



# FUNDRAISING GUIDE

How to use the DonorDrive Fundraiser Portal and become a successful fundraiser

[TheOvernight.org](https://TheOvernight.org)



American  
Foundation  
*for* Suicide  
Prevention

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# Your DonorDrive Account

[TheOvernight.org](https://TheOvernight.org)



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When you log in, you'll be able to personalize your fundraising page, send emails to friends, spread the word on 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.

**Note:** Please only click the “forgot password” link once. Each time you click on the “forgot password” link, a new email is sent, and the previous email and link to reset your password becomes inactive.

## Your DonorDrive Account

### Account Login

**Email Address:**

**Password:**

**LOGIN**

[Forgot Password?](#)



# Fundraising Tools





- **When you are logged in to the Fundraiser Portal, the Fundraiser Toolbar will stay at the top of the page as you navigate to other sites on the page.**
- **Use the Fundraiser Toolbar to access:**
  - Your Page
  - Dashboard
  - Donations
  - Messages
  - Resources
  - Profile



- **Your Fundraising**

- When you are logged in and viewing your dashboard, you'll see links to view your page, make a donation, or view your donations.

- **Event Information**

- Already registered but need to create or join an existing team? Click "Change Team Membership."

The screenshot shows a user's dashboard for the 2018 Overnight Walk - Philadelphia. At the top, there is a navigation bar with links for 'Your Page', 'Dashboard', 'Donations', 'Messages', and 'Resources'. Below this, the header includes the logos for the American Foundation for Suicide Prevention and Out of the Darkness Overnight Walks, along with navigation links for 'HOME', 'ABOUT', 'WALK WITH US', 'HELP OUT', 'GET INFO', and 'REGISTER'. A secondary navigation bar shows 'HOME' and 'PHILADELPHIA OPEN TEAMS'. The main content area features the event title '2018 Overnight Walk - Philadelphia' with a date of 06/16/2018 and location of Philadelphia, PA. Below the title is a 'Walker Central' section with a button labeled 'WALKER CENTRAL' and a description: 'Find all your Overnight preparation information, updates, and learn about other Overnight opportunities.' A prominent banner titled 'Give Yourself a Gift' encourages donations with a 'MAKE A DONATION' button. On the right side, there is a sidebar with sections for 'Your Fundraising' (containing links for 'View Your Page', 'Make a Donation', and 'View Donations Received'), 'Ask Friends to Donate' (with social media icons), and 'Event Information' (containing links for 'Change Team Membership', 'View Event Page', 'Print Event Info', 'Download Resources', and 'Embed a Banner').



## Just for Team Captains

## Fundraising Tools

- If you are a team captain, you will 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 page.

**2018 Overnight Walk - Philadelphia** Your Events ▾

06/16/2018 Philadelphia, PA / Team: [Example Team](#) Captain: you

[Your Fundraising](#) [Your Team Fundraising](#)

### Your Team's Fundraising Total

0%

\$0.00 / \$2,000.00

■ Team Members \$0.00 ■ Team \$0.00

### Team Stats

0 / 2 Overall Rank	1 Team Members	0 Donor Emails Sent
0 Donations Received	\$0.00 Largest Donation	\$0.00 Average Donation

#### Team Fundraising

[View Your Team Page](#)

#### Ask Friends to Donate

[Facebook](#) [Twitter](#) [Google+](#) [LinkedIn](#)

#### Your Team

[Send a Message to Your Team](#)

[View Your Team](#)

[Invite Someone to Join Your Team](#)

#### Event Information

[View Event Page](#)

[Print Event Info](#)

[Download Resources](#)

[Embed a Banner](#)

- This section allows you to send a message to your teammates, view your team, and invite others to join your team.
- \*Please note: donations can only be made to individual team members, not the team as a whole.



