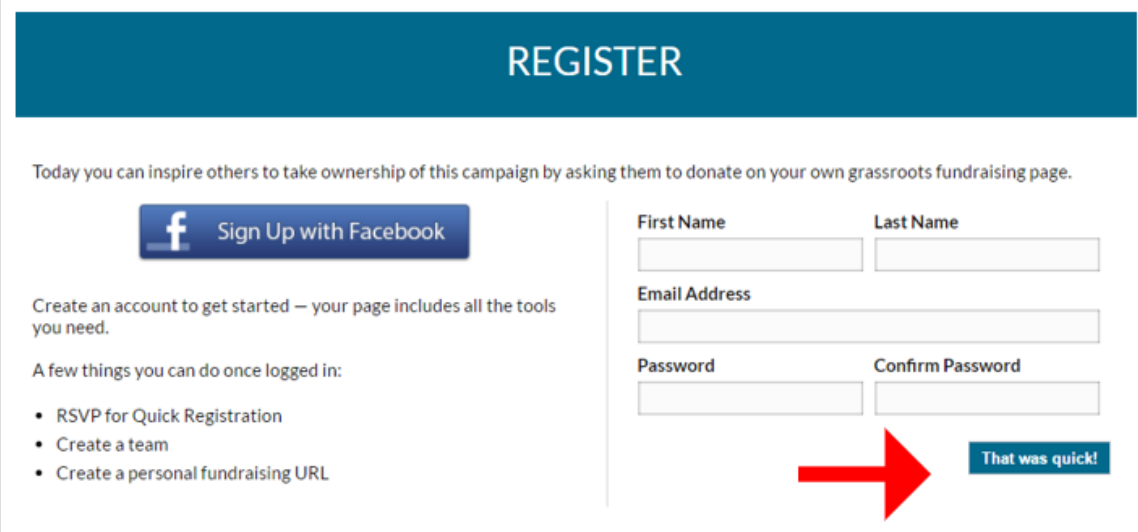


STEP 1: SIGN UP


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!”.



The screenshot shows a registration page with a teal header containing the word "REGISTER". Below the header, there is a blue button with the Facebook logo and the text "Sign Up with Facebook". To the right of this button is a registration form with the following fields: "First Name", "Last Name", "Email Address", "Password", and "Confirm Password". Below the form is a blue button labeled "That was quick!". A red arrow points from the bottom right of the form towards the "That was quick!" button.

Today you can inspire others to take ownership of this campaign by asking them to donate on your own grassroots fundraising page.

 Sign Up with Facebook

Create an account to get started – your page includes all the tools you need.


A few things you can do once logged in:

- RSVP for Quick Registration
- Create a team
- Create a personal fundraising URL

First Name Last Name

Email Address

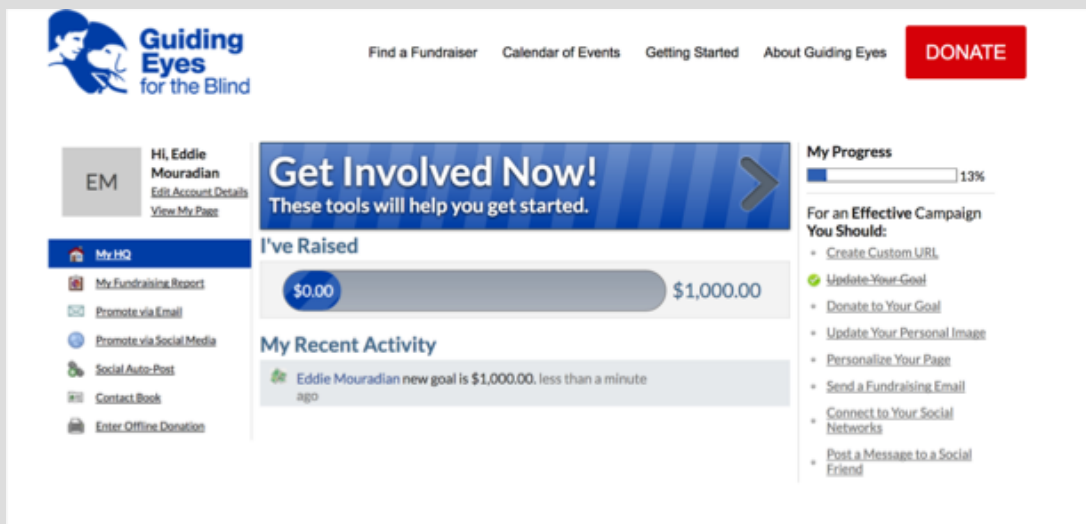
Password Confirm Password

 [That was quick!](#)

Your registration record has been completed. You will now need to move onto the next step, which is answering registration questions and personalizing your fundraising page

FUNDRAISER HEADQUARTERS TASK LIST & DASHBOARD

On the far right (within the red box) are tasks referred to as “HQ Tasks”, which some may be familiar if they appeared in the pop-up after registration was complete.



