



DonorDrive: New User Guide

HOW TO USE DONORDRIVE'S FUNDRAISING PORTAL TO BE A
SUCCESSFUL FUNDRAISER



Tips for Success

Thank you for fundraising for Special Olympics Massachusetts! Your efforts make a difference to our organization. We hope the tools available to you will help you succeed. Start with these 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 Special Olympics, and set your fundraising goal, all from the Dashboard.
3. **Start asking right away.** The earlier you begin fundraising, the more you will raise. Use the email tool to send and track messages.
4. **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.
5. **Say thank you.** When a friend supports you, send a thank-you note right from your Messages area.



Your Fundraising Account



When you log in, you'll be able to personalize your fundraising page, send emails to friends, spread the word using social media, and track donations made toward your fundraising goal.

Log in using the email address and password you used when you registered for the event.

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

Note: The link you receive to reset your password can only be clicked once. You can get another link by clicking Forgot Password again. Every time the Forgot Password email is sent, the prior link becomes inactive.



Event Landing Page

Here you will find the landing page to your fundraiser. Each event looks different, so this is just a general layout.

Home: brings you back to the homepage for the event

About Special Olympics: find information about special Olympics, our social media links, our financial report, and information about Xtra Mile or LETR.

Event Resources: Find toolkits, sponsorship, this user guide, and volunteering information.

Register Now and Donate Buttons: Use these tools to be directed to the registration page and to donate to a participant.

The screenshot shows a fundraising page for the '2018 LETR Mansfield Fire Truck Pull'. At the top left is the 'LAW ENFORCEMENT TORCH RUN FOR SPECIAL OLYMPICS MASSACHUSETTS' logo. The top right features a 'Fundraiser Search' bar and an 'ACCOUNT LOGIN' link. Below these are navigation tabs for 'HOME', 'ABOUT SPECIAL OLYMPICS', and 'EVENT RESOURCES'. The main content area has a blue-tinted background image of people participating in the event. Overlaid on this image is the event title '2018 LETR Mansfield Fire Truck Pull' and two prominent yellow buttons: 'REGISTER NOW!' and 'DONATE TO THIS EVENT'. At the bottom, a progress bar shows '\$1,610 Raised' out of a 'Goal \$18,000'.



Welcome to your Dashboard

Donations:

- View who has donated to you
- Send thank-you notes

Messages:

- Upload a contact list
- Send emails asking friends to donate
- View sent messages

Resources:

- View event documents, fundraising tools, and other valuable information

Profile:

- Update your profile photo and information
- View donations you have made and events you have registered for

2018 LETR Berkshires Humvee Push
09/29/2018 Pittsfield, MA

Ask Friends to Donate
Email is the #1 way people ask for donations on the web. Import contacts from your webmail, create a message and send to your friends!

CREATE A MESSAGE

Your Stats

6 / 6 Overall Rank	0 Donor Emails Sent	0 Donations Received
\$0.00 Largest Donation	\$0.00 Average Donation	

Your Fundraising

- View Your Page
- Make a Donation
- View Donations Received
- Register Another Participant

Ask Friends to Donate

Facebook, Twitter, LinkedIn

Event Information

- View Event Page
- Print Event Info
- Download Resources
- Embed a Banner



Welcome to your Dashboard

Your Fundraising:

When you are logged in and viewing your dashboard, you'll see some helpful links under the right side menus. The **Your Fundraising** section has quick links for you to edit your page, make a donation, view donations received, and register another participant.

Event Information:

Click **Download Resources** to find race maps, registration, and event specific details.

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[CREATE A MESSAGE](#)

