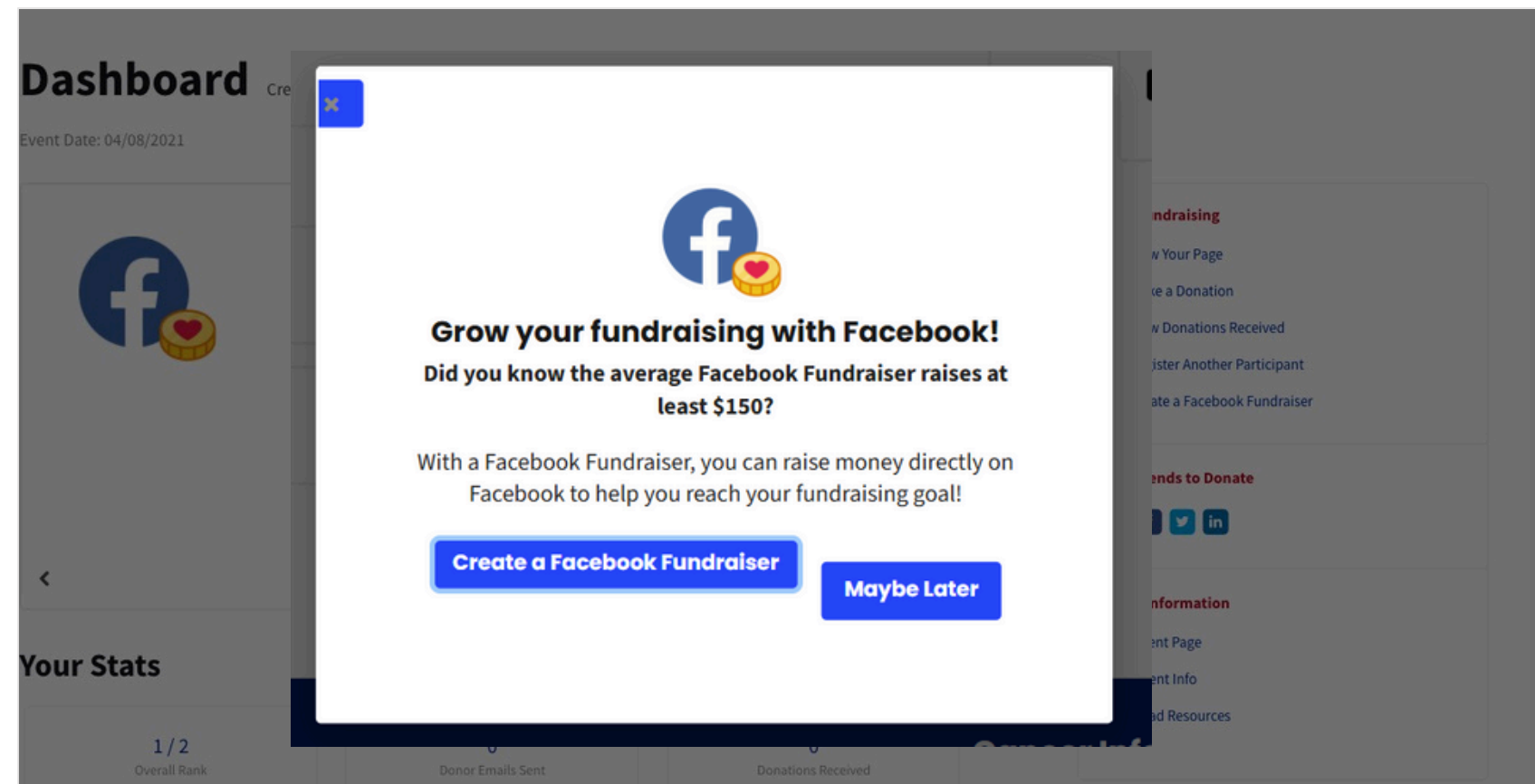


# Your Fundraising Page

## 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

[About](#) [Donations](#) [Settings](#)

## Manage your page settings here.

(These settings can only be seen by you.)