The screenshot shows the Guiding Eyes for the Blind Fundraiser Headquarters dashboard. At the top left is the logo for Guiding Eyes for the Blind. The navigation menu includes "Find a Fundraiser", "Calendar of Events", "Getting Started", "About Guiding Eyes", and a prominent red "DONATE" button. The user profile for Eddie Mouradian is shown, with a "My Progress" bar at 13%. A central "Get Involved Now!" banner encourages users to get started. Below this, a progress bar shows "I've Raised" \$0.00 of a \$1,000.00 goal. The "My Recent Activity" section shows a new goal set by Eddie Mouradian. On the right, a "For an Effective Campaign You Should:" list includes tasks like "Create Custom URL", "Update Your Goal", "Donate to Your Goal", "Update Your Personal Image", "Personalize Your Page", "Send a Fundraising Email", "Connect to Your Social Networks", and "Post a Message to a Social Friend". A sidebar on the left lists various tools like "My Fundraising Report", "Promote via Email", "Social Auto-Post", "Contact Book", and "Enter Offline Donation".

Default tasks include:

Upload Photo – upload a profile picture from your computer or use your profile picture from your Facebook or Twitter account. This is the image that will appear on the front page of your site, on the bottom left of the hero image.

Personalize My Page – This will direct you to the front of your site to update your personal page. (pg. 6)

Create Custom URL – Update the URL that will be distributed to your network. Create your own personal URL so it is simple to find you, and easy for you to remember.

Donate to Own Goal – Lead by example and donate to your cause yourself.

Import Your Contacts – Selecting this task will take you to your contact book (which can also be found on the left hand side of your HQ) – (pg. 7)

Send a Fundraising Email – Reach out to your donors to encourage them to participate or thank them for their support (pg. 8)

FUNDRAISER HEADQUARTERS PERSONAL PAGE

Personalizing your page is one of the most important things you will do as a fundraiser. The non-profit will have added some defaults but you want to take the extra step to make this page yours!



Hi, Blair
Waldorf
[Edit Account Details](#)
[View My Page](#)
[View Team Page](#)

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

A screenshot of a fundraiser's personal page. At the top, a message reads: "Thank you for visiting. This cause is very dear to me, and I'll appreciate all the support I can get! Together we can make a difference! Best - Blair". Below the message is a section titled "Edit My" with three options: "A Message", "URL", and "Goal". There is also a "Facebook ID" field with a search bar. At the bottom, there is a "Donate" section with three buttons: "\$25", "\$50", and "\$85".

Select “A – Message” to update your Header and the body of your message.

URL – Update the URL that will be distributed to your network.

Goal will allow you to update your fundraising goal.

