



# *online fundraising guide*

- ▶ *customized websites*
- ▶ *fundraising management*
- ▶ *email communications*
- ▶ *tips for success*



**The Leukemia &  
Lymphoma Society®**

**TEAM**  
**IN TRAINING®**

brought to you by  **active GIVING**  
part of  **the active NETWORK**

*fundraising made easy*



## WELCOME TO ACTIVEGIVING ONLINE FUNDRAISING

ActiveGiving is designed to make your fundraising effort a total success. The software is efficient and easy to use. You can even customize your fundraising page to best reflect your cause, while infusing your own individual touch and personality.

ActiveGiving's success stems from the simple contribution collection process. You won't have to gather checks and address information, instead you will collect donations online. Your family, friends, and other donors will be able to make pledges online using a credit card and automatically receive immediate email confirmation and a tax receipt email. The online system tallies all the contributions, dynamically tracks all top contributors and fundraisers, and reports all donation data.

The process is extremely simple, so get started right away!

Home Page
Become A Fundraiser
Invite Others To Contribute
Logout

**View Fundraising Pages:**

### Team In Training - National Capital Area Chapter

*The Leukemia & Lymphoma Society*

Welcome to the National Capital Area Chapter's Team In Training® (TNT) Participant Web page center. To view a participant's site or to make a donation to their fundraising goal, use the View Fundraising Page dropdown above to find their Web site.

TNT is a national comprehensive athletic endurance training program, training novice to experienced exercise enthusiasts to complete a 26.2 mile marathon, a 100 mile bike ride, a triathlon or an in-line skate challenge. In return for professional training and travel to national event sites, participants raise valuable funds to support the mission of The Leukemia & Lymphoma Society.

The Leukemia & Lymphoma Society is a national voluntary health agency dedicated to curing leukemia, lymphoma, Hodgkin disease, and myeloma, and improving the quality of life for patients and their families.

As you continue to support your family or friend in their TNT adventure, you might consider making this your year to complete an endurance event and become part of finding a cure for blood cancers. We would love to have you too on our TEAM!

To learn more, visit our Web site or call (703) 960-1100.

.: Top Contributors :.

Chris Carver	\$100.00
Jon Belmonte	\$100.00
Taylor BenBen	\$50.00
Graham Sterling	\$25.00
Frank Bock	\$10.00

.: Top Fundraisers :.

Tracy Carver	\$41.00
Sam Carver	\$11.00
Chris Carver	\$10.00
Steve Carver	\$10.00
Bill Carver	\$10.00

***We hope you enjoy your ActiveGiving account! We also wish you lots of luck with your campaign.***





## GETTING STARTED

1. Go to [http://www.active.com/donations/campaign\\_hq.cfm](http://www.active.com/donations/campaign_hq.cfm).
2. Login with your username and password.
3. Welcome to ActiveGiving, your Online Fundraising Management tool. The site navigation is along the top of the page. To begin personalizing your page, click on Customize My Webpage.

The screenshot shows the ActiveGiving website interface. At the top left is the 'activeGIVING' logo with the tagline 'part of the activeNETWORK'. To the right of the logo is a 'Click Here' annotation with an arrow pointing to the 'Customize My Webpage' link in the navigation bar. The navigation bar includes links for 'My ActiveGiving Home', 'Customize My Webpage', 'Send Emails', 'View Reports', 'Track Offline Donations', and 'Fundraising Tips'. Below the navigation bar is a dropdown menu for 'change campaign here' with a selected option 'Individual - Sample Team in Training Fundraiser Page'. The main content area is titled 'Fundraising Campaign - Sample Team in Training Fundraiser Page' with the URL 'www.active.com/donate/tntnca/fundraisersample' and an annotation 'Your Personal Fundraising URL - click on the link to view your web site'. Below this is the 'My ActiveGiving Center' section, which contains tips for promoting the campaign and tracking offline donations. A 'Win \$250!' starburst graphic is also present. To the right of the tips is a 'New Features!' box with 'Custom Colors' and 'Custom Layout' options. Below the tips is a 'create a link to your page' link. The 'Reports & Data' section shows a fundraising goal of \$3,000.00, 0 number of donations, and \$0.00 total funds raised. A progress bar shows 0% completion towards the goal. An annotation 'Pre-Set Fundraising Goal' points to the goal amount.