---

**Banner Image**  
Personalize and help others recognize your page with a custom banner image!  
[Manage banner image](#)

**Campaign Date**

**Fundraising Goal \***

**Page Link**  
 [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

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

**Incentives**  
Set up donor 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.

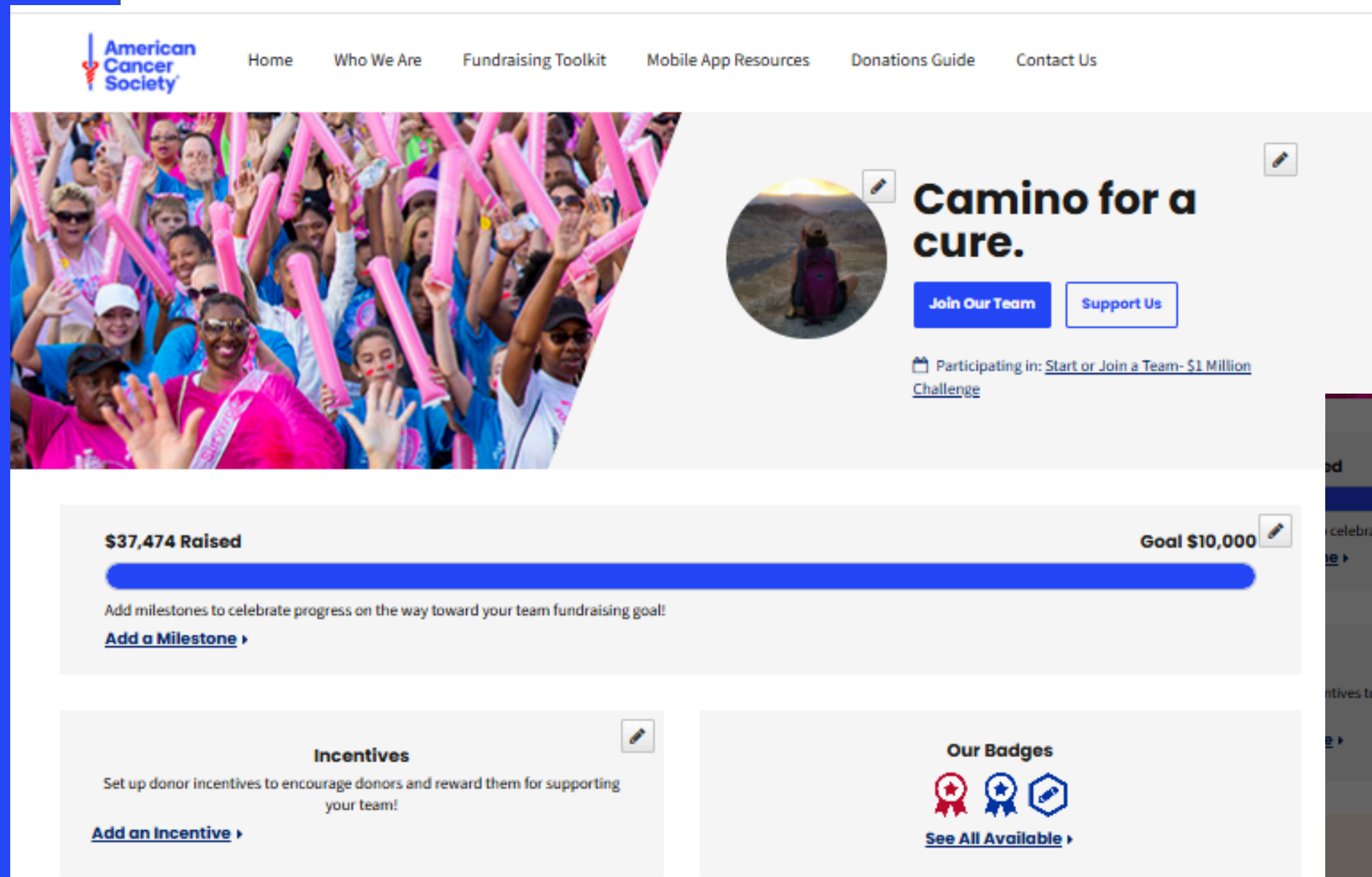
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[Save Changes](#)