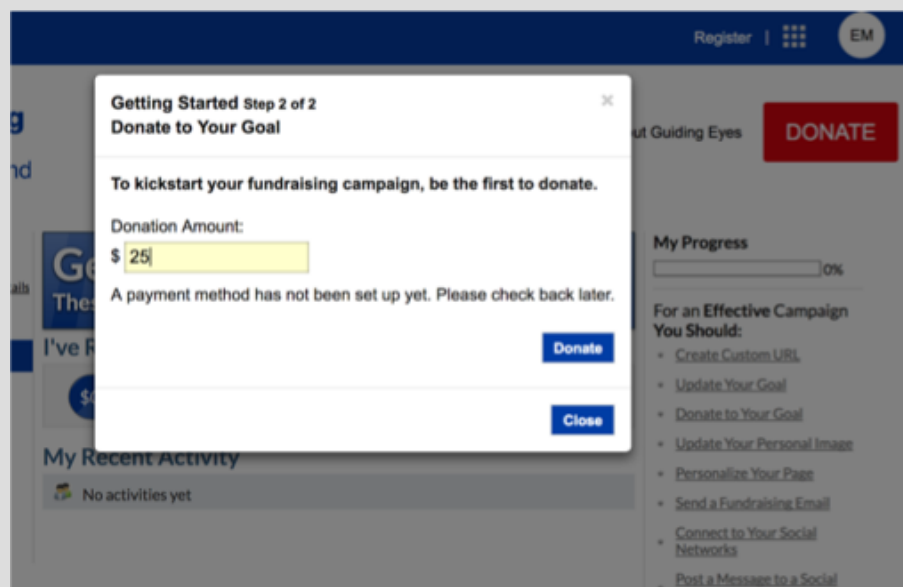
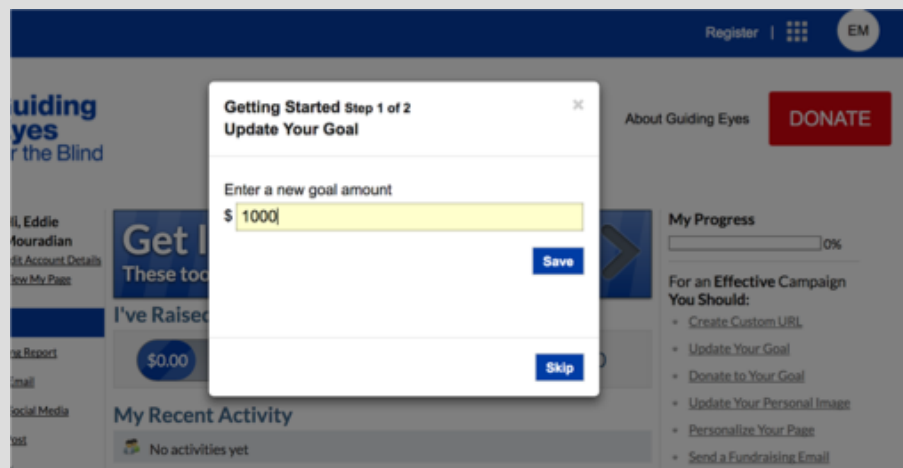
Facebook ID allows you to moderate comments submitted by others on the bottom of your page.

A screenshot of a fundraiser's feed post. On the left, a date stamp reads "JAN 15". The main content is a photograph of two young women, one in a red top and one in a blue top, smiling and embracing. Below the photo is a caption: "My best friend Serena and I during our photoshoot with proceeds benefiting Pacific Ocean".

On the bottom of the page is the “Fundraiser Feed”, which is a living, open connection from the fundraiser to their network. Each update to the feed includes a date stamp with content; a text blog, image or video accompanying the post.

STEP 2 & STEP 3: SET A GOAL & DONATE TO YOUR OWN GOAL

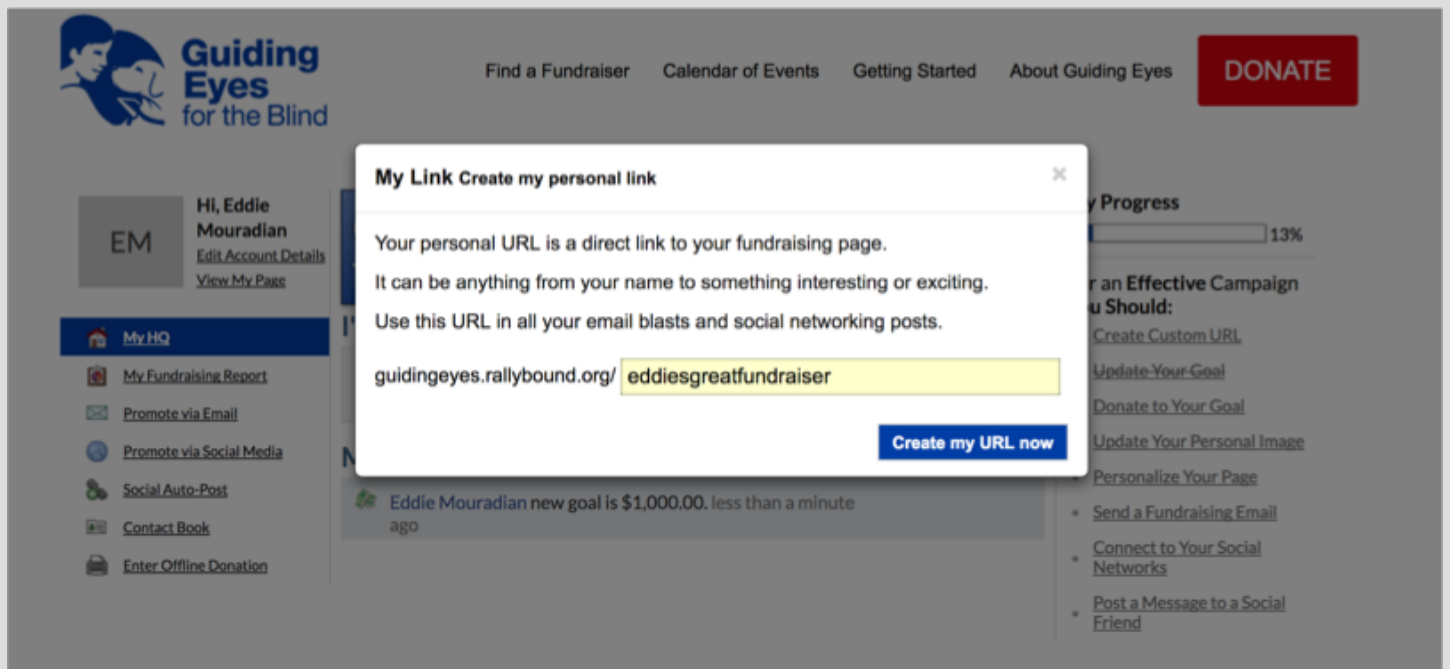
After you have logged into the system you will be prompted with tasks to help jump-start your campaign by setting a goal for your event or campaign and to make a self-donation to kick-off your fundraising.