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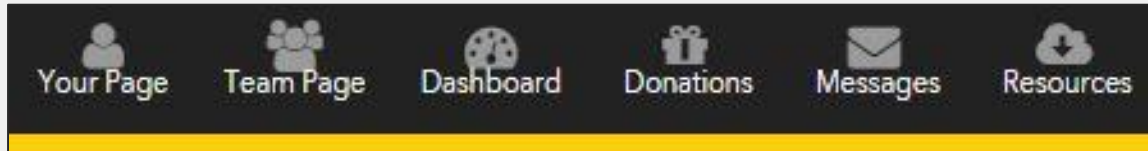


## Donations

- View who donated to you and send them Thank You emails.

## Messages

- Upload your Contact list, send emails asking friends to donate, view Sent Messages, and more.



## Resources

- Includes important documents, fundraising tools, and other valuable information about The Overnight including a link to “Walker Central.”

### 2018 Overnight Walk - Philadelphia Your Events ▾

06/16/2018 Philadelphia, PA / Team: [Example Team](#) Captain: you

#### Walker Central

Click the button below and get the most important Overnight updates leading up to the event.

[WALKER CENTRAL](#)

File Name

*A How-to Guide For Setting Up Your Fundraising Page*

[Hosting a Fundraising Event](#) pdf, (579.5 KB)

*A step-by-step guide to hosting a fundraising event.*

Download File

[Overnight Participant Toolkit](#) pdf, (8107.7 KB)

*Find all the need-to-know fundraising information*

Download File

[OvernightBusinessOneSideFullSheet](#) pdf, (78.0 KB)

*Overnight business cards to hand out for fundraising*

Download File

[Restaurant Fundraiser list](#) pdf, (337.5 KB)

*A partial list of restaurants that can help you host a fundraiser*

Download File

Resources 1-6 of 6



- Update your profile picture, contact information, or password.
- View donations you have received.
- Edit your Account Settings and get connected to social media, which we will explore more in later slides!

A screenshot of a user profile page. At the top, there are tabs for 'Profile', 'Donations Given', and 'Account Settings'. The profile section shows a photo of a woman, the name 'Maggy K', and statistics: '\$530.00 Total Raised', '3 Donations Received', '4 Events', and '3 Emails Sent'. Below this is a section for '2018 Overnight Walk - Philadelphia' with a progress bar showing '\$530.00 / \$1,000.00'. At the bottom left, there are 'Edit Profile' and 'Logout' buttons. At the bottom right, there is a 'View Your Page' button. Contact information includes 'New York, NY 12345 US', 'mkucera@afsp.org', and '347-826-3605'.



# Your Fundraising Page

[TheOvernight.org](https://TheOvernight.org)



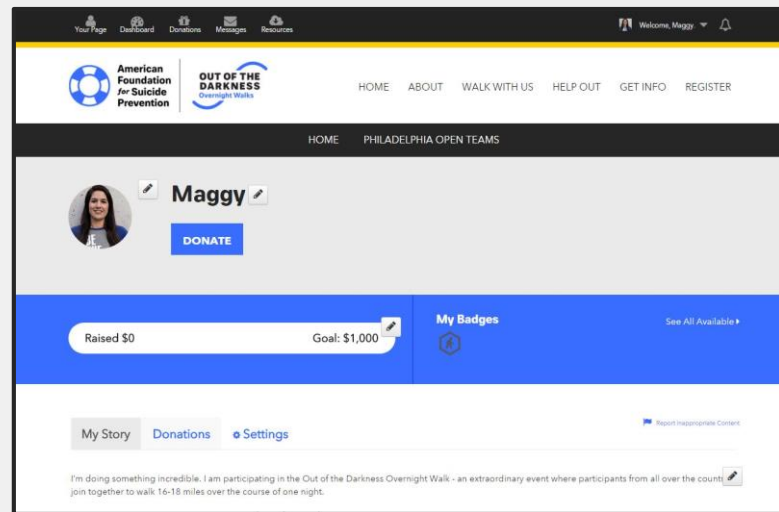
**American  
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for Suicide  
Prevention**



