Fundraising Center Guide

Easy Steps to Fundraise Online

Table of Contents

You're Registered…Now What?

Thank you for registering for Team Diabetes. Now that you have registered, what is your next step? **Explore your Fundraising Center!** Your Fundraising Center has all the tools you need to achieve your fundraising goal. You have a personal webpage where you can share the story of why you are participating. You can send email messages to ask your friends and family to donate or join you, share your page on social media, read tips on fundraising and more.

Why Fundraise Online?

Because it's so easy, people who use the Fundraising Center to fundraise raise six times more than those who do not. When you use the Fundraising Center to send email messages, a link to your donation page is automatically added making it very easy for your donors to donate easily and safely. Online fundraising is a great way to fundraise and reach your goals.

Let's Get Started!

Log in to your Fundraising Center at www.diabetes.org/teamdiabetes.

Log In

username

password

Log In

forgot password?

Click on the "forgot password" link if you need to have your password reset.

Once logged in, you will see "My Event Registrations" and a listing of your active events.

- Click on the **"Visit Your Fundraising Center"** button for the appropriate event to access the ability to update your goal, customize your page, send emails and more!
- Clicking on "**My Profile**" in the top, right-hand corner of the page allows you to change or update your personal information including name, address, email, username, and password, as well as update your email preferences.

Hi, Lynda! | Fundraising Center | My Profile | Log Out

American Diabetes Association. | Team Diabetes
Connected for Life

Start a Fundraiser | Find a Fundraiser 🔍 | FAQ | Donate

Fundraising Center

My Event Registrations

You are currently registered for the following event(s):

ADA DIY FUNDRAISING

Visit Your Fundraising Center

Welcome to your Fundraising Center

Your Fundraising Center's home page is your launch pad to success. You can choose many different ways to fundraise. You can also check your progress, change your goal, enter checks, and more. You can navigate your Fundraising Center by clicking the menu tabs along the top of the page.

> **On your home page (via the Home menu), you can view your progress meter. This meter shows how close you are to your goal. Did you reach your goal? Keep going and increase your goal.**

You can update your goal by clicking on **"Edit"** underneath your current goal.

You can also click on the **"Update Goal"** button from the **Progress** menu.

Home	Email	Progress	Personal Page

View Personal Report

You have raised

70%
of Your Goal

Amount Raised

$1,050.00

Your Goal

$1,500.00

Edit

- Personal
- Team
- Company
- Enter New Gift

Team Captains must click on the "Team" button to update the team goal.

Team Captains can also check their team's overall fundraising progress, as well as individual totals for each team member. Reports can be pulled to download a team roster and see team statistics.

Your fundraising progress can be tracked via the **Progress** menu.
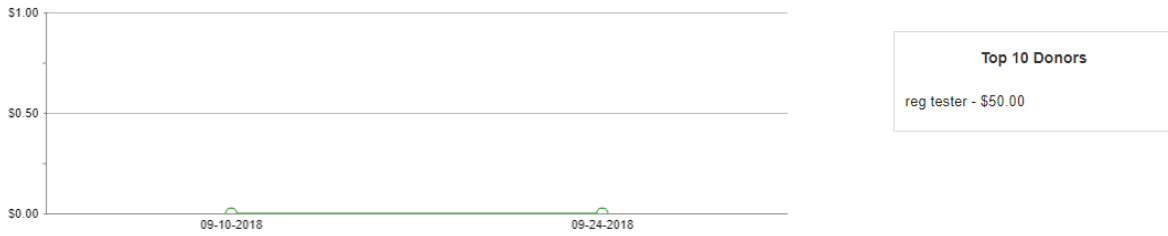
In the **"Donation History"** area (under **Progress** menu), you can get a list of donors, links to download donation reports, and a link to turn on/off their gift notifications.

Make a Donation

If you didn't have a chance to make a donation when you registered, you can easily make one right from your Fundraising Center. Go to the **Home** menu and click on the **"Make a Self Donation"** section.

When you donate a gift, it will show up in your fundraising progress and will also show your friends and family that you are personally committed to the fight towards a cure.