- You can see how many steps exist by looking at the very top.
- If you do not have information for that task you can choose to "Skip" and come back to it at

STEP 4: CUSTOMIZE EVENT URL

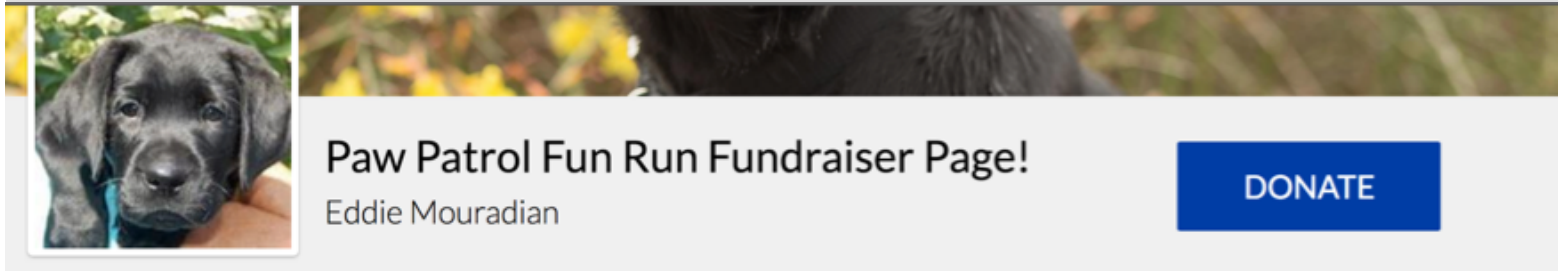
A customized URL will make your campaign easier to find, easier to share and much more personal.



The screenshot displays the Guiding Eyes for the Blind fundraising dashboard. At the top left is the organization's logo. The navigation bar includes links for 'Find a Fundraiser', 'Calendar of Events', 'Getting Started', and 'About Guiding Eyes', along with a red 'DONATE' button. The user's profile is identified as 'EM', 'Hi, Eddie Mouradian', with links to 'Edit Account Details' and 'View My Page'. A sidebar menu on the left lists options like 'My HQ', 'My Fundraising Report', 'Promote via Email', 'Promote via Social Media', 'Social Auto-Post', 'Contact Book', and 'Enter Offline Donation'. A central modal window titled 'My Link Create my personal link' is open, explaining that a personal URL is a direct link to the fundraising page and can be anything from the user's name to something interesting. It shows the URL 'guidingeyes.rallybound.org/ eddiesgreatfundraiser' with a yellow highlight on the custom part. A blue button labeled 'Create my URL now' is at the bottom right of the modal. In the background, a progress bar shows '13%' and a notification states 'Eddie Mouradian new goal is \$1,000.00. less than a minute ago'. A sidebar on the right lists various campaign actions like 'Create Custom URL', 'Update Your Goal', 'Donate to Your Goal', 'Update Your Personal Image', 'Personalize Your Page', 'Send a Fundraising Email', 'Connect to Your Social Networks', and 'Post a Message to a Social Friend'.

STEP 5 & STEP 6: UPLOAD A PHOTO & PERSONALIZE YOUR PAGE

This is the area of your Headquarters where you get to update your website!