**OUT OF THE  
DARKNESS**  
Overnight Walks

# Let “Your Page” Tell Your Story

- **You can make modifications to your fundraising page:**
  - Upload your account picture
  - Change your display name
  - Update your fundraising goal
  - Tell your story
  - Upload photos, and link/embed videos.
- **Donations**
  - View who has donated to you and send thank you emails in real time
- **Manage the settings for:**
  - Set fundraising goal
  - Page link – Create a customized link for your fundraising page
  - Privacy settings



# Customize Your Fundraising Page

- Change your account photo

- Edit your display name



- Update your fundraising goal



My Story Donations Settings [Report Inappropriate Content](#)

I'm doing something incredible. I am participating in the Out of the Darkness Overnight Walk - an extraordinary event where participants from all over the country join together to walk 16-18 miles over the course of one night.

I'm fundraising to benefit the **American Foundation for Suicide Prevention**. Net proceeds will help those affected by suicide and mental health conditions by supporting research, advocacy, survivor resources, education, and awareness programs. AFSP has set a bold goal to reduce the suicide rate 20% by the year 2025, and I'm proud to be part of that mission.

Thank you for your support in a cause I believe in. Together we can save lives and bring hope to those affected by suicide.

<https://afsp.donordrive.com/index.cfm?fuseaction=donorDrive.participant&participantID=24870>

- **Share your reason for walking or your connection to the cause**
- **Upload a photo or embed a video from YouTube**
- **You also have the option to import your story from a previous Overnight Walk**

### Update your fundraising story

Import your story from:

Normal U **B** *I*

I'm doing something incredible. I am participating in the Out of the Darkness Overnight Walk - an extraordinary event where participants from all over the country join together to walk 16-18 miles over the course of one night.

I'm fundraising to benefit the **American Foundation for Suicide Prevention**. Net proceeds will help those affected by suicide and mental health conditions by supporting research, advocacy, survivor resources, education, and awareness programs. AFSP has set a bold goal to reduce the suicide rate 20% by the year 2025, and I'm proud to be part of that mission.

Thank you for your support in a cause I believe in. Together we can save lives and bring hope to those affected by suicide.

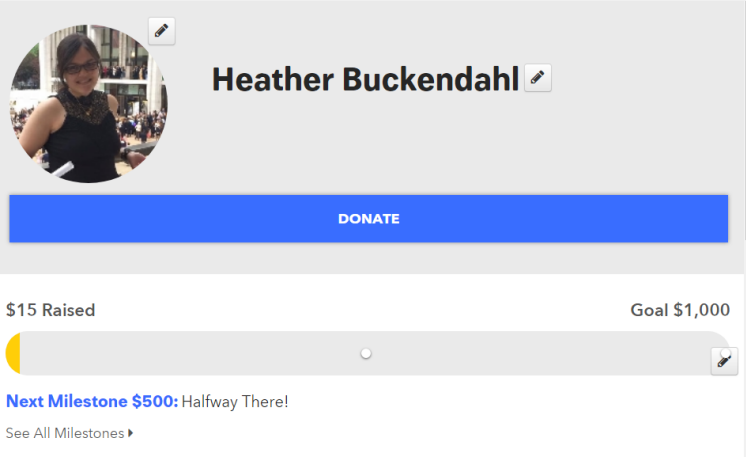
<https://afsp.donordrive.com/index.cfm?fuseaction=donorDrive.participant&participantID=24870>

803

**UPDATE STORY**



# Create Fundraising Milestones



Heather Buckendahl

**DONATE**

\$15 Raised Goal \$1,000

**Next Milestone \$500:** Halfway There!

[See All Milestones](#)

Back ✕

## Add a Milestone

Milestone Amount\*

Milestone Description\*

**SAVE MILESTONE**

Back ✕

## Milestones [Add a Milestone](#)

Next Milestone

[\\$500](#) *Halfway There!* [✎](#) [🗑️](#)

Upcoming Milestones

[\\$1,000](#) *Fundraising Minimum* [✎](#) [🗑️](#)


- Add a fundraising milestone for your donors
- Choose an amount and a description of the milestone

# Offer Fundraising Incentives

- Add a fundraising incentive for your donors
- Choose a donation amount and an incentive for their donation
- You can choose to limit the number of gifts or the time to make a donation to receive a gift
- Add a photo of your incentive item

**Incentives**

**\$50** 50 Left  
For every \$50 I receive, I will do 50 push ups!



**\$100** 50 Left  
For every \$100 I receive, I will do 100 jumping jacks!

## Your Fundraising Page

[Back](#) ✕

### Add an Incentive

Donation Amount\*  
  
Enter the donation amount required to receive this incentive.

