

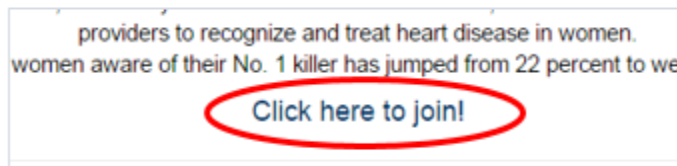
American Heart Association

Personal Fundraising Guide for Social Events

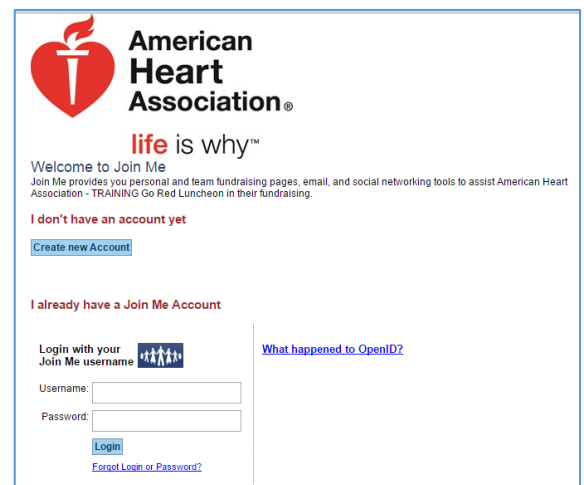
Creating a Personal Fundraising Page or Signing into Your Current Page

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". **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.**

On this page, follow the steps given and then click on the link that says "Click here to join!"



You will be taken to the Join Me registration page.



From here, you will encounter 1 of 3 possible scenarios:

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.

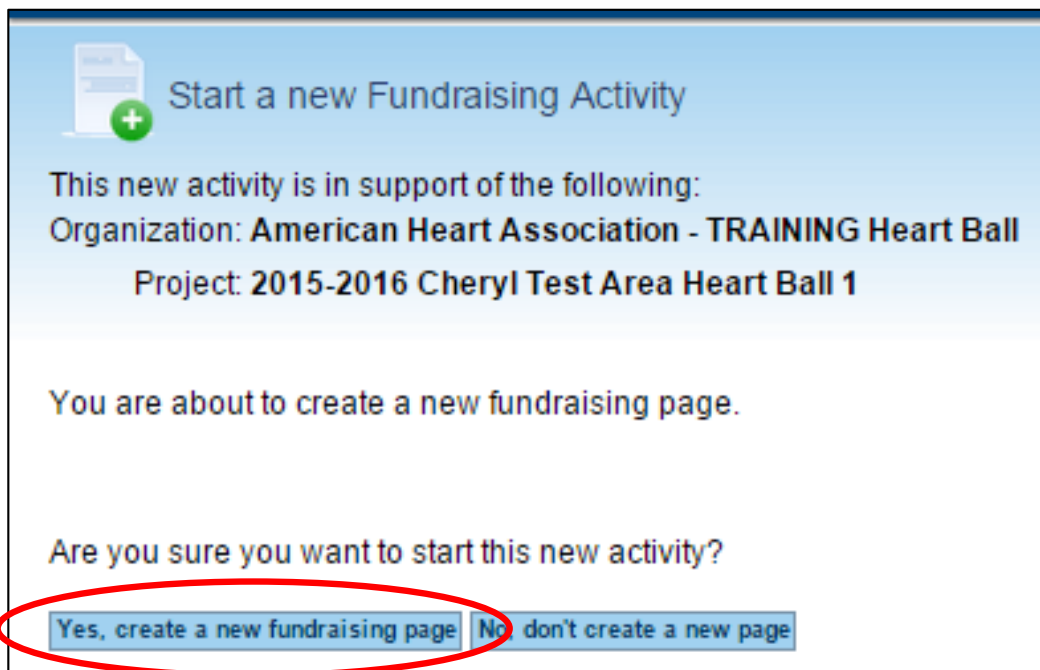
A screenshot of the "Create a username and password for Join Me" registration form. It includes fields for "Username:" and "Password:". Below these is a "Verification:" section with a CAPTCHA image showing the number "580" and a "Type the text" input field. There are "Cancel" and "Ok" buttons at the bottom left.