## CUSTOMIZE MY WEBPAGE



**Edit Campaign Details** allows you to customize your webpage with as much detail as you would like. These details provide basic structure for your fundraising page.

### 1. Enter your Fundraising Campaign Details

- **Tagline:** slogan for your fundraising campaign.
- **Welcome Message:** description of your personal involvement in Team in Training and a note to your contributors.

### 2. Add an Image

- **Upload Images:** a logo or image to personalize your fundraising webpage.

### 3. Set a Goal

- **Goal Amount:** a dollar amount you would like to raise.
- **Goal Date:** the end date to your fundraising program.

### 4. Display Options

- **Show Total Donations Collected:** click yes to shows the total dollar amount you raised.
- **Show Top 5 Contributors:** click yes to show the name and amount of your top 5 contributors.

*Note: Click Save & Finish to ensure all your changes are stored. You can also click Preview to see how your additional information affects your campaign page.*

**Change Layout Design** shows you a screenshot of each web page layout option. Click the radio button above the screenshot that best matches your web page needs.

*Note: Click Save & Finish. You can also click Preview to see how the additional information affects your campaign page.*

**Set Color Scheme** gives you complete control over the color and font shown on your campaign page. Select a color tile and the palette will show up. If you know the HTML design color you desire, enter the HTML color code in the space provided.

1. **Color Schemes:** ready prepared color themes for your whole webpage.
2. **Preview:** shows you real time changes, but the update will not be made until you save the changes.

*Note: Click Save & Finish to ensure all your changes are stored.*



## SEND EMAILS



### Send an Email

1. **To: (Recipient's Email Address):** enter the desired recipients' email addresses separated by commas in the box provided or input addresses from your address book.
2. **Save New Contacts:** check the box to save the email addresses entered in the box provided to your email address book.

### Email Message

1. **Template:** use the email template provided in the drop down box for prewritten standard communication messages.
2. **Create/Edit Templates:** click the link to write and save new messages to use in the future.
3. **Subject:** topic of email message.
4. **Your Message:** use the text box to create a personal message to your fundraisers or contributors.

*Note: If you click Send Test Email, you can send the message to yourself. Click Send Email to deliver to your recipients. All emails automatically include a link to your campaign website. This message can also be deleted.*

### Manage Address Book

1. **Add New Contact Name:** name and email address for new contact.
2. **Current Address Book:** all current contacts stored in Address Book.
3. **Edit/Delete Contacts:** click the links to update contact information.

*Note: Click Close Window to save updates.*

### Create/Edit Templates

1. **Template Name:** name used to store email template. Be specific so you can easily distinguish them in the future.
2. **Template Subject:** stored email subject line to be automatically imputed when using template.
3. **Template Message:** enter a customized message about your fundraising campaign.

**Edit/Copy Email Templates** shows all templates stored in your campaign email tools. All templates can be edited by clicking on the template name and copied by clicking the copy link.

*Note: Click Mail Sample to save the template and receive a copy via email.*

**Sent Mail** stores all outgoing messages and recipients. Click on **Recipient**, **Subject**, or **Message** to view more details.





## VIEW REPORTS



### Donation Report

1. **Donation Summary:** a real time summary of your daily progress.
2. **Filter Report:** control of your donation report details.
  - **Date Filters:** select dates for specific report data or check **Use All Dates** to see all your data.
  - **Donation Types:** drop-down box to report online only, offline only, or all donation data.
3. **Donation Details:** the results of the Filter Report listed by contributor.