Incentive Description\*

Incentive Image (Optional)  
  
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





- Set fundraising goal
- Create a customized link for your fundraising page as shown here
- Manage your privacy settings
- Save your changes!

My Story Donations Settings [Report Inappropriate Content](#)

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

Fundraising Goal\*  
\$ 1000.00

Page Link  
https://www.theovernight.org/participant/MaggyWalks

[Copy link to clipboard](#) [Customize](#)

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

[SAVE CHANGES](#)



# Send Emails



# Compose a Message

1

- Choose a message type from templates: Invite Friends to Donate, Join Your Team, or General Update.

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

## 2018 Overnight Walk - Philadelphia Your Events ▾

06/16/2018 Philadelphia, PA / Team: [Example Team](#) 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.

2

- Select recipients to receive your message.
- 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, Yahoo, AOL, Hotmail, Live, etc.
- Import a CSV file



# Edit, Save and Send

- Add, delete, and edit text, add links, and format text just like other email programs.
- \*A link to your Fundraising Page will be automatically included in each email you send out.
- You can also...
  - Save a Draft you can come back to later
  - Send a Test Message to Yourself to see what it will look like.

3 Subject\*

Support Maggy Kucera in the 2018 Overnight Walk - Philadelphia event

4 Message\*

Normal - U **B** *I* ☰ ☰ 🖼️ 🔗

Dear Friend,

I will be joining with hundreds of people to walk over 16 miles through the night in the Out of the Darkness Overnight to benefit the American Foundation for Suicide Prevention.

I will be walking as a member of [name of company or family team] and my personal fundraising goal is \$1,000.00. I would appreciate any support that you give me for this worthwhile cause.

[If you have been personally touched by suicide, please include your personal story to the extent that you are comfortable, here.]

The American Foundation for Suicide Prevention is at the forefront of research, education and prevention initiatives designed to reduce loss of life from suicide. With more than 40,000 lives lost each year in the U.S. and over one million worldwide, the importance of AFSP's mission has never been greater, nor our work more urgent.

I hope you will consider supporting my participation in this event. Any contribution will help We'll include fundraising page links in your message.

**SEND MESSAGE** Save Draft Send Test Message to Myself

# Share on Social Networks

[TheOvernight.org](https://TheOvernight.org)



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# Connect Your Social Networks and Spread the Word!

Share on Social Networks

**Your Fundraising**

- View Your Page
- Make a Donation
- View Donations Received

**Ask Friends to Donate**

Icons for Email, Facebook, Twitter, Google+, and LinkedIn.

**Event Information**

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

- Use social media to keep friends and family updated on your progress and ask supporters to help spread awareness for your campaign.
- Make sharing updates faster by connecting with Facebook or Twitter!
- **Facebook:** Post an update that will appear in your friends' News Feed. A link to your fundraising page will be included in your post.
- **Twitter:** Tweet to your followers.
- **Google Plus:** Post an update that will appear in the Home tab for anyone in your circles.
- **LinkedIn:** Post an update that will appear in your connections' News Feed.

