FUNDRAISING TOOL

HOW TO SET UP YOUR FUNDRAISING PAGE WITH RAISIN

uniterra
A WUSC & CECI PROGRAM

WUSC EUMC
ceci

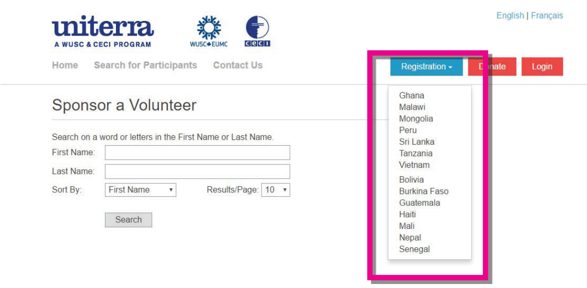
Part A: Getting Started

STEP 1

Start to create your own fundraising page by visiting the http://bit.ly/2bJ2elf to register in the system, and select either English or French from the top right corner.

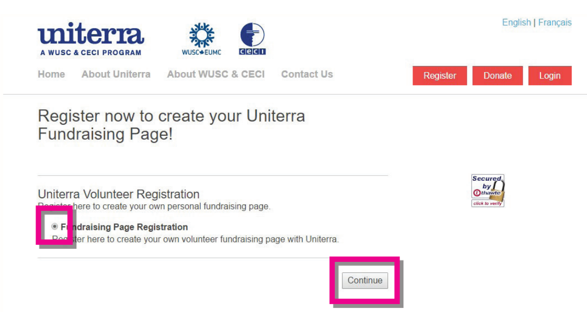
STEP 2

Click on the **"REGISTRATION"** drop-down and then select the host country for your placement from the drop down list.



STEP 3

Click on **Fundraising Page Registration** and hit the **CONTINUE** button

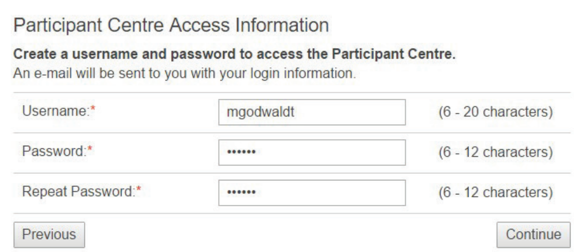


STEP 4

Complete the Registration form.

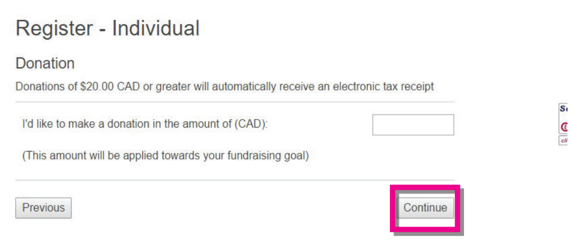
- Note that * indicates a required field.
- Please be sure to indicate an "alternate email address" if you have one, so we can always have a way of getting in touch.
- Please be sure to enter your fundraising goal - $1500 or $2000 – that way you will be able to track your progress!

Create your username and password for the **Participant Centre**. Please be sure to note this down, or email it to yourself so you don't lose it (a copy will also be emailed to you once you have completed the registration process). The **Participant Centre** is the space where you will be able to track progress, send emails to potential sponsors, send thank you letters, connect via social media etc.



STEP 5

The next page will ask you if you would like to make a donation to your own campaign. This page comes standard within the Raisin Fundraising System, so we were unable to remove it. **It is not mandatory to make a donation in order to register**, so you can click "Continue" to proceed with registration process if you do not wish to make a donation at this time.



STEP 6

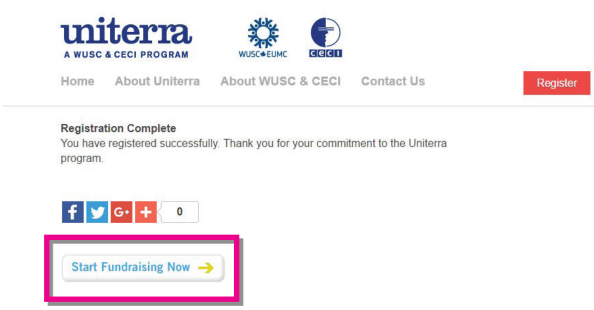
Confirm that your information is correct, and click **CONTINUE**. If it is not correct, you can choose to EDIT to revise it.