## TRACK OFFLINE DONATIONS



### Detailed Offline Donations

1. **Offline Donation Details:** donor information for contributors who have submitted cash or checks.
2. **Offline Donations List:** all offline donations by name and amount.
3. **Undetailed Donations:** enter the dollar amount given by offline contributors without specifying name, address, etc.

**Undetailed Offline Donations** allows you to enter the dollar amount given by offline contributor without specifying name, address, etc.





## TIPS FOR SUCCESS

Setting up your online account at ActiveGiving is the first step to supercharging your fundraising efforts. Based on our experience, we've learned it only takes a few simple steps to ensure a successful campaign. Here are a few tips:

### ***Customize and Personalize Your Page***

Your personal webpage is your chance to customize your fundraising message to your family, friends, and other donors. Generally speaking, people contribute to your cause based on the personal message you convey. Therefore, it is important to spend time customizing your ActiveGiving page.

- **Include a Message**
- **Upload Images**
- **Pick a Template** to best match your logo
- **Use Colors** to personalize your page

Remember, a more compelling site leads to better results!

*Note: Once you've logged in to your ActiveGiving account, click the 'Customize your donation page' link to personalize your page further.*

### ***Have a Plan and Stick to It***

The most effective way to achieve your fundraising goal is to create a detailed plan outlining the steps you'll need to complete in order to meet your objectives.

- **Set a Goal**
- **Start Early** so you can give people ample time to donate.
- **Educate your Donors** on your cause
- **Stress the Benefits** of contributing
- **Follow Through** by sending emails
- **Send Thank You** notes
- **Ask BIG** before going small
- **Stay Positive** and remember the reason
- **Never Feel Guilty** about asking for donations
- **Ask, Ask, Ask**

Remember, sticking to your plan will ensure success! You must proactively plan your fundraising campaign to ensure hitting your goal. By doing a quick calculation, you can determine how many solicitation emails you need to send out. For example, Mary needs to raise \$3,000 for Team in Training, she estimates the average contribution will be \$50.00. If 50% of the people she contacts contribute, she will need to solicit 120 people to fulfill her goal. To be safe, Mary contacted 150 people and surpassed her goal!

*Note: Once you've logged in to your ActiveGiving account, click the 'Invite others to donate' link to send and save emails to your contacts*





## TIPS FOR SUCCESS (CONT'D)

### *Promote the Availability of Your Donation Page*

Make sure people realize how easy it is to donate online. Your webpage and emails give people an immediate link to donating. They won't have to fill out a form, copy down postage information, or write a check. They also automatically receive a confirmation email with tax deduction information.

### *Email Tips and Guidelines*

Email is the key to a successful online fundraising campaign because dynamic links in your email letter offer donors direct access to your fundraising page. You also catch the donor online and at the computer so they can immediately contribute at the point of interest. Most importantly, email allows you to reach all of your family and friends without the hassle of postage, returned mail, and bounced checks. They can then forward your email to other potential contributors and grow your campaign exponentially. So make your email campaign count!

Here are some tips and guidelines for writing an effective email:

- **Make it Personal**
- **Use Humor** to gain donor interest
- **Keep It Short**
- **Ask** and make expectations clear
- **Educate Donors** on your cause
- **Provide Suggested Donation Amounts**
- **Set a Deadline** for donations
- **Include the Web Address** for your fundraising page

### *Email Tracking*

The Sent Mail section of your fundraising management page will help you organize the solicitation emails you send out. This will also help you keep track of recipients so you can follow-up and send reminder emails in an organized manner. Also, remember to send thank you emails to show your appreciation!

### *Try Asking These Contacts*

Spouse or Significant Other	Co-workers	Roommate
Mom	Boss	Aunt
Dad	Coach	Uncle
Sister	Teacher	Cousins
Brother	Doctor	Grandma
Best friend	Dentist	Grandpa
Friends	Vendors	Neighbors