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Your Fundraising

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

Ask Friends to Donate

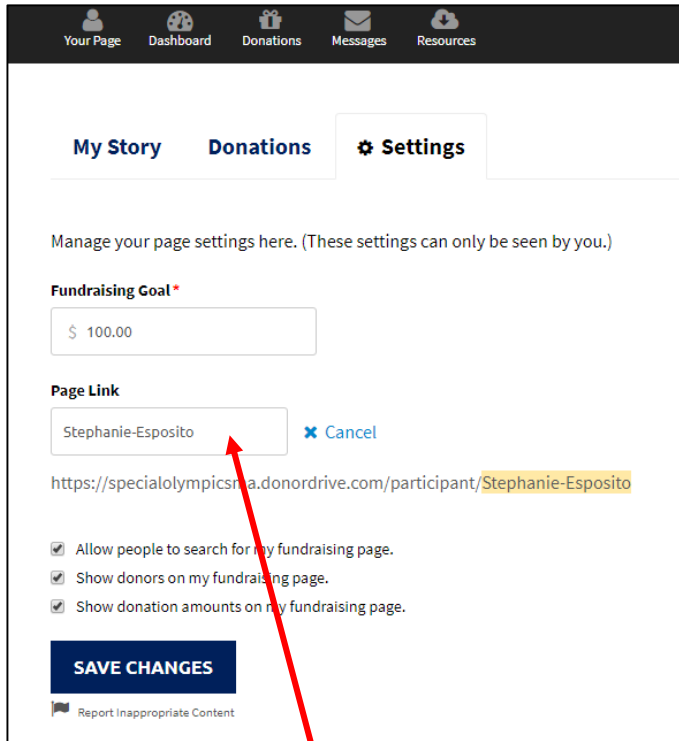
- [Email](#)
- [Facebook](#)
- [Twitter](#)
- [LinkedIn](#)

Event Information

- [View Event Page](#)
- [Print Event Info](#)
- [Download Resources](#)
- [Embed a Banner](#)

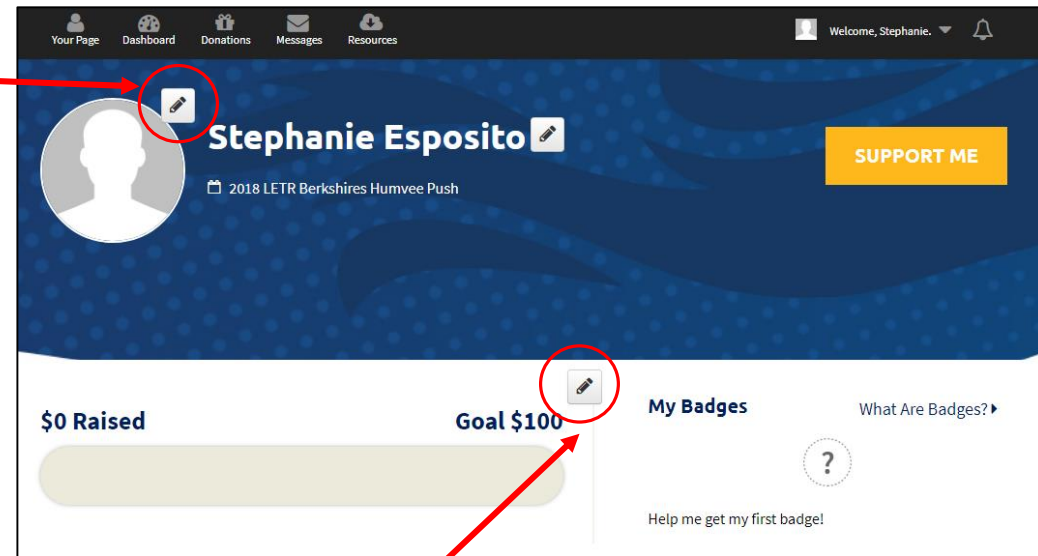


Telling your Story



Create an easy-to-remember link for your fundraising page.