1. Select 'Create new Account' and follow the prompts.
2. Create a username, password, & type in the verification code provided
3. Complete the registration page. You will be sent an email to confirm your registration.
4. Click on the link emailed to you to finalize registration.
5. Log in with your username and password
6. Select "Create a new personal fundraising page"
7. 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 .

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**

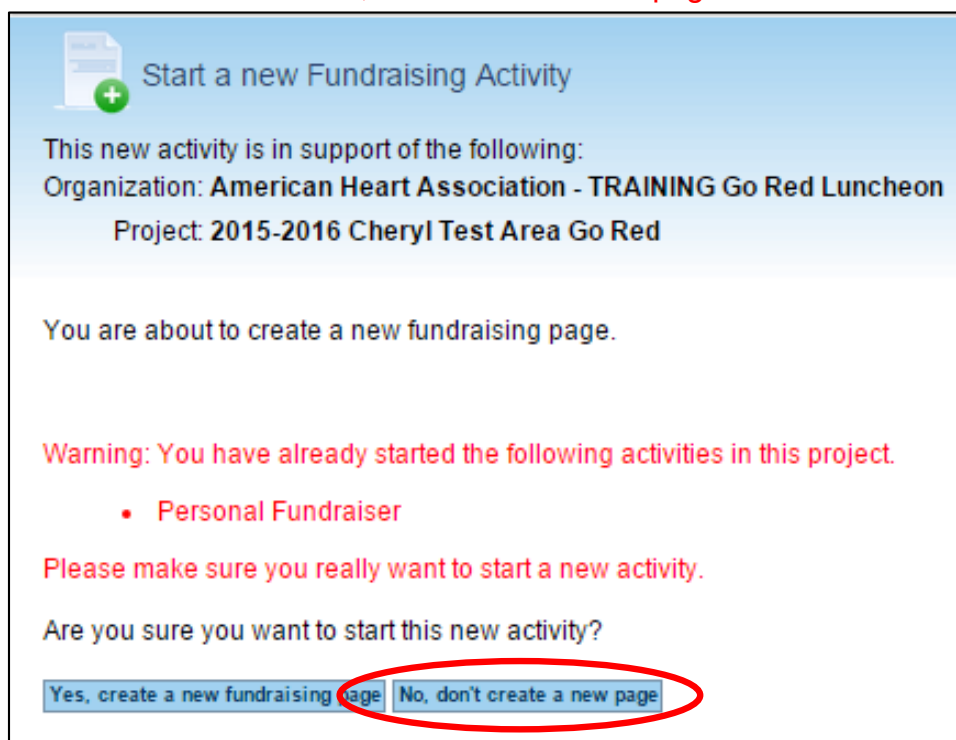
You are about to create a new fundraising page.


Are you sure you want to start this new activity?

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?

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.

Fundraising Activity: Personal Fundraiser
Organization: American Heart Association - TRAINING Go Red Luncheon
Project: 2015-2016 Cheryl Test Area Go Red

Welcome to Join Me
A fundraising page has been created for you, and is ready to start taking donations. You can now edit the page to customize the text, and then start promoting the page to your friends and family.

Get started with your personal fundraising now!

- [Edit your personal fundraising page](#) | [View your page](#)
Edit your story or change your fundraising settings, goal or URL.
- [Email friends and family](#)
Create new emails or see what emails you have already sent.
- [Promote your page](#)
Post to social networking sites like Facebook and Twitter to get your message out.
facebook | | | |
- [View your fundraising progress](#)
See donations that came in along with their comments.
Send the donors thank-you emails.

FUNDRAISING PROGRESS

So far: **\$0** | Goal: **\$1,000**

[Record an offline donation](#)

The fundraiser can change (circled in green):

Page Title: [Edit](#)

Personal Fundraising Page for Cheryl

Widget Text: [Edit](#)

Cheryl is raising money for 2015-2016 Cheryl Test Area Go Red

Thanks for supporting AHA.
This text will appear on the signup page
AND the Join Me page.

Organization Description: (set by organization)
This is the organization description box.