STEP 7

When your registration is complete, you will see a screen like below indicating that you have successfully registered. You will also receive a confirmation email from the Program Officer (Volunteer Relations & Communications), which will include your username and password for the **Participant Centre**.

CHECK YOUR SPAM FOLDER IF YOU DON'T RECEIVE IT.

Click on **START FUNDRAISING NOW** and you will be taken to the **Participant Centre** to begin to design your page. Or, you can exit and complete the page at a later stage. You will be able to log back in by going to the confirmation email from the Program Officer (Volunteer Relations and Communications) and then clicking on "Participant Login" in the email. Note that you can only login with Facebook once you have set up that feature in the **Participant Centre**.

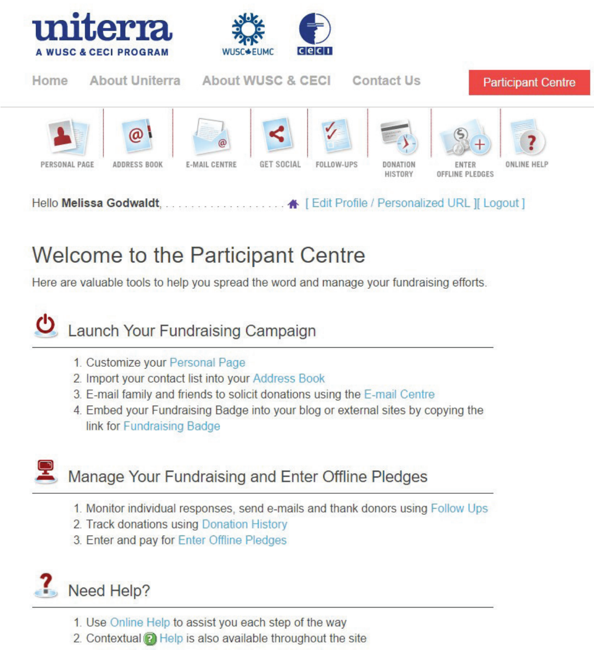


Congratulations on creating your Fundraising Page – Now let's put it to some good use!!

Part B: The Participant Centre

The Participant Centre is essentially your Fundraising Dashboard. It is the place where you can:

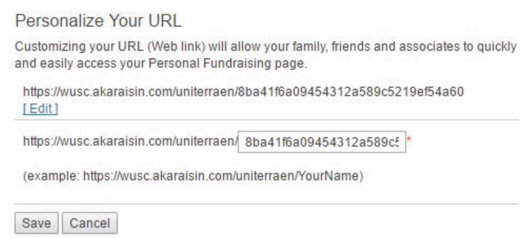
- Design and set up your fundraising page
- Manage your fundraising efforts
- Email contacts to request for sponsors
- Send personal thank you letters
- Enter off-line pledges



Best Practice

The more personal your page is, the more likely people are to support you. Include personal anecdotes, photos and details about your mandate. Note that you can even change or update these along the way!

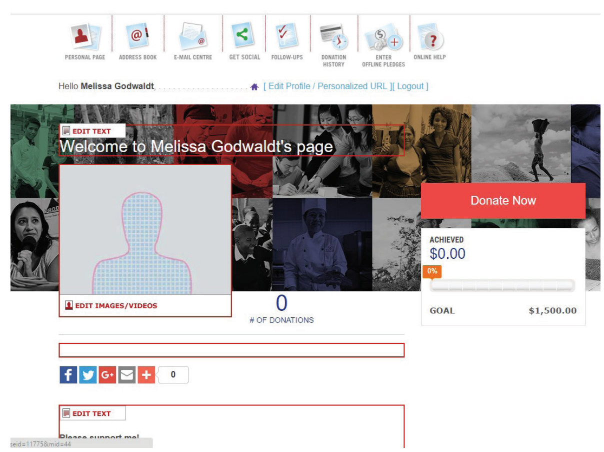
Before going any further, be sure to record your fundraising page URL, so you can share it outside of Raisin. At the top of the **Participant Centre** page, click on **Edit Profile/Personalized URL**. Scroll to the bottom of your profile and it will give you the option to copy or even personalize your URL to reflect your own name. You can even shorten your URL by using bit.ly to make it more convenient for sharing.