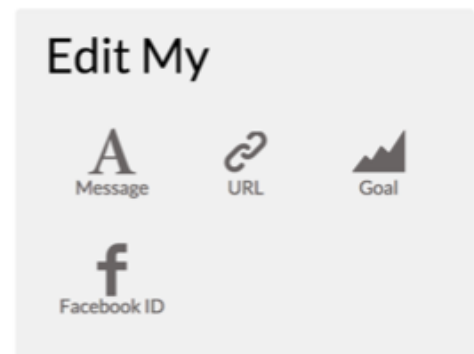


Paw Patrol Fun Run Fundraiser Page!
Eddie Mouradian

DONATE

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!



Edit My

Message URL Goal

Facebook ID

By clicking the plus sign, you can add personalized videos and images to your site to reflect your journey or the

Select [“A – Message”](#) to update your Header and the body of your message.

The [photo](#) option refers to your profile image.


[URL](#) allows you to update your campaign URL.

[Goal](#) will allow you to update your fundraising goal.



[Facebook ID](#) allows you to moderate comments submitted by others on the bottom of your page.



STEP 7: CONNECT TO SOCIAL NETWORKS



“Promote Via Social Media” allows you to send individual updates, tweets or messages to your network, either through social sites or through email.


 **Social Auto-Post**

Want to automatically share new activity as it happens?
Simply connect your social networks to begin spreading the word through auto-posting. If you want to change your auto-posting settings at anytime, just come back here to make updates.

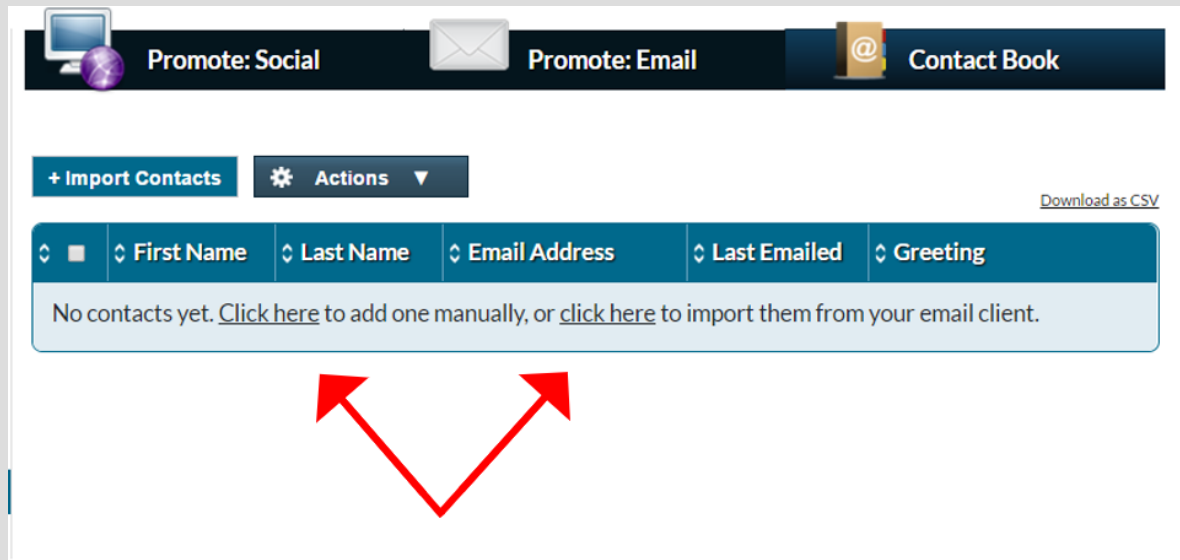
 **Facebook** **Auto Share**

You receive a donation	<input type="checkbox"/>
You update your goal	<input type="checkbox"/>
You update your MyPage	<input type="checkbox"/>

[Save Settings](#)

Once you have connected your social account you can allow for the non-profit to post to your social sites for various activities you complete.

STEP 8: IMPORT YOUR CONTACTS



Selecting the task to “Import Your Contacts” will take you to your contact book.

From here you can load your contacts to start promoting your campaign. Add contacts individually with their email address by selecting “Click here”. To import contacts from your personal email, select “Click here” and choose the appropriate email client. You can also upload through a CSV file.

This will allow you to share your fundraising page with family, friends, colleagues, neighbors, co-workers and your community.

STEP 9: SEND A FUNDRAISING EMAIL

As a fundraiser your email must be verified before you are able to send emails out through the system. This is to help improve email deliverability. If your email has not been verified there will be an option to send the “Verification Email” again so you have the ability to send emails through RallyBound.