# 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.

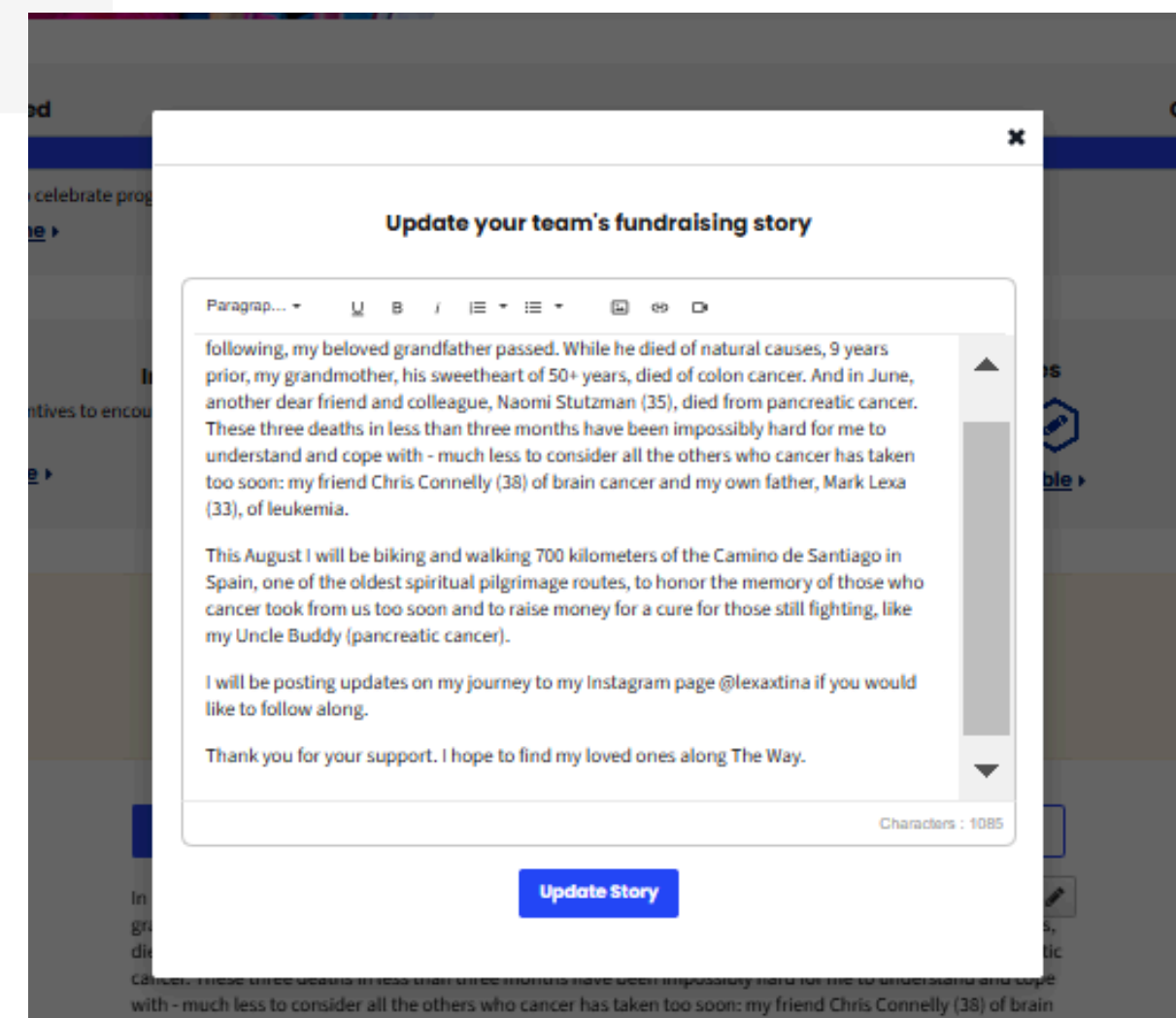
Captains can update their Team Name, Team Fundraising Goal, change Settings, and add in a Team Livestream.



The screenshot shows the American Cancer Society Fundraiser Portal. The navigation bar includes: Home, Who We Are, Fundraising Toolkit, Mobile App Resources, Donations Guide, and Contact Us. The main header features the American Cancer Society logo and a navigation menu. The team name is "Camino for a cure." with a "Join Our Team" button and a "Support Us" button. Below the team name, it says "Participating in: [Start or Join a Team- \\$1 Million Challenge](#)".

The fundraising progress section shows "\$37,474 Raised" and a "Goal \$10,000". A blue progress bar is partially filled. Below the bar, it says "Add milestones to celebrate progress on the way toward your team fundraising goal!" and "Add a Milestone >".

There are two sections below the progress bar: "Incentives" with the text "Set up donor incentives to encourage donors and reward them for supporting your team!" and "Add an Incentive >"; and "Our Badges" with three badge icons and "See All Available >".



The screenshot shows a form titled "Update your team's fundraising story". The form has a rich text editor with a toolbar containing options for Paragraph, Bold, Italic, Underline, Bulleted List, Numbered List, Link, Unlink, and Image. The text in the editor reads:

following, my beloved grandfather passed. While he died of natural causes, 9 years prior, my grandmother, his sweetheart of 50+ years, died of colon cancer. And in June, another dear friend and colleague, Naomi Stutzman (35), died from pancreatic cancer. These three deaths in less than three months have been impossibly hard for me to understand and cope with - much less to consider all the others who cancer has taken too soon: my friend Chris Connelly (38) of brain cancer and my own father, Mark Lexa (33), of leukemia.

