

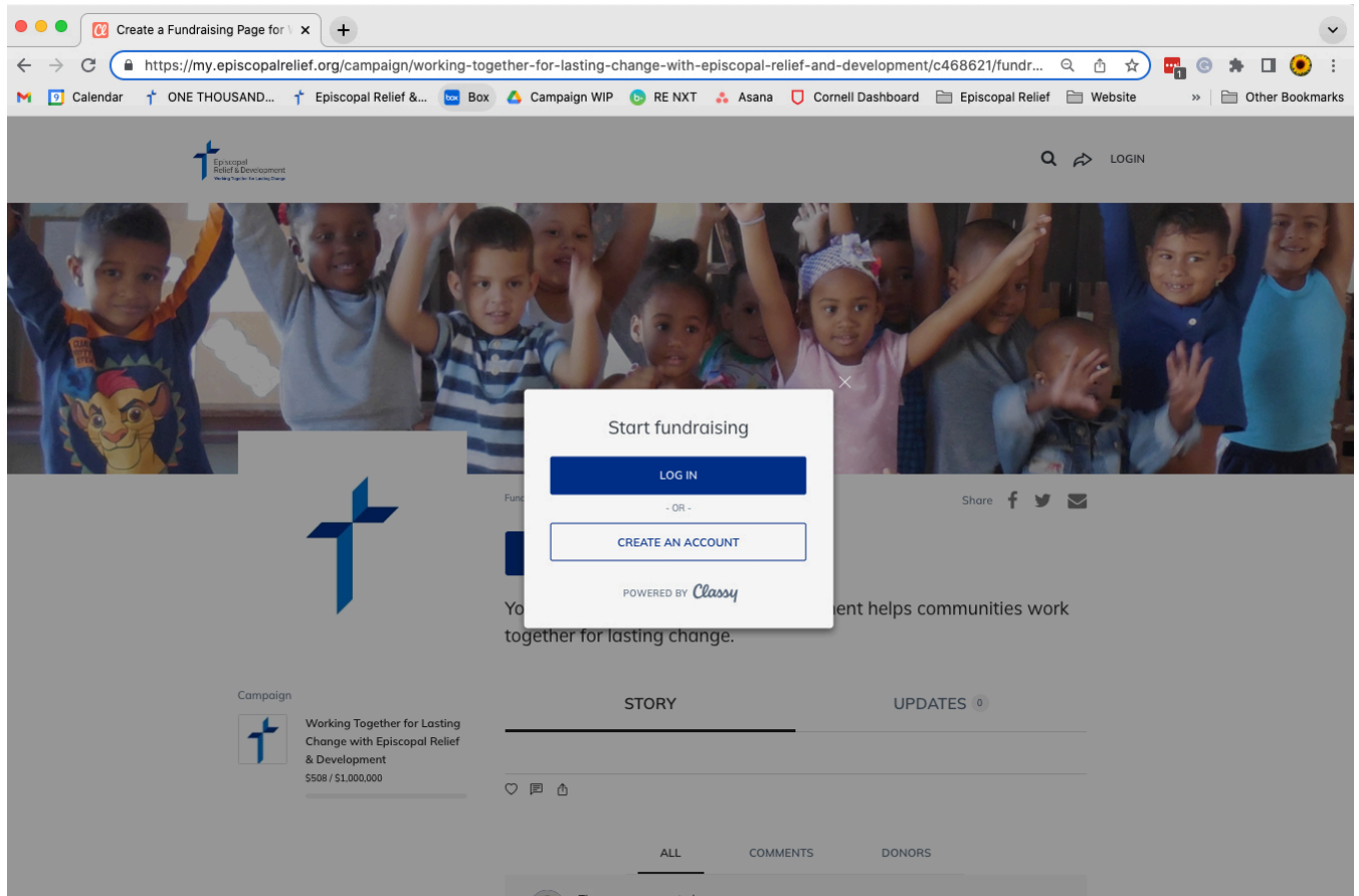
GUIDE TO CREATING YOUR FUNDRAISING PAGE

Welcome!

Thank you for fundraising in support of ONE THOUSAND DAYS OF LOVE , a grassroots church campaign to increase funding for Episcopal Relief & Development’s programs for children.

