

American Heart Association

Personal Fundraising Guide for Social Events

Creating a Personal Fundraising Page or Signing into Your Current Page

Visit the public website of the event you'd like to raise funds for, i.e. madisonheartball.org & click on the tab for personal fundraising. Most often, this tab will be called "Fundraise" or "Personal Fundraising". You will then see the screen below. **Note: you must click the link to join through the event website you'd like to fundraise for in order to link your page to that event.**

How to Sign Up for a New Fundraising Page

Signing up and creating a personal fundraising page is easy!

Step 1: Click [HERE](#) to download some quick instructions & tips on online fundraising.

Step 2: Click [HERE](#) to create an account (or to access your page once you've made an account and created your fundraising page).

Step 3: Personalize your page and share with your friends, family, co-workers and more!

In **Step 1**, you downloaded these instructions. Follow **Step 2** and click on the word **HERE** which will take you to the fundraising sign-up page. From here, you will encounter 1 of 3 scenarios below. Read on for instructions on how to proceed for each.

greater giving

Join Us!

To join click the button below.

CREATE A NEW ACCOUNT

OR

Username
curley226@yahoo.com

Password

LOG IN

FORGOT?

American Heart Association - Omaha Heart Ball

American Heart Association®
life is why™

2015-2016 Omaha NE Heart Ball

Join Me provides you personal and team fundraising pages, email, and social networking tools to assist your nonprofit organization in their fundraising. You can create a Join Me account after you sign up with the nonprofit on their Join Me website. If your favorite nonprofit currently does not offer Join Me signups, contact them to let them know of your interest.

If you'd like to learn more about Join Me before signing in, you can [View the help](#) or [Watch the training](#)

SCENARIO A:

You have never used Join Me and are creating an account for the first time.

SCENARIO B:

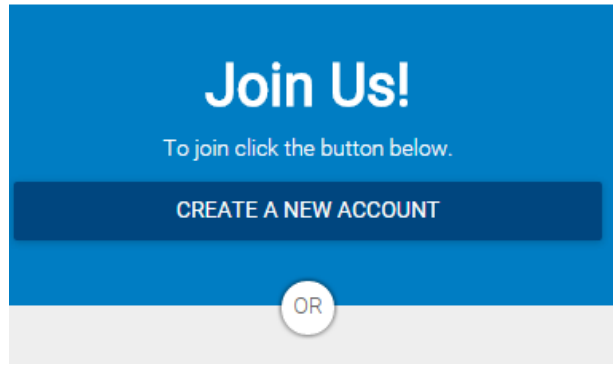
You have created a Join Me account previously in support of a different event and/or nonprofit organization.

SCENARIO C:

You have already created a page for the event whose website you used to access Join Me.

SCENARIO A

You have never used Join Me and creating an account for the first time.



Join Us!