This August I will be biking and walking 700 kilometers of the Camino de Santiago in Spain, one of the oldest spiritual pilgrimage routes, to honor the memory of those who cancer took from us too soon and to raise money for a cure for those still fighting, like my Uncle Buddy (pancreatic cancer).

I will be posting updates on my journey to my Instagram page @lexaxtina if you would like to follow along.

Thank you for your support. I hope to find my loved ones along The Way.

At the bottom right of the text area, it says "Characters : 1085". Below the text area is a blue "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 \***

**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

The screenshot shows the 'Donations Received' page in the American Cancer Society Fundraiser Portal. At the top, there is a navigation bar with the American Cancer Society logo and links for Home, Who We Are, Fundraising Toolkit, Mobile App Resources, Donations Guide, and Contact Us. Below the navigation bar, the page title 'Donations' is displayed, followed by a sub-header 'Create Your Own Fundraiser'. A tab menu includes 'Donations Received' (selected), 'Add Offline Donation', and 'Make a Donation'. A link for 'Download Donor Report' is also present. A progress bar indicates that 62% of the \$1,000 goal has been raised, with \$620 raised. Below the progress bar is a search bar for donations and a 'Thank Your Donors' button. A list of donations is shown, including one from 'Nichole' for \$50 on 09/26/2023 and one from an 'Anonymous Donor' for \$100 on 06/13/2023.

**American Cancer Society**

Home Who We Are Fundraising Toolkit Mobile App Resources Donations Guide Contact Us

## Donations

Create Your Own Fundraiser

Donations Received Add Offline Donation Make a Donation →

[Download Donor Report](#)

You've raised 62% of your goal!

\$620 Raised \$1,000 Goal

Search Donations... [Thank Your Donors](#)

<b>Nichole</b> Personal Campaign Donation	<b>\$50</b> 09/26/2023
<b>Anonymous Donor</b> Personal Campaign Donation	<b>\$100</b> 06/13/2023

The screenshot shows a modal form titled 'Send a Thank You Email'. It has a close button in the top right corner. The form contains two required fields: 'Subject' and 'Message'. The 'Subject' field has the text 'Thank you for the generous gift!'. The 'Message' field has the text 'Thank you so much for supporting me with your generous donation and helping me on my way to reaching my goal!'. At the bottom of the form, there are two buttons: 'Send Thank You' and 'Cancel'.