STEP 1

Design your fundraising page! Click on the **PERSONAL PAGE icon** to start to design your fundraising page. You will immediately notice some editable fields including:

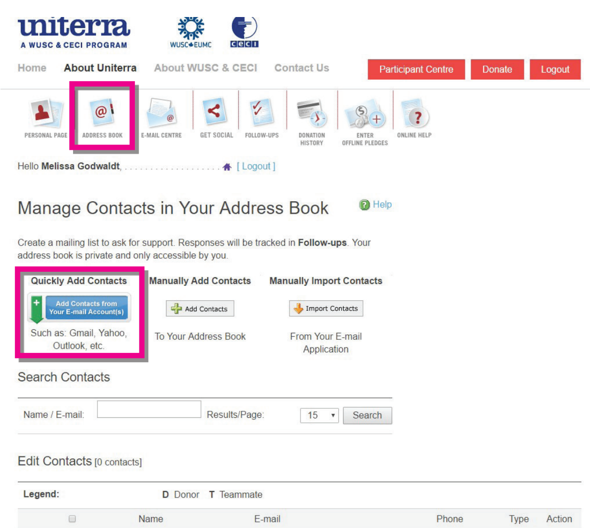
- Your fundraising title page
- Your personal photo
- Your fundraising homepage text – we have included some template text – feel free to modify it as much or as little as you wish. You can change fonts, colours etc. If you know HTML, you can even get more creative. Be sure to click UPDATE once you have finished editing your text. Have fun with your page – make it engaging and educational.



STEP 2

Click on the ADDRESS BOOK icon to add contacts to your personal address book so you can email your contacts and ask them to view your fundraising page and sponsor you! Using the Address Book icon, you can manually add contacts to your list or import entire lists from your email applications. Unless you want to import all the contacts from your email provider, the best way is to select "Quickly Add Contacts" and select the contacts that you would like to include in your fundraising requests.

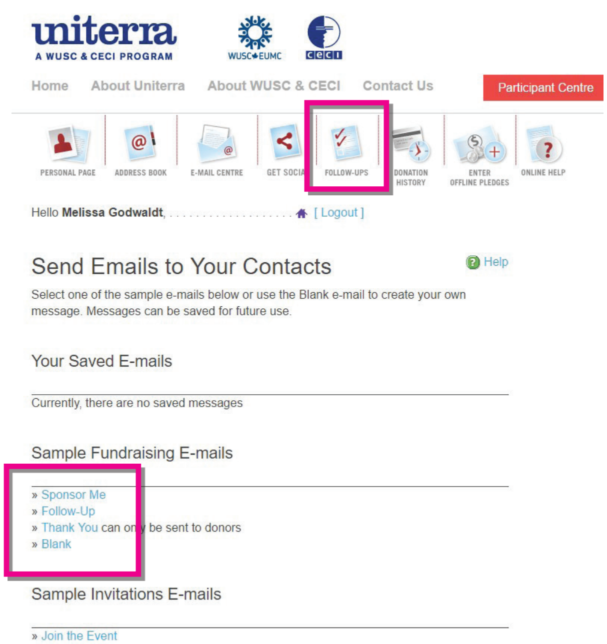
From the **ADDRESS BOOK**, you can also edit your contacts and even link to the **EMAIL CENTRE**, which is also the next icon in the **PARTICIPANT Centre**.



STEP 3

Start to send messages about your fundraiser by clicking on the **EMAIL CENTRE** icon. Here you can draft letters to your contacts and ask them to support your fundrasing efforts. In the email centre you will find that we have designed some sample letters that you can modify and send to your contacts. Click on one of the Sample Fundraising Emails to see sample text we have drafted for you. Modify the letters – and get personal! Share details about your upcoming or current mandate and discuss details about your mandate and expereinces so far.