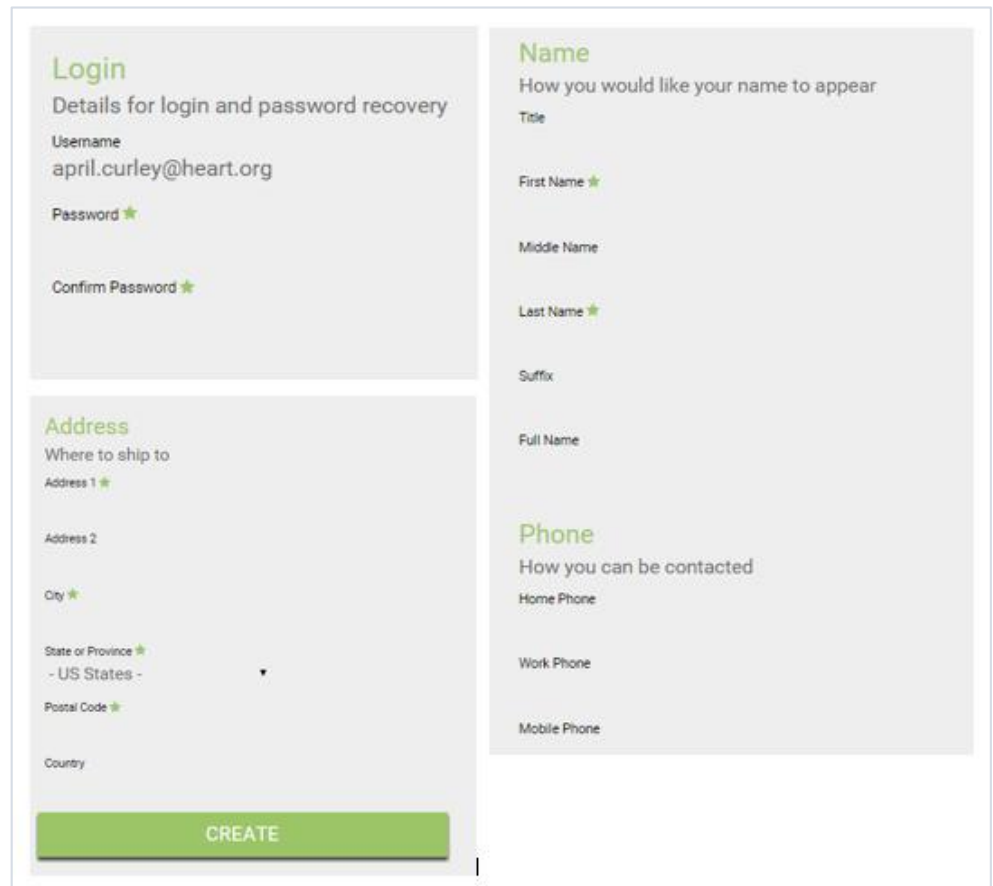
To join click the button below.

CREATE A NEW ACCOUNT

OR

1. Select **CREATE A NEW ACCOUNT** and follow the prompts.
2. Enter & confirm email & follow the “I’m not a robot” steps. Click Enter. You will then be sent an email to confirm your registration.
3. Click on the link emailed to you to finalize registration.

4. Choose your password and complete your profile.



Login
Details for login and password recovery

Username
april.curley@heart.org

Password ★

Confirm Password ★

Address
Where to ship to

Address 1 ★

Address 2

City ★

State or Province ★
- US States - ▼

Postal Code ★

Country

Name
How you would like your name to appear

Title

First Name ★

Middle Name

Last Name ★

Suffix

Full Name

Phone
How you can be contacted

Home Phone

Work Phone

Mobile Phone

CREATE



 Start a new Fundraising Activity

This new activity is in support of the following:
Organization: American Heart Association - Omaha Heart Ball
Project: 2015-2016 Omaha NE Heart Ball

You are about to create a new fundraising page.

☒ Create a new Personal Fundraising Page
☐ Create a new Team Fundraising Page

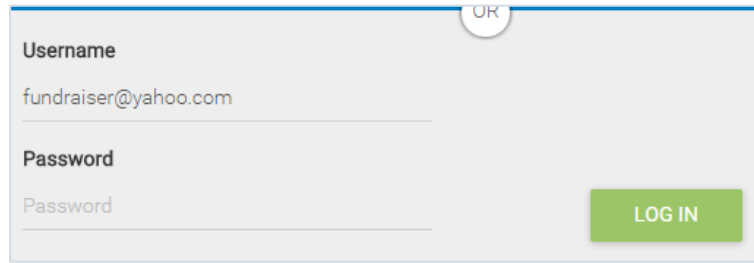
Are you sure you want to start this new activity?

5. Choose the option to “Create a New Fundraising Page” to create an individual page or “Create a New Team Fundraising Page” to start a team.

6. Select “Yes, create a new fundraising page”

SCENARIO B

You have created a Join Me account previously in support of a different event and/or nonprofit organization .



