



Start Fundraising with Two Simple Steps

1. Set Up Your Online Fundraising Webpage

- Go to (insert event link here) and click on the Log In button to sign into your fundraising account. Once there click on the **"My Webpage"** tab. Personalize your own fundraising page by selecting images or editing the text that is displayed. Upload up to two of your own pictures (great if you have a picture of you with a challenged athlete) that are meaningful! Get creative, have fun with your page and use this to connect with your potential donors by adding your personal touches.
- Be sure to always click **"Submit"** when you are ready to save your changes.

San Diego Triathlon Challenge
CHANGING LIVES, ONE ATHLETE AT A TIME. October 24, 2010

My HQ | My Webpage | Email | Reports | Tools | Volunteer Projects | Social Media

Welcome, Richard Verney!
Your Participant ID: 10955358

New to your Headquarters?
[Start here!](#)

Fundraising Statistics

- My Fundraising Goal: **\$1,000.00**
[Change My Goal](#)
- Money Raised to Date: **\$100.00**
[View My Reports](#)

Total for Range: \$0
No Donations Available

My To Do List

- [Build/Edit my Webpage](#)
- [Send Emails to Friends and Family](#)
- [Enter Offline Donations](#)
- [Edit my Profile](#)
- [Edit my Login/Password](#)

Email Statistics

- Emails Sent: 0
[Send More Emails](#)
- Visits to My Pages: 0
- Number of Donations: 0
- Number of Registrations: 0

Update Your Profile
Please make sure your profile is up to date with your size and current address and email! This is very important! If anything changes please click on "Edit my Profile" and update your info.

2. Send Emails

Now that your site is up and running, get the word out to raise funds.

- Click on the **Email** tab to access the email tool.
- Use the **Address Book Import** tool to pull in a list of friends and family.

- Customize CAF's email template or compose your own appeal message. Your donors will receive an email that includes a direct link to your personal donation page where they can easily donate.
- You will receive an email every time someone makes a donation on your page.
- Be sure to communicate as clearly as you can why you are involved in raising funds for CAF, what motivates you and how their donation helps challenged athletes worldwide. Your friends and family will want to support you, so make it easy for them!

3. Online Donations

The direct link automatically included in emails sent from your HQ comes back to your personal donation page. The donation will be automatically credited to your fundraising total.

- Online donors will receive an instant receipt for tax purposes. They can also select to receive a mailed tax letter/thank you.
- All donors can see their contributions applied to your fundraising goal and their name will appear on your scrolling Honor Roll. Donors also have the option to remain anonymous.

4. Offline Donations

Many times supporters wish to send in a check rather than donate online. You can easily print a donation form from your website. Just go to Tools in your headquarters and click on Print Donation Form. There is also a donation form included in the Appendix.

5. Matching Gifts

Donations eligible for matching gifts must be accompanied by a donation submission form and the corporate matching form provided by the corporation. CAF will process the form. It is your responsibility to find out about the matching gift payment schedule (i.e. some companies match only once per year and only in January).

6. Tracking/Entering Pending Donations

As you collect offline donations (cash and checks) it's vital that you keep records of the donation detail. This helps to keep your fundraising total accurate, ensures accuracy in how your donors are recognized and expedites the confirmation process. You can do this two different ways:

- Log it manually into a tracking log.
- *OPTIONAL*- Enter these donations as *pending* on your website. Go to Tools and then Pledge Entry in your headquarters. Once you are finished entering a particular batch of pending donations, you can print your summary and send it along with your checks and cash. It's easy, organized and efficient! You do not have to do this if you don't wish to. Once we receive the checks in the mail here at the CAF office we will enter the checks into your account and they will then show up.
- Make copies or keep a written log of all checks and cash that you mail to CAF.

7. Reports

Your online headquarters serves as a way to measure your progress, as well as gather donations. Under the Reports tab, you can view all your offline and online donations. This is the best way to make sure nothing was lost in the mail or that we did not mistakenly credit another fundraiser. Review your reports frequently and watch the thermometer rise! Click on the Export XLS link to get your report.