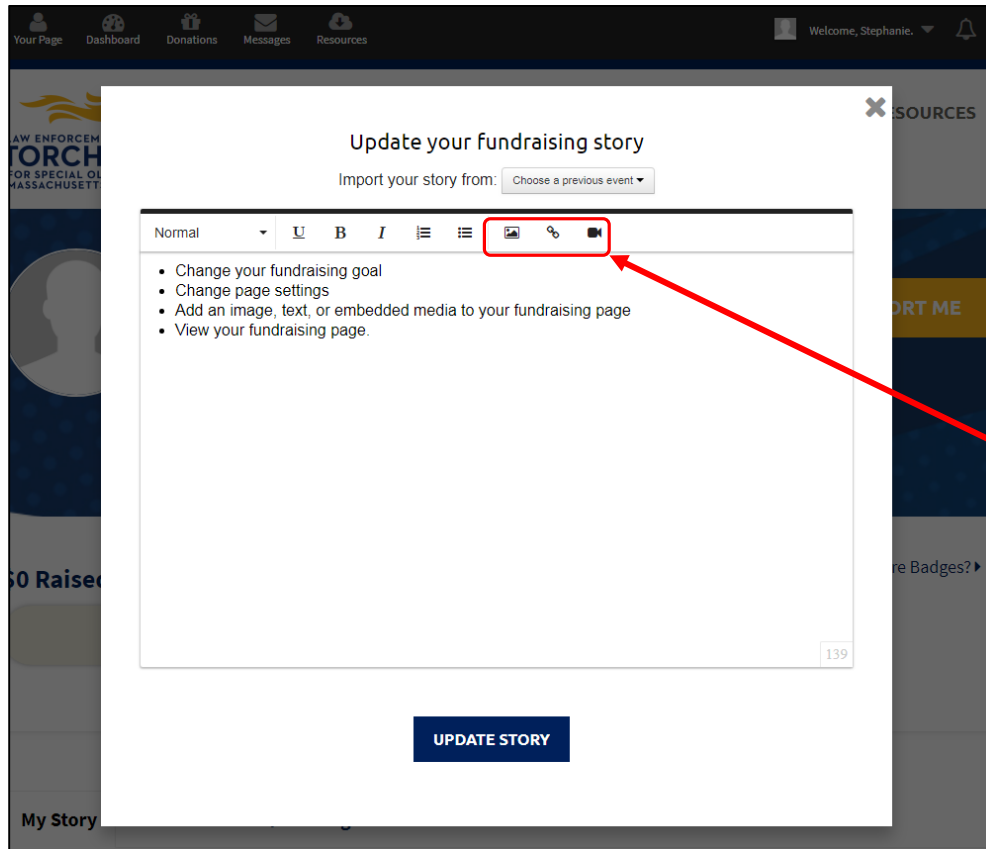
Upload a personal photo of yourself.



Set your fundraising goal.



Telling your Story



Edit your personal message.

This appears on your fundraising page. Share your connection to Special Olympics, why you've decided to fundraise through this event, and how donations will benefit our athletes.

Embed photos, web links, and videos to enhance your story.



For Team Captains

Your Team Fundraising:

If you're a team captain, you'll see an additional link on your dashboard – **Your Team Fundraising**. Click this link for access to your team fundraising page, which can be updated similarly to your personal fundraising page.

Your Team:

This section allows you to send messages to your teammates, view your team, and invite others to join your team.

The screenshot shows the dashboard for the "2019 LETR Revere Polar Plunge" event. The top navigation bar includes "Your Page", "Team Page" (highlighted), "Dashboard", "Donations", "Messages", and "Resources". The main content area is titled "2019 LETR Revere Polar Plunge" and includes a progress bar for "Your Team's Fundraising Total" showing 0% completion (\$0.00 / \$100.00). The "Team Stats" section displays: 1/1 Overall Rank, 1 Team Member, 0 Donor Emails Sent, 0 Donations Received, \$0.00 Largest Donation, and \$0.00 Average Donation. The right sidebar contains sections for "Team Fundraising" (with links for "View Your Team Page", "Make a Donation", and "Register Another Participant"), "Ask Friends to Donate" (with social media icons), and "Your Team" (with links for "Send a Message to Your Team", "View Your Team", and "Invite Someone to Join Your Team"). Below these are "Event Information" links for "View Event Page", "Print Event Info", "Download Resources", and "Embed a Banner".



Track Donations & Send Emails

Donations Received Add Offline Donation Make a Donation →

you \$10 Your Team \$0

You've raised 10% of your goal!

\$10 Raised \$100 Goal

Search Donations...

THANK YOUR DONORS

Stephanie Esposito
Participant Donation \$10
08/07/2018

Total Received: \$10

Use the **Search** function to look for specific donors and amounts.

Click the **Thank Your Donors** button to send Thank You notes to donors you haven't thanked yet.

When you **click a donation**, a pop-up will appear that provides the donor's information*.

*Some donors may choose to remain anonymous and hide their email address.



Sending Emails

03/16/2019 Revere, MA / Team: [Team SOMA](#) Captain: you

Sent Messages Compose a Message Drafts Contact List

1 Choose a message type*

Ask a Friend to Donate

2 Recipients*

Select from Contacts [Import from Webmail](#) or [CSV](#)

Please note: you may separate email addresses by comma, semicolon, or one address per line.