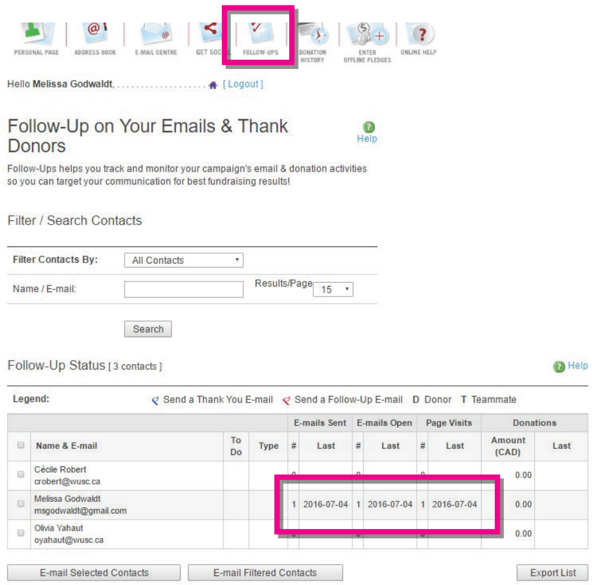
Whenver you see something like [%ContactFirstName%], it indicates a MERGE FIELD, which will be populated once you send the letter. Merge fields are helpful when you are sending a bulk amount of emails because they will populate the letter with things like people's first names, your fundraising goal, how much you have raised so far, etc. Monitor merge fields closely before sending your email message. You can also send follow-up messages, thank you messages or design our own message from scratch. Always send yourself a test message first – to make sure everything is set up the way you want it!



Personalize your email signature with your Fundraising Badge! Your **FUNDRAISING BADGE** is a neat feature that allows you to communicate your fundraising progress graphically. Your badge contains your goal, how much you achieved thus far and a percentage achieved. Your customized FUNDRAISING badge will appear at the bottom of an email if you select "Include my fundraising badge". Here is a sample of what it will look like:

STEP 4

Follow-ups are key in fundraising!! The **FOLLOW-UP** Icon is essentially a dashboard of your outreach efforts. From here, you will be able to see every contact you imported into your fundraiser, as well as how many emails you have sent them and whether those emails were openned with a click, if they visited your fundrasing page and if they chose to donate. It is a very effective tool for managing the outreach part of your fundrasing efforts.

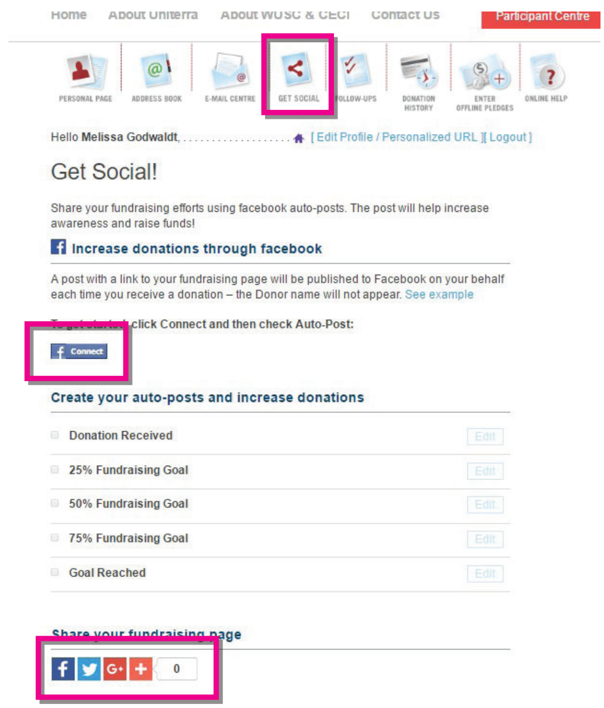


Best Practice

Follow-Ups are critical! Sometimes an email will arrive at a time when a potential donor is busy, and then it just gets lost in their inbox. A follow-up email a few weeks later might mean the difference between a great donation or nothing at all. This fundraising platform allows you to carefully track every message you send! Use it!

STEP 5

Get Social!!! The **GET SOCIAL** icon allows you to connect your Uniterra Fundraising Page with your social media. One of the first things you can do is link your fundraising page with Facebook.