How To Create a Facebook Fundraiser

You can connect your Team Diabetes fundraising page to your Facebook account for easy, all-in-one fundraising.   Once you are logged in to your Fundraising Center, from the **Home** menu, you should see a blue box that says "**Raise more money with Facebook**."

Once you click on the **Fundraise with Facebook** button, your fundraiser will be live.

Your Facebook Fundraiser is now set up. To view of edit it, click on **Go To Facebook Fundraiser**, that appears at the bottom of your **Home** menu.

Time to Update Your Personal Page

Your personal page is where you write about why you are participating in Team Diabetes and you can share details about your fundraising event. Are you participating in honor of a loved one? This is the place to share. You can personalize your page with a photo and can even add a video link.

Everyone who comes to your page will see your fundraising goal, your progress and recent donors.
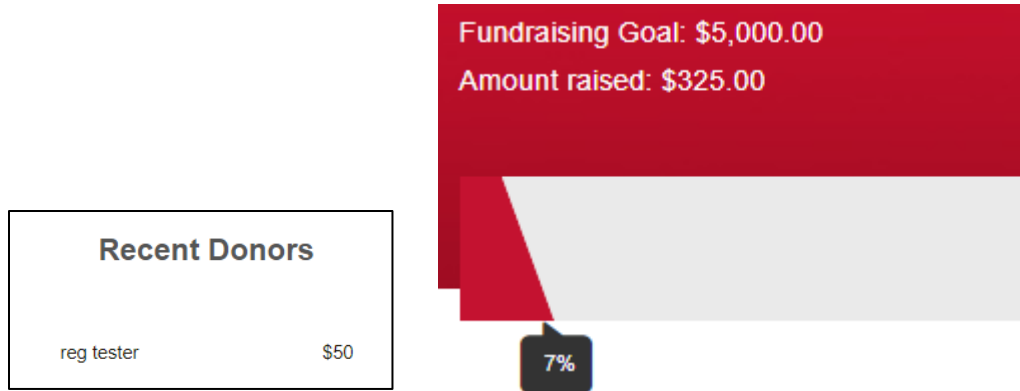
How to Update Your Personal Page

To get to your fundraising page for edits, from the **Home** screen, select the tab of the page you would like to edit (Personal Page, Team Page or Company Page). If you are a Team Captain you will see your **Team Page**. **Company Page** allows you to update the event-level information like date, location and time.

Editing Content

Via the **Content** tab *(see circled in below image)*, you can update the main content that is on your personal fundraising page. This is where you can add your personal story for why you are participating with Team Diabetes.

You can add a photo or video by clicking on the **Photos/Video** tab.

The **Components** tab *(see circled in below image)* allows you to display or not display your status thermometer and/or fundraising honor roll.

Create a Vanity (Customized) Website Address (URL)

One of the first things that you may want to do is customize your Team Diabetes page's URL. A URL is a web address or link that launches a webpage. When your Fundraising Center's URL is initially setup, it includes a URL that may not be easy to remember, such as:

http://main.diabetes.org/site/TR/DIY_GEN/DIY?px=8923640&pg=personal&fr_id=12615

By creating a customized URL, rather than trying to remember the long address you can easily remember the new shortened version: **http://main.diabetes.org/goto/Asa Cooke**

Edit Your Personal Fundraising Page (View Personal Page)

Personal Page URL: ()

http://main.diabetes.org/goto/ [tmtester]

This page is
- ⦿ Public (Everyone can find and view and your Personal Page.)
- ○ Private (Only people who know the exact URL can find and view your Personal Page)

Enter the new ending to the URL. Typically, people use their first and last name. You can use upper or lower-case letters but make it simple to remember. Click Save and you will see your confirmation!

Cancel   Save

A note on privacy:

If you choose to keep your page private, no one will be able to search for you from the main webpage. The only way your donors will be able to find you is if they use your URL link.

Add New Content to Your Fundraising Page

Updating your personal story inspires your co-workers, friends and family who visit your personal fundraising page to donate to you. You can highly motivate your viewers to donate by the message that is displayed on your personal fundraising page.