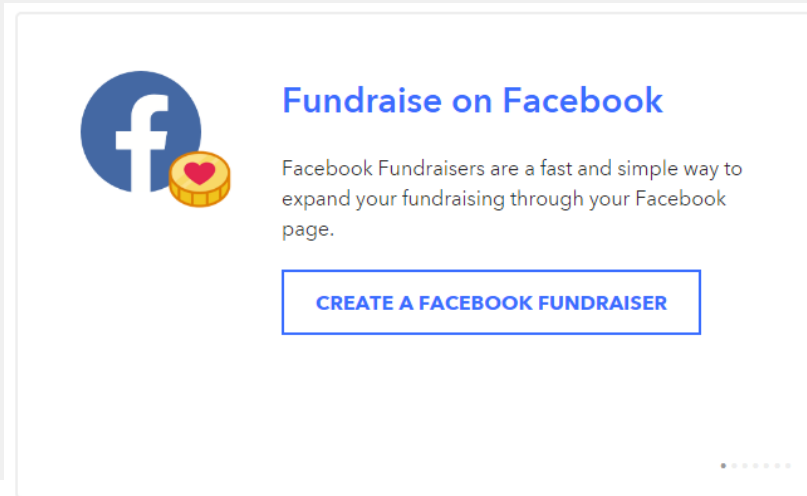
Profile | Donations Given | Account Settings

### Connect with Social Networks

- Connect to Facebook**  
[Connect]
- Connect to Twitter**  
[Connect]

# Create a Facebook Fundraiser

- Create a Facebook Fundraiser through your dashboard\*
- \*Only fundraisers created through your dashboard will sync with your Overnight page



The screenshot shows a white card with a blue Facebook logo and a gold coin icon with a red heart. The text reads "Fundraise on Facebook" and "Facebook Fundraisers are a fast and simple way to expand your fundraising through your Facebook page." Below this is a blue button that says "CREATE A FACEBOOK FUNDRAISER".

## Share on Social Networks

### Your Fundraising

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

### Ask Friends to Donate



# View Donations & Send Thank You Emails

[TheOvernight.org](https://TheOvernight.org)



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**OUT OF THE  
DARKNESS**  
Overnight Walks



### 2018 Overnight Walk - Philadelphia Your Events ▾

06/16/2018 Philadelphia, PA / Team: [Example Team](#) Captain: you

You've raised 53% of your goal!

\$530 Raised \$1,000 Goal

[THANK YOUR DONORS](#)


Grace O'Connor Participant Donation	\$500 01/12/2018
Heather Buckendahl Participant Donation	\$20 01/12/2018
Erin Kenny Participant Donation	\$10 01/12/2018

Total Received: \$530

- Use the Search box to find specific donors and amounts.

- When you click a donation, a pop up will appear that provides their name, amount donated, and email address.
- **\*Note:** some donors may choose to remain anonymous and hide their email address.

### Donation Details 01/12/2018 ✕

 **\$500 Donation**  
From Grace O'Connor

*"You are great!"*

Email ██████████@gmail.com

Type Participant Donation

[Send Thank You](#)

# Thank You Emails

## Donations & Thank You Emails

The screenshot shows the 'Donations' tab in the user interface. It lists three donors: Grace O'Connor (\$500.00), Heather Buckendahl (\$20.00), and Erin Kenny (\$10.00). A 'SEND THANK YOU' button is visible next to the first donor. A pop-up window titled 'Send a Thank You Email' is overlaid on the screen. The pop-up has a subject field with the text 'Thank you for the generous gift!' and a message field with the text: 'Dear friend, Thank you very much for supporting me with your generous donation! Your contribution is greatly appreciated. Many employers sponsor matching gift programs and will match any charitable contributions made by their employees. You can go to [www.afsp.org/matching-gifts](http://www.afsp.org/matching-gifts) to see if your company participates. On behalf of everyone who is affected by suicide, thank you for your support!'. At the bottom of the pop-up, there are 'Send Thank You' and 'Cancel' buttons.

- The Donations tab allows you to view all of your donations and who has been thanked.
- Click Send Thank You to thank a donor
- A pop-up window will appear, and you can update the text of both the subject line and message.
- Once you are ready to send click Send Thank You.



# Tips for Success



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

- 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 our cause, set your fundraising goal, all from the Dashboard.
- 3** **Start asking right away.** The earlier you begin, 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 from your Messages area.