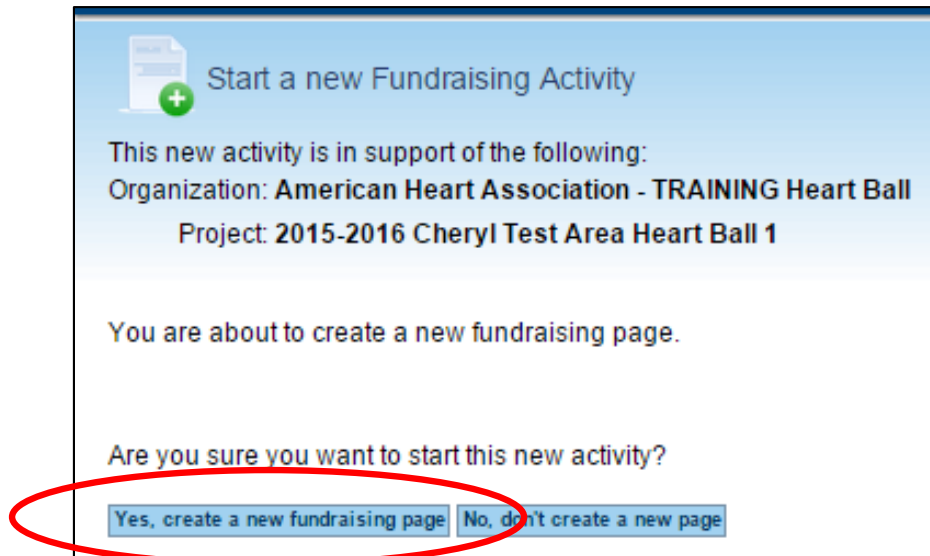
OR


Username
fundraiser@yahoo.com

Password
Password

LOG IN

Once you login with existing credentials to this event's Join Me for the first time, you are prompted to create a new fundraising page. Click on "Yes, create a new fundraising page" to start building your fundraising site.



 Start a new Fundraising Activity

This new activity is in support of the following:
Organization: American Heart Association - TRAINING Heart Ball
Project: 2015-2016 Cheryl Test Area Heart Ball 1

You are about to create a new fundraising page.

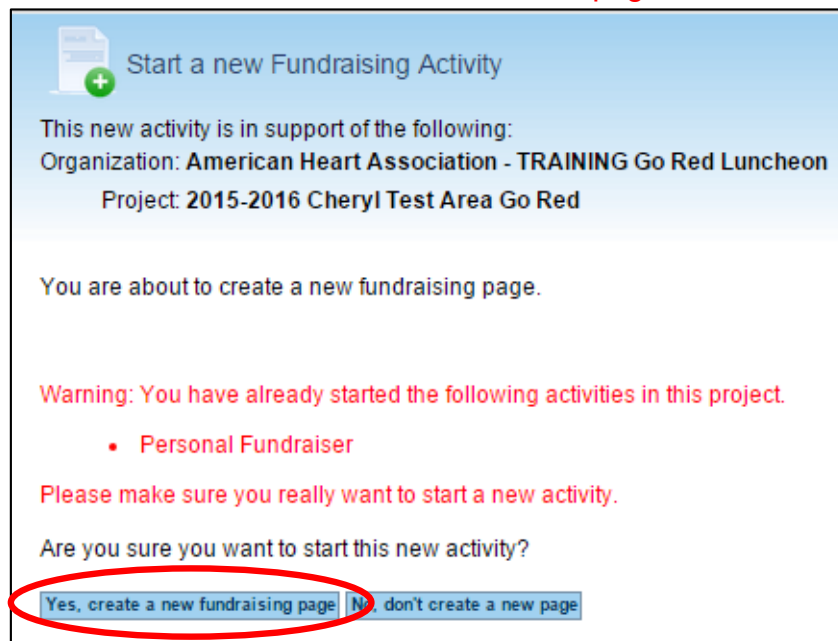
Are you sure you want to start this new activity?