Message Type:

Choose from preset templates such as “Ask a friend to donate,” “Ask a friend to join” and more.

*Note: If you want to send a different message, simply select any message type and change the email in the Message box below.

Recipients:

Choose people to receive your message. You can...

- Select from contacts you’ve already uploaded into your Contact List
- Select contacts who have responded to you by donating or joining your team
- Select contacts who haven’t responded
- Import contacts from webmail like Gmail, Outlook, etc.
- Import a .CSV file



Sending Emails

3 Subject *

Join Team SOMA in the 2019 LETR Revere Polar Plunge event

4 Message *

Normal U B I

Hey, you!

I want you on my team for the 2019 Revere Polar Plunge. I think you would make a great addition and we would have a lot of fun! Sign up here: [insert team page].

See you there!

We'll include fundraising page links in your message.

SEND MESSAGE Save Draft Send Test Message to Myself

Edit Your Message:

Add, delete, and edit text; add links; and format just like in other email programs.

*Note: A link back to your fundraising page will automatically be included in each email that you send out.

Saving and Sending Your Message:

You can:

- Save a draft that you can come back to later
- Send a test message to yourself and see what it will look like

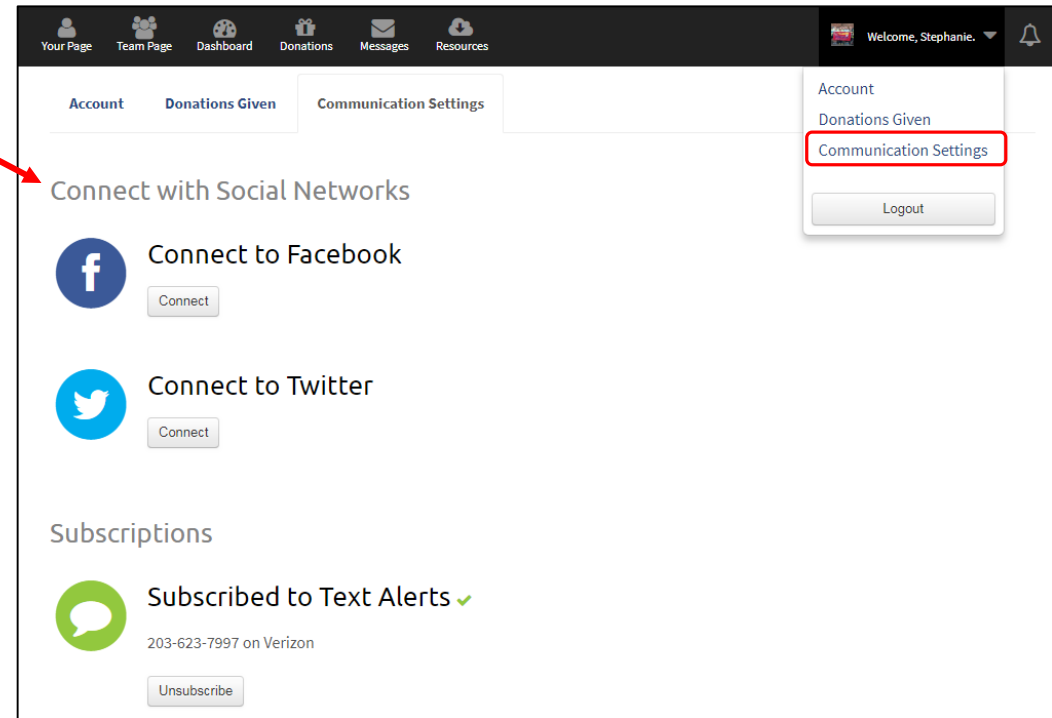


Connect Your Social Networks

Make sharing updates on social media easier and more effective.

Connecting to **Facebook** facilitates quicker posting.

Connecting your **Twitter** account allows for automatically tweeted updates, for example, when you receive a donation, or reach your fundraising goal.