STEP 1: Setting Up Your Fundraising Page

1. Click on this link to go to: <http://my.episcopalrelief.org/LastingChange>
2. Select “Become a Fundraiser”
3. Choose “As an individual” or “Join a team” or “Create a team”
4. Log in if you already have a Classy account, or click on “CREATE AN ACCOUNT” to register with your email and name



The screenshot shows a web browser window with the URL <https://my.episcopalrelief.org/campaign/working-together-for-lasting-change-with-episcopal-relief-and-development/c468621/fundr...>. The page features a large banner image of diverse children with their arms raised. A central modal window titled "Start fundraising" is overlaid, containing a "LOG IN" button, a "- OR -" separator, and a "CREATE AN ACCOUNT" button. Below the modal, the text "POWERED BY Classy" is visible. The background page shows the campaign name "Working Together for Lasting Change with Episcopal Relief & Development" and a progress bar indicating \$508 / \$1,000,000. Navigation tabs for "STORY", "UPDATES", "ALL", "COMMENTS", and "DONORS" are also present.

STEP 2: Create your page

- Set your fundraising goal target amount.
- Give your page a headline, e.g. "Support my fundraiser for Episcopal Relief & Development!" or "Help me donate my birthday to Episcopal Relief & Development!" or whatever is appropriate for your fundraiser
- Create a short URL (optional) to make your page URL easier to remember, e.g. you could use your name, or an event description.

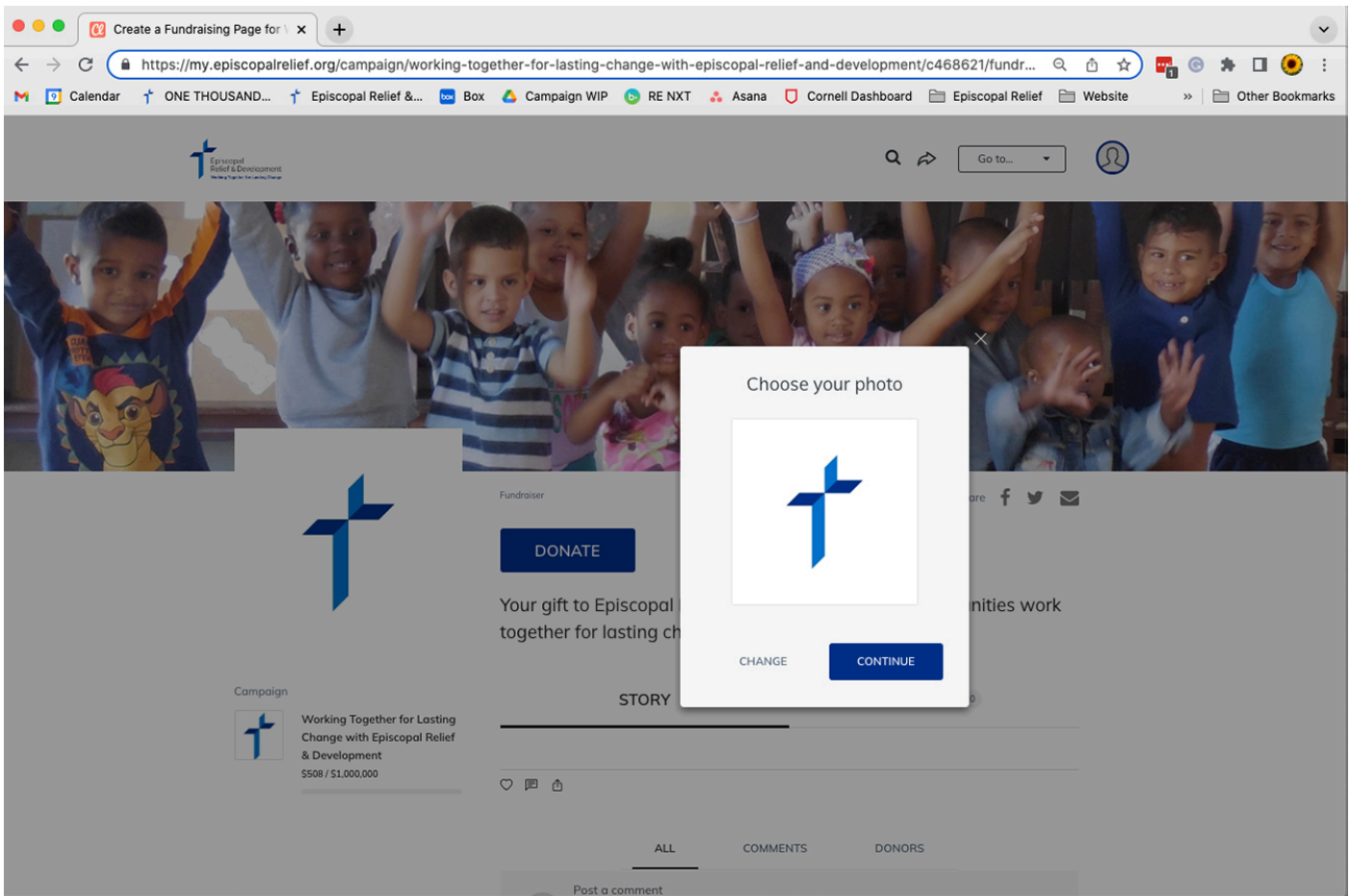
The screenshot shows a web browser window with the URL <https://my.episcopalrelief.org/campaign/working-together-for-lasting-change-with-episcopal-relief-and-development/c468621/fundr...>. The page is titled "Create a Fundraising Page for" and features a background image of children. A modal form titled "Create your page" is open, containing the following fields and options:

- I'm fundraising to honor someone else
- Set your fundraising goal ***
Currency cannot be changed once a donation to your page has been made.
USD \$ 1,000.00
- Fundraising end date ***
[Calendar icon]
- Your Page's Headline ***
Your gift to Episcopal Relief & Development helps communities work together for lasting change. (95/255)
- Set your Fundraising Page's Short URL (optional)**
<https://my.episcopalrelief.org/ExampleShortUrl>
Start typing
- It's okay to contact me in the future.
- FINISH

The background page shows a "DONATE" button and the text "Your gift to Episcopal Relief & Development helps communities work together for lasting change." Below the form, there are tabs for "ALL", "COMMENTS", and "DONORS", and a "Post a comment" field.

STEP 3: Choose your photo

A great way to personalize your page is to add a photo of yourself...or your dog...or anything else you prefer! The default photo is the Episcopal Relief & Development mark, which is fine to use.



STEP 4: Start Fundraising!

Your fundraising page is now ready! Your page is personalized and you are all set to start fundraising.

You will receive an email from Episcopal Relief & Development confirming you have created your fundraising page and providing helpful tips to get started. And you can follow the **“VISIT YOUR PAGE”** button to get to your personalized fundraising page.





On your fundraising page, use any of the quick link buttons on the upper right area of your page to start asking for support through Facebook, Twitter or email.

Episcopal Relief & Development
Working Together for Lasting Change

Fundraiser
Fundraiser's Name
Share f t e

\$0 Raised \$1,000 DONATE

Your gift to Episcopal Relief & Development helps communities work together for lasting change.

STORY UPDATES 0

Thanks for visiting my fundraising page!

Please help me support Episcopal Relief & Development by making a donation through my page. Episcopal Relief & Development facilitates healthier, more fulfilling lives in communities struggling with hunger, poverty, disaster and disease around the world. The organization collaborates with local communities to address three life-changing priorities:

Quick links to Facebook, Twitter, Email

Or copy the URL from your browser and use your personal email account to share the page with your network, or paste it into a Facebook post to personalize even more with more details about your story.

Copy the URL from your browser



https://my.episcopalrelief.org/fundraiser/4508979

Calendar ONE THOUSAND... Episcopal Relief & Development Box Campaign WIP RE NXT Asana Cornell Dashboard Episcopal Relief Website Mail C

Episcopal Relief & Development
Working Together for Lasting Change

Fundraiser
Fundraiser's Name
Share f t e

\$0 Raised \$1,000 DONATE

Your gift to Episcopal Relief & Development helps communities work together for lasting change.

STORY UPDATES 0

Thanks for visiting my fundraising page!



Reach Your Goal – \$300!

The set-up form has a preset fundraising goal of \$300, but you can adjust the goal higher or lower if you like when you customize your page.

Here is a breakdown of how to easily raise \$300 for Episcopal Relief & Engagement.

- Make a self-donation to get things started \$20 = \$20
- Ask your significant other to donate \$20 = \$40
- Reach out to three close family members for \$40 each = \$160
- Ask your closest friend for \$40 = \$200
- Ask five friends or co-workers to donate \$20 each = \$300 !

Fundraising Tips

- **Activate your Network.** Use the tools available on your fundraising page to contact your network and ask for donations. Social media, email, and phone calls are great ways to engage people you know.
- **Self-Donations.** Consider donating to your page to get things started, even if it's small it will show you believe in your own efforts!
- **Draft Potential Donor List.** Think of people that you can count on for their support – friends, family, neighbors, and co-workers.
- **Segment your Donors.** For best results contact your potential donors in the way that is best for them. e.g. A personal email or phone call to key contacts might be best for them. Lay out your approach and group your contacts by the best form of contact. Start with friends and family, co-workers, and fellow church-goers.
- **Ask, then Follow Up.** People want to support you, but everyone is busy and forgets. Follow up with your supporters, send updates to help remind them of your efforts. And personalize your requests.
- **Update Often.** Don't just send out asks, send out updates on your progress as well. Let your donors know when you reach certain milestones, or if there has been an exciting update from Episcopal Relief & Development.
- **Thank Them.** Be sure to personally thank your supporters, either by email, phone, eCards or in person, they want to know you appreciate them.