Yes, create a new fundraising page No, don't create a new page

SCENARIO C

You have already created a page for the event whose website you used to access Join Me.

You will receive a warning that a page already exists for this event. To access your existing page, simply click 'No, don't create a new page'.



 Start a new Fundraising Activity

This new activity is in support of the following:
Organization: American Heart Association - TRAINING Go Red Luncheon
Project: 2015-2016 Cheryl Test Area Go Red

You are about to create a new fundraising page.

Warning: You have already started the following activities in this project.

- Personal Fundraiser

Please make sure you really want to start a new activity.

Are you sure you want to start this new activity?

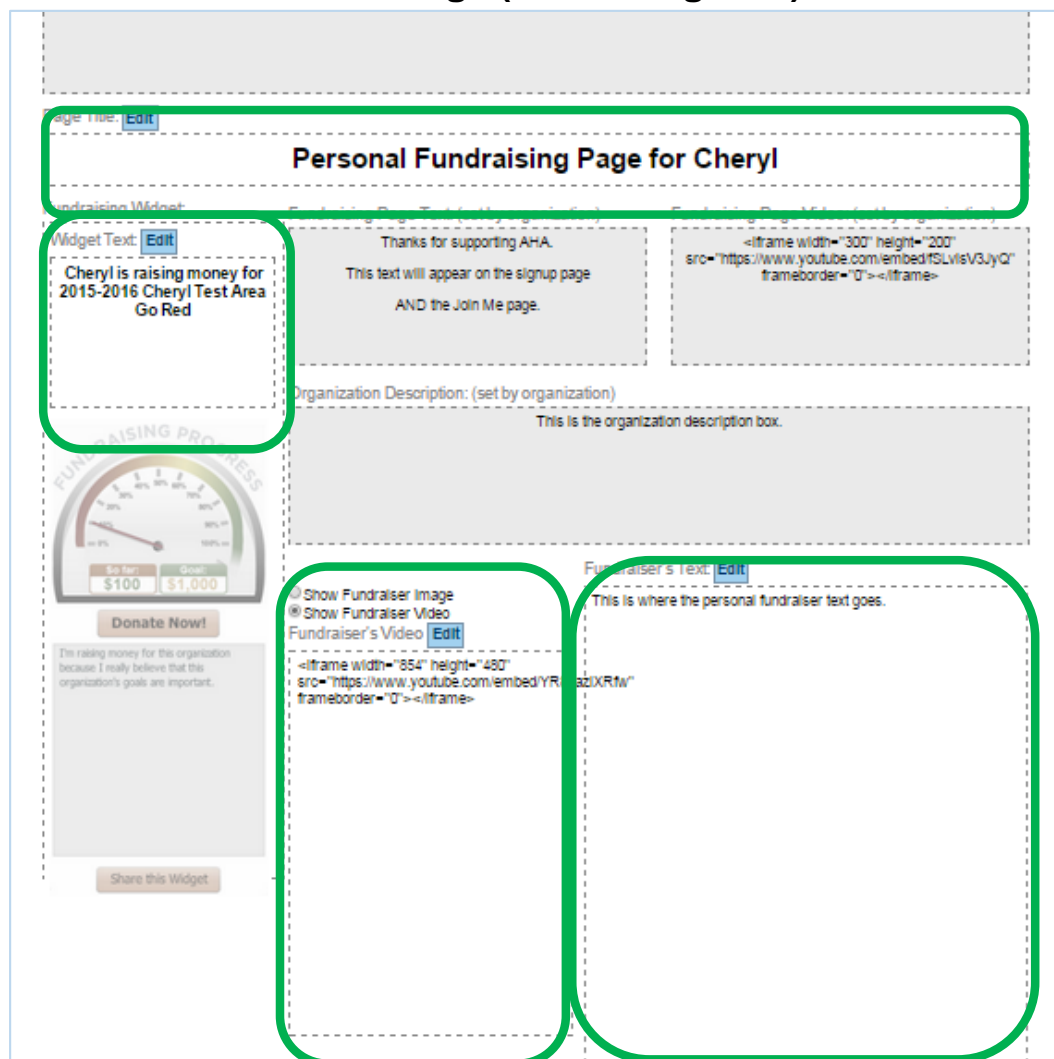
Yes, create a new fundraising page No, don't create a new page