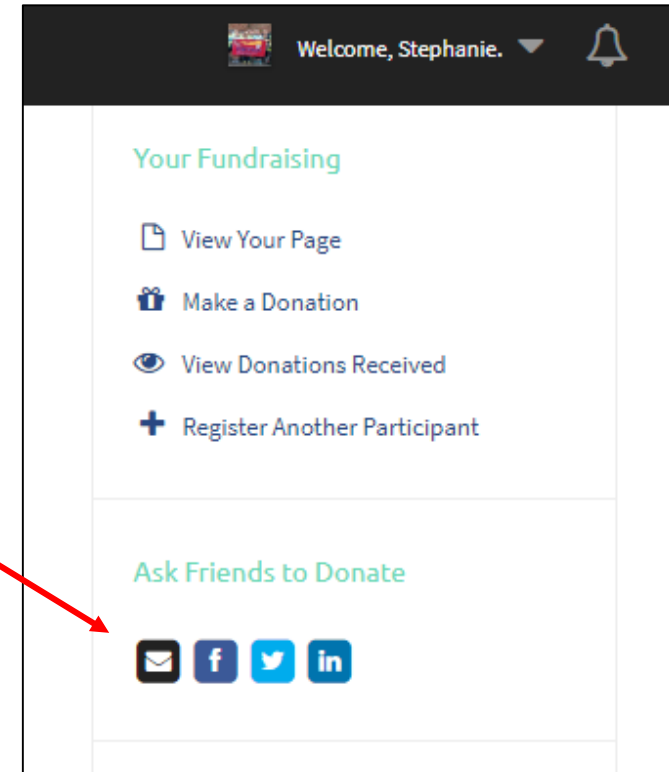
Share on Social Media

Spread the Word: Use these tools to share with friends and family, keep followers updated on your progress, and ask supporters to help you spread the word.

Facebook: Post an update that will appear in your friends' newsfeeds. A link back to your fundraising page will be automatically included in your post.

Twitter: Tweet to your followers

LinkedIn: Post an update that will appear in your connections' newsfeeds. A link back to your fundraising page will be included in your post.



Resources

Resources are where you can find all the event-specific resources such as a waiver, race routes and course maps, and hard copy registration forms. Download them here by clicking on Download File.

Remember, you can find non event-specific resources under the **Event Resources Tab** such as toolkits, fundraising awards, and sponsorship information.

The screenshot shows the Special Olympics Massachusetts website. At the top right, there is the Special Olympics Massachusetts logo and a large red '50' logo. Below the logo is a navigation bar with icons for 'Your Page', 'Team Page', 'Dashboard', 'Donations', 'Messages', and 'Resources'. The 'Resources' icon is highlighted with a red box. Below the navigation bar is a header for the 'POLAR PLUNGE 2018 FOR SPECIAL OLYMPICS MASSACHUSETTS' with links for 'HOME', 'ABOUT SPECIAL OLYMPICS', and 'EVENT RESOURCES'. The 'EVENT RESOURCES' link is highlighted with a red arrow. Below the header is a large blue-tinted image of a group of people. Below the image is the title '2018 Pittsfield Super Plunge and Poultry Plunge' and a dropdown menu for 'Your Events'. Below the dropdown menu is a list of resources with 'Download File' buttons. The resources listed are: '2018 Waiver Form' (pdf, 68.6 KB), 'Offline Pledge Form' (docx, 47.0 KB), and 'SOMA 2017 Reach Report' (pdf, 798.2 KB). A red arrow points from the text 'Download them here by clicking on Download File.' to the 'Download File' button for the '2018 Waiver Form'. Another red arrow points from the text 'Remember, you can find non event-specific resources under the Event Resources Tab' to the 'EVENT RESOURCES' link in the navigation bar.

Special Olympics Massachusetts

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Your Page Team Page Dashboard Donations Messages Resources

Welcome, Meghan.

POLAR PLUNGE 2018 FOR SPECIAL OLYMPICS MASSACHUSETTS

HOME ABOUT SPECIAL OLYMPICS EVENT RESOURCES

2018 Pittsfield Super Plunge and Poultry Plunge

Your Events

11/23/2018 Pittsfield, MA / Team: SuperPlungers! Captain: you

File Name

2018 Waiver Form pdf, (68.6 KB) Download File
If you are under 18, please have a parent/ guardian sign this and bring with you on Plunge day!

Offline Pledge Form docx, (47.0 KB) Download File
Use this to keep track of your offline donations and pledges!

SOMA 2017 Reach Report pdf, (798.2 KB) Download File
2017 Special Olympics Massachusetts impact report!

Resources 1-3 of 3



Have Questions?

Please feel free to reach out to us with any questions regarding the new fundraising software.

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