### 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

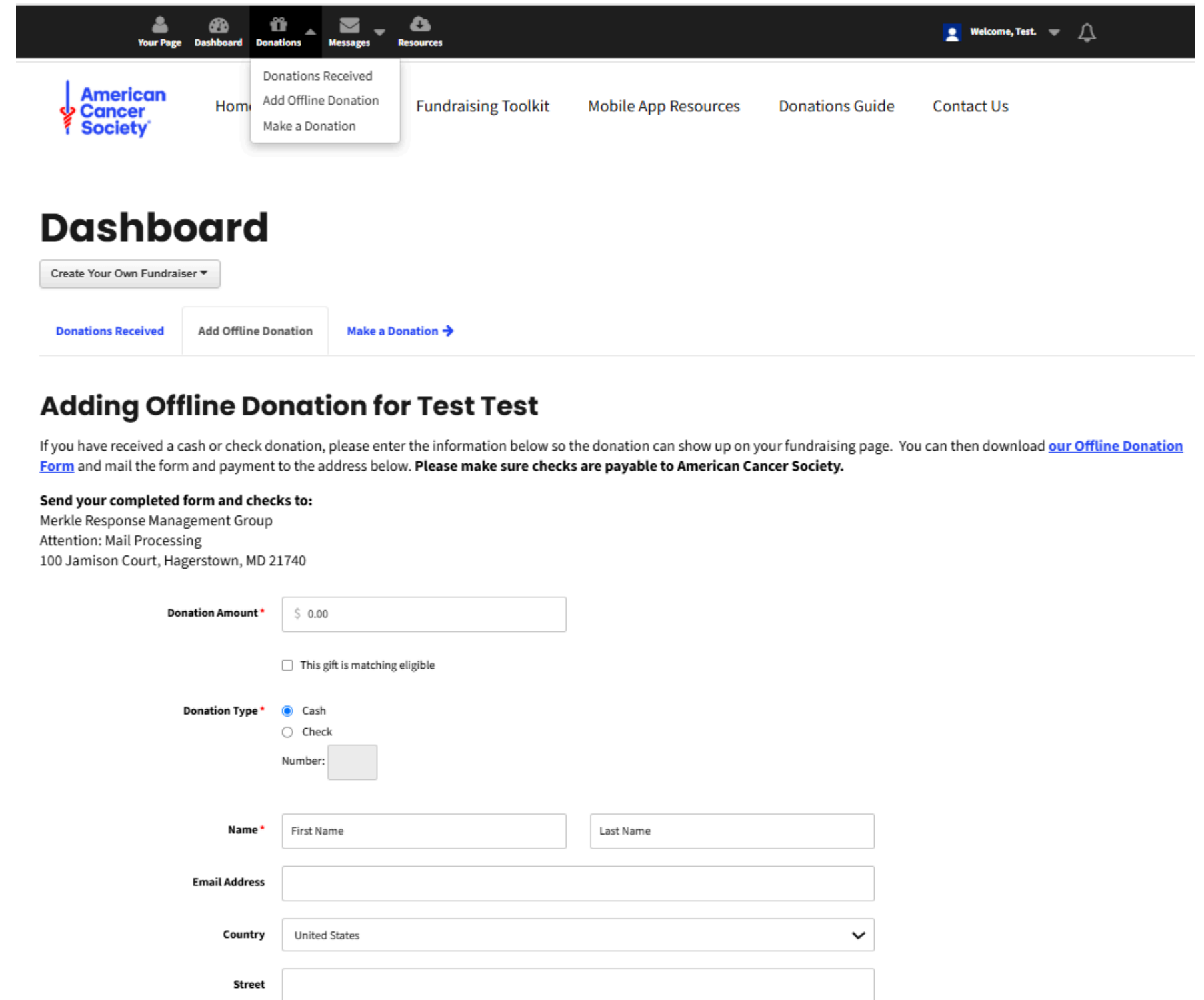
Attention: Mail Processing

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 American Cancer Society Fundraiser Portal dashboard. The top navigation bar includes '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 main content area is titled 'Dashboard' and features a 'Create Your Own Fundraiser' button and three tabs: 'Donations Received', 'Add Offline Donation', and 'Make a Donation'. Below the tabs is a section titled 'Adding Offline Donation for Test Test' with the following text: 'If you have received a cash or check donation, please enter the information below so the donation can show up on your fundraising page. You can then download [our Offline Donation Form](#) and mail the form and payment to the address below. **Please make sure checks are payable to American Cancer Society.**'

**Send your completed form and checks to:**  
Merkle Response Management Group  
Attention: Mail Processing  
100 Jamison Court, Hagerstown, MD 21740

**Donation Amount \*** \$ 0.00

This gift is matching eligible

**Donation Type \***  Cash  Check

Number:

**Name \*** First Name  Last Name

**Email Address**

**Country** United States

**Street**

# 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 shows the American Cancer Society Fundraiser Portal interface. At the top, there is a navigation bar with the American Cancer Society logo and links for Home, Who We Are, Fundraising Toolkit, Mobile App Resources, Donations Guide, and Contact Us. Below the navigation bar, the main heading is "Messages". Underneath "Messages", there is a dropdown menu for "Create Your Own Fundraiser" and a set of tabs: "Sent Messages", "Compose a Message", "Drafts", and "Contact List". Below the tabs, there is a section titled "Get started with Messages" which contains two main options: "Add contacts from webmail, CSV or individually." with an "Add Contacts" button, and "Create your message and send to your friends!" with a "Compose a Message" button.

# 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.
- “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 American Cancer Society Dashboard for composing a message. The top navigation bar includes the logo and links for Home, Who We Are, Fundraising Toolkit, and Mobile App Resources. The main heading is "Dashboard" with a "Create Your Own Fundraiser" button. Below this are four tabs: Sent Messages, Compose a Message (which is active), Drafts, and Contact List. The "Compose a Message" section is divided into four numbered steps:

- 1 Choose a message type \***: A dropdown menu is set to "Ask a Friend to Donate".
- 2 Recipients \***: A text input field with a "Select from Contacts" button and a link for "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 containing "Support Test Test in the Test Page event".
- 4 Message \***: A rich text editor with a toolbar (Paragraph, Underline, Bold, Italic, Bulleted List, Numbered List, Link, Unlink) and a text area containing: "Hello friend! I'm fundraising for American Cancer Society and I need your help! I'm trying to raise [enter your fundraising goal here] and every dollar counts. Can you take a few moments and make a donation? It's quick and easy and all donations are tax-deductible."

# 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. Personalize your fundraising page.
2. 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  
Start asking right away. The earlier you begin fundraising, the more you will raise. Use the Messages tool to
4. send and track messages.  
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**
5. **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.