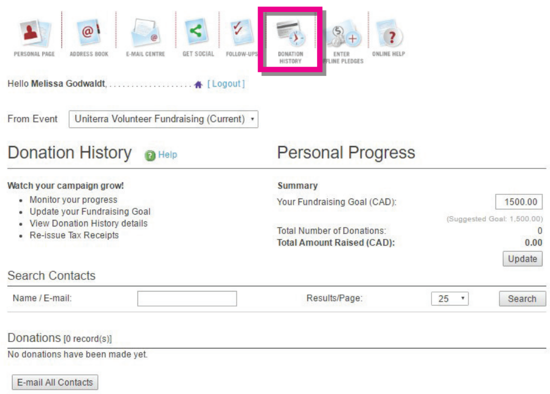


If you are using the computer that you normally use for Facebook, click on the FCONNECT button and it should bring up your Facebook account. If not, you will just have to enter your Facebook login and password.

Once you are connected through Facebook, you can use Facebook as your login protocol and you can also create automatic Facebook posts when you receive a donation, or when you reach certain targets in your fundraiser. You can also use the icons at the bottom to share your Fundraising Page through Facbeook, Twitter or other social media mechanisms.

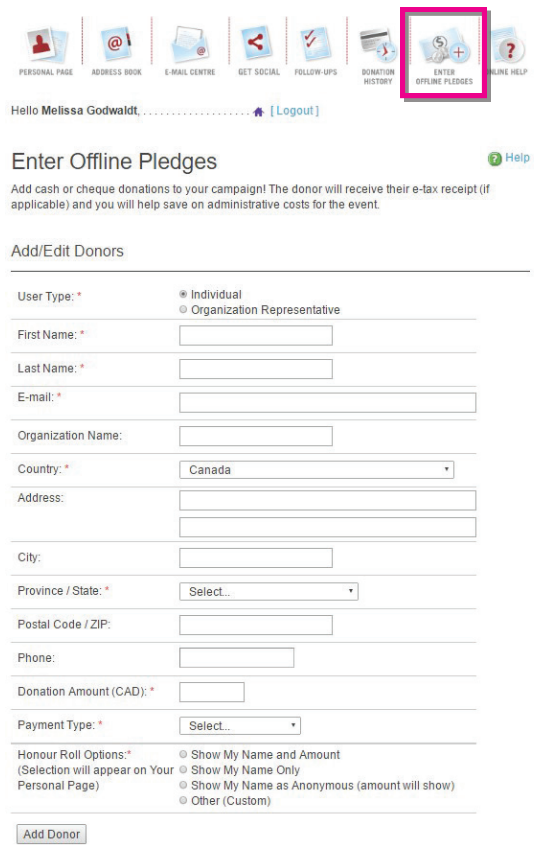
STEP 6

Track your progress! The **DONATION HISTORY** icon provides you with a clean snapshot of your fundraising progress thus far. It allows you to see your goal, number of donations, total funds raised to-date, change your fundraising target, re-issue tax receipts and much more.



STEP 7

The Uniterra Raisin fundraising platform enables you to enter OFFLINE PLEDGES. Which means, if you get a donation from a donor in the form of a cheque or cash, you can still enter it into your fundraising page and it will reflect in your fundraising total, and count toward your goal! You can enter all of the donor information and the donation amount and then mail their cheque (or a cheque from you if it is cash) to WUSC or CECI and we will confirm the donation on your fundraising page once the cheque has been processed.



Be sure to fill in all of the fields marked with an *, or else it will not let you add the donor.

Part C: Need Help?

SOURCE 1

The ONLINE HELP might already have the answer for you! The ONLINE HELP icon provides an overview for each section of the Participant Centre (Personal Page, Address Book, Email Centre, Get Social, Follow-ups, Donation History, Enter Offline Pledges). You can click on "**Address Book**" for example and it will bring up several dozen Frequently Asked Questions that might address your question.

SOURCE 2

Email or call WUSC or CECI for help. If you tried the online help and you can't find the answers you are looking for – take a screen shot that illustrates the problem you have encountered and send a detailed message to WUSC or CECI using the contact info below:

WUSC
volunteerfundraising@wusc.ca
1-800-267-8699

CECI
donsweb@ceci.ca
1-877-875-2324