Editing Your Personal Fundraising Page

A successful login will then take you to the Fundraising Dashboard.
To edit your page, click on Edit your personal fundraising page.



The fundraiser can change (circled in green):



Notice that each section has its own Edit button. When Edit is selected, Save and Cancel buttons also appear. Each section edited needs Saved before the next section can be Edited.

Other Page Settings:

Goal: (set by organization)

\$1,000.00

Minimum Donation Level: (set by organization)

\$25.00

Donation Levels: (set by organization)

Level 1: Unused
Level 2: Unused
Level 3: Unused
Level 4: Unused
Level 5: Unused

Fundraising Page URL: [Edit](#)

https://ahanaionalchapter175.ejoinme.org/45311

Status of Page: [Edit](#)

Published

The page is visible and available for donations. You can unpublish the page.

You can also edit your personal fundraising goal and your fundraising page URL, for easy sharing.

All done fundraising? Simply click on Edit and Unpublish your page.

The very bottom of the page contains a Done and View button. Don't forget to save your page!

Done

View

Sample Fundraising Page, with personalized content added.

The screenshot shows a fundraising page for Cheryl, titled "Personal Fundraising Page for Cheryl". The page includes the American Heart Association logo and a "Go Red for women" banner. A progress gauge shows Cheryl is raising money for the 2015-2016 Cheryl Test Area Go Red. The gauge has a "Donate Now!" button. Below the gauge, there is a text box for the personal fundraiser text. The page also features a video player with a video titled "Sneaky Salt, brought ...". The page is set to "Published" status. At the bottom, there are social media sharing buttons and a "Share" button.

The top right of the page also includes links and buttons for Help and Training Videos.

Welcome, Cheryl | [Home](#) | [Switch Fundraising Activity](#) | [Change Password](#) | [Update Contact Info](#) | [Log Out](#)



Training Videos



Help

Tips for Online Fundraising

Personalize your fundraising page as much as possible. Use a heartfelt description and a photo to tell your story. Explain to your donors what you are raising money for and why it is so important to you. If your friends and family see that you are passionate about your fundraising efforts, they are more likely to give and give generously.

Promote Promote Promote! The more you promote your fundraising page the better it will do. Here are the best ways to promote

Send email or Facebook updates to your friends and family. One most important tips to online fundraising is to be persistent. While some people will donate the first time you ask them, the reality is that it will take at least 2-3 friendly reminders.

Fundraise strategically. While we definitely recommend telling everyone you know about your fundraising page, before you send out that mass email to everyone in your contact book, first send out an email to your absolute closest friends and family.

Start with a modest fundraising goal and adjust upward as needed. One of the keys to online fundraising is building momentum. Your friends and family will be more inclined to give if they think their contribution will help you reach your goal.

Offer your donors a chance to win a prize! A great way to get people to donate is by offering them an incentive. For instance, when you email your contacts you might include in the email that you will be raffling off a \$10 gift card to Starbucks [or whatever gift card you choose] to the first 25 people to donate.

Thank your donors! Displaying your good manners and thanking the people who have supported your fundraiser. Send a personal card, email, or a social media shout-out. Thanking each donor individually is an especially good idea if you plan to fundraise again in the future and hope to ask the same people.

Have Fun! Last but not least, always remember to have fun. Fundraising shouldn't be a chore. It should be a fun activity. If you're having fun with it, your positive energy becomes contagious and will make friends and family want to donate.