Fundraiser's Text: [Edit](#)

This is where the personal fundraiser text goes.

Share this Widget

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://ahainationalchapter175.ejoinme.org/45311

Status of Page: [Edit](#)
Published The page is visible and available for donations. You can unpublish the page.

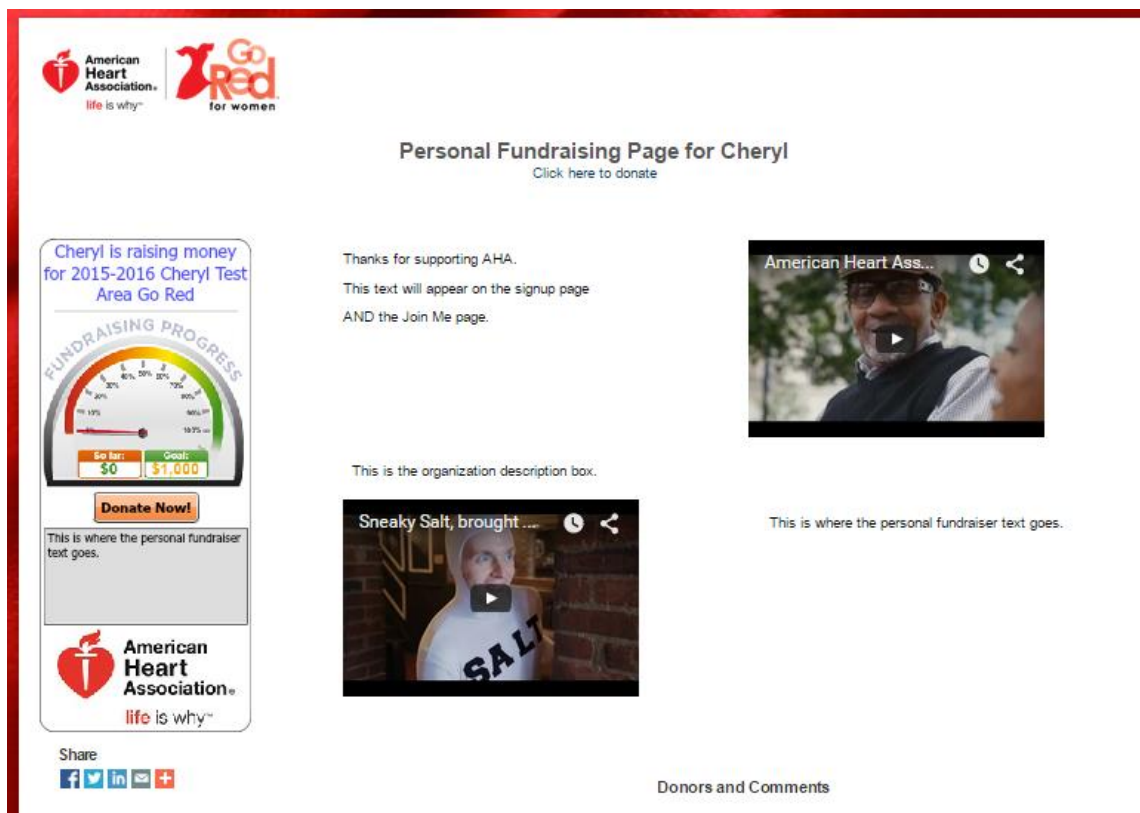
You can also edit your personal fundraising goal and your fundraising page URL, for easy sharing.

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!



Sample Fundraising Page, with personalized content added.



The screenshot shows a fundraising page for Cheryl. At the top left are the logos for the American Heart Association (AHA) and Go Red for Women. The title is "Personal Fundraising Page for Cheryl" with a link "Click here to donate".

On the left side, there is a "Fundraising Progress" gauge showing a goal of \$1,000 and a current amount of \$0. Below the gauge is a "Donate Now!" button and a text box for personal fundraiser text. At the bottom left is the AHA logo and social media share buttons.

On the right side, there is a video player showing a man wearing a Go Red hat. Below the video is a text box for personal fundraiser text. At the bottom right, there is a "Donors and Comments" section.

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.