The screenshot shows the RallyBound email creation interface. At the top, there are two buttons: "PROMOTE" and "UPDATE MY DONORS". Below these is a button labeled "ADD FROM CONTACT BOOK". Underneath, there is a section titled "Add Friends Manually:" with two input fields: "Email" and "Greeting", followed by an "ADD EMAIL" button. A "Template:" dropdown menu is set to "None - Type Own". A note below reads: "Note: please review and edit the email before sending." Below the note is a "Subject:" input field. The "Message:" section features a rich text editor with various icons for source, undo, redo, bold, italic, underline, strikethrough, text color, background color, bulleted list, numbered list, indent, outdent, quote, link, unlink, insert image, insert video, insert table, and insert link. The editor shows a sample message: "Please visit my personal page <https://pacificocean-demo.rallybound.org/roleregisfun/Member/MyPage1751655/Blair-Waldorf>". At the bottom of the message area, there is a "body" label. At the very bottom of the interface, there are two buttons: "Save Template" and "Review Email".

Send emails directly from your contact book or by manually entering their email address. You can also send messages directly to your donors by selecting “Update my Donors”.

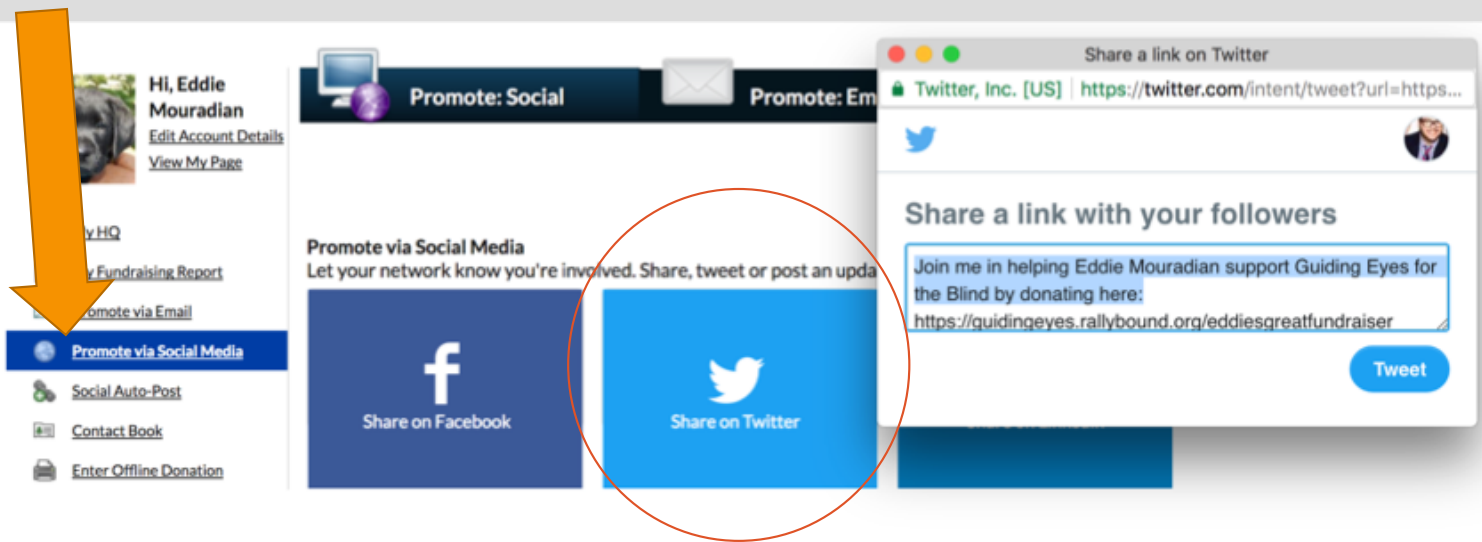
Once you have your audience you can select an available email template (a preset email message) by clicking the down arrow under the template box. When a template is selected a subject and message will be entered which can then be customized.

Alternatively you can create your own email message from scratch. If it’s a message you think you’ll re-use you can create your own email template by selecting “Save Template”.

When your message is complete select “Review Email” which will allow you to see what your message will look like to recipients.

STEP 10: POST A MESSAGE ON SOCIAL MEDIA

You can share your event page on Facebook, Twitter or LinkedIn with just the click of a button.



You can also set –up Social Auto Posts so that all your progress with your event are posted without you having to do anything!

