All that is required to register is your first and last name, email address and password.

Once you have entered this information, hit “That was quick!”.

Your registration is now complete!
Once you have completed your registration, you will be brought to your Fundraiser Headquarters, or HQ.

Before we move on to the next step, let’s quickly review the options and tools available on this section of the site.

On the far right you’ll find the following tasks:

- **Upload Photo** invites you to display a profile photo on your fundraising page. You can upload a photo from your computer or use the default photo from your Facebook or Twitter account.
- **Personalize My Page** directs you to options to customize the content of your fundraising page.
- **Create Custom URL** lets you create a customizable URL for your fundraising page that’s memorable and easy to share.
- **Donate to Own Goal** allows you to make a donation to your own fundraiser. It’s a great way to jump-start your campaign!
- **Import Your Contacts** brings you to your campaign contact book and allows you to import contact information from external sources.
- **Send a Fundraising Email** lets you reach out to your contacts individually or as a group to encourage participation or thank them for their support.
Personalizing your page is one of the most important things you will do as a fundraiser. A default page is already built for you, but these tools will help you make it your own!

To edit your personal page, select “View My Page” or “View Team Page” in the upper right-hand corner.

Here’s an overview of the tools you will find in the box labeled “Edit My”:

- **Message** lets you update the header of your page and add a personalized message underneath.
- **URL** lets you create a customizable URL for your fundraising page that’s memorable and easy to share.
- **Goal** allows you to update your fundraising goal which will appear on your page.
- **Facebook ID** allows you to moderate comments submitted by others on the bottom of your page.

On the bottom of the page you will find your “Fundraiser Feed”, a live thread where you can post status updates, photos and videos for your network. Posts are date-stamped and appear in real-time.
Once you have logged into the system, you will be prompted to complete a series of tasks to jump-start your campaign.

The first prompt will ask you to “Update Your Goal”. Enter a number and hit “Save”. Remember, this goal will appear on your page, and donations may dwindle if people see that your goal has been reached – so be ambitious!

The second prompt will ask you to “Donate to Your Goal”. Enter a number that you would like to personally donate and hit “Save”.

If you do not have the necessary information available to complete one or both tasks, you can choose to “Skip” and revisit the task later.
STEP 4: CREATE A CUSTOM URL

A customized URL will help personalize your campaign and make your page much easier to find and share.

When prompted to “Create my personal link”, enter a customized URL that will follow the domain address “guidingeyes.rallybound.org/”. Choose something that is personal and easy to remember.

You now have a personalized campaign page URL!
This is the area of HQ where you can design your campaign website!

**Paw Patrol Fun Run Fundraiser Page!**
Eddie Mouradian

The mission of Guiding Eyes for the Blind is one that is very dear to me. I’m excited to be hosting this 5K to raise funds for this incredible organization and in support of the amazing dogs they train.

I’ve seen firsthand what this organization does when I met Rufus, one of the life-changing guide dogs trained on-site at the facility in Yorktown, NY. Rufus has inspired me to organize this fun run, and I hope you’ll join!

First, select **Message** – the icon with an “A” – to update your header and the body of your page.

The header will appear in large font at the top of your page, to the right of your profile picture. Consider this the name of your fundraiser, so keep it short and catchy.

The body will appear in smaller font below the header. This is where you can tell your story – explain what your fundraiser is, why it’s important, and how visitors to your page can get involved and support your campaign. Add photos or videos to this section by clicking the + symbol in the red box.
STEP 7: CONNECT TO SOCIAL NETWORKS AND AUTO SHARE UPDATES

Did you receive a big donation? Increase your fundraising goal? Add a new video to your page? Let the world know!

**Post Via Social Media** lets you automatically share campaign updates with your followers on Facebook, Twitter, LinkedIn or via email.

Start by connecting your social accounts, and then customize which updates you would like auto shared through which channels.

These selections can be updated at anytime if you feel like you’re posting too much or too little.
STEP 8: IMPORT YOUR CONTACTS

The best way to build a robust network of support for your campaign is to start with the people you already know. Importing your contacts will allow you to easily share your fundraising page with family, friends, colleagues, neighbors, co-workers and members of your community.

First, select **Import Contacts**. This will bring you to your campaign contact book and is where you can begin the process of adding your own personal and professional contacts.

“Click here to add one manually” lets you input contact information individually.

“Click here to import them from your email client” pulls contact information in bulk directly from an email client.

You can also upload contact information through a CSV file by clicking **Upload as a CSV** in the upper right-hand corner.
STEP 9: SEND A FUNDRAISING EMAIL

First things first – before you can send a fundraising email, you will need to verify your email address. To do this, follow the instructions outlined in the verification email you received when you registered. If you did not receive a verification email, select “Verification Email” to complete this necessary step.

Now that you’re verified, you can begin sending emails through the website!

There are several ways to select recipients for your email. **Add From Contact Book** allows you to select contacts you’ve previously imported, or you can manually enter email addresses in the space provided and select **Add Email**. Alternatively, you can limit your recipients to the individuals who have already donated to your fundraiser by selecting **Update My Donors**.

Once you have selected your recipients, it’s time to craft your message. One option is to select an available email template. Click the down arrow below the template box and select an option from the drop-down. This will auto populate your subject and message with preset language which can then be customized.

Alternatively, you can create your own subject and message from scratch. If it’s a message that you think you’ll use again, save it as a template by clicking **Save Template**.

When your message is complete, select **Review Email** to see how it will appear to your recipients before sending.
STEP 10: SHARE YOUR PAGE ON SOCIAL MEDIA

Now that your campaign page is built and ready for its big debut, share it on Facebook, Twitter or LinkedIn with just the click of a button.

Select **Promote via Social Media** on the left-hand side and then select the icon for the platform you’d like to use. A window will pop up inviting you to customize your message and post.
Here you can access reports on your personal fundraising activity and – if you are part of a team – see fundraising activity for your team members.

Any report can be printed or downloaded.

Fundraising reports are valuable tools, especially if you are repeating or planning to repeat your campaign. In addition to tracking fundraising totals they track donors and giving amounts, so you can use them to draw on past supporters to help you meet your goal.

For Team Fundraisers you will have the option of seeing activity on your team similar to the example above. For Team Captains this can be an effective tool to help encourage and motivate your team members.
When you receive a check or cash donation, or someone pledges to donate to your cause, it’s called an “offline donation” – and you’ll want to track it.

You can enter an offline donation by selecting **Enter Offline Donation** on the bottom left of your HQ or within your “My Fundraising Report” tab.

Offline donations are initially unverified and they will not count towards your goal until they are verified by an administrator. You can check on the status by looking under “Status” on your fundraising report.

If a donation is entered in error, you will have the ability to delete it if it’s in an unverified state.