Edit Your Personal Fundraising Page (View Personal Page)

Personal Page URL: (Create My URL)
http://main.diabetes.org/site/TR/DIY_GEN/DIY?px=8923640&pg=personal&fr_id=12615

This page is **Private**

Title

Why This is Important to Me

Body

ABC | Font family ▾ | Font size ▾ | **A** ▾ ✎ ▾ 📋
B *I* <u>U</u> | ABC ☰ ☰ ☰ ☰ ⋮☰ ⋮☰ ⋮☰ ⋮☰ ↶ ↷

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed porttitor est in ex tempus lobortis. Donec malesuada ante quis bibendum iaculis. Sed pretium eleifend malesuada. Duis in libero imperdiet, tempus arcu a, tempor ligula. Pellentesque fringilla dui quis libero tincidunt ultricies. Aliquam id eros consequat, efficitur libero non, commodo orci. Morbi ornare massa in nulla facilisis, tincidunt convallis eros tincidunt. Donec accumsan elit sed feugiat tempor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. In aliquet dolor vitae augue iaculis, sed sagittis dui tempus. Ut pharetra libero massa, sit amet volutpat arcu suscipit sit amet.

Curabitur a enim eu eros sollicitudin tincidunt. Ut eget diam cursus quam dignissim dapibus. Fusce pretium nulla vel erat efficitur malesuada. In semper turpis nulla. Ut sollicitudin ex nec semper mattis. Aenean non ultrices ex. In sagittis risus in elementum tempus.

Pellentesque eget commodo metus. Mauris faucibus justo quis sem pharetra, a pretium turpis tincidunt. Morbi nisl magna, dictum ac sagittis ut, dictum a eros. Donec scelerisque pulvinar turpis nec convallis. Etiam bibendum vestibulum hendrerit.

Once you have entered your content, click the Preview button to see how it looks. ➡️ Preview   **Save**
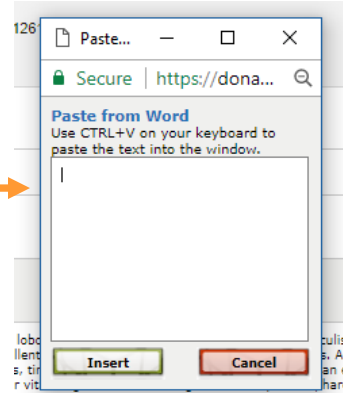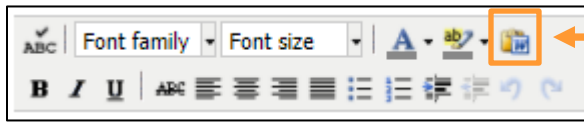
💡 **Great Idea!**

TIP!

As you are working on your personal page, click on the Save button often so that you don't lose your work!

The ribbon above the content box has the same functionality of the ribbon in most Microsoft Office tools. Use the ribbon to make any necessary edits.

Have you written your content in Word? You can use the PASTE-FROM-WORD icon. <u>Use this icon when you copy text from a Word document and paste in the body of the webpage.</u> For instance, you want to insert a portion of text from a Word document. You should **NOT** copy from the Word document and paste directly in the body of the webpage. Instead, select the text that you want to copy from the Word document. Place your cursor where you want to paste the text. Click the **"Paste From Word"** icon, which opens a small window similar to the below image. Paste the text into that box (you can use CTRL + V as a short cut to paste into that box. Then click on the INSERT button at the bottom of that small window.

Upload a Photo or Link to a YouTube Video

<u>**PRIOR**</u> to uploading a photo, it must be properly sized for your webpage, which means that it should not be larger than 250 pixels by 250 pixels. Use a photo resizing tool to ensure that the photo's dimensions do not exceed 250 pixels by 250 pixels. Resizing photos can be done in a few short steps – refer to the <u>Appendix</u> for step-by-step instructions.

All content uploaded to this site becomes the property of the American Diabetes Association. Furthermore, the Association reserves the right to remove any uploaded content it deems offensive or improper. For more information see <u>Terms of Use</u>.

1. Click on the **Photos/Video** Tab
2. Click the **Choose File** Button.
3. If you would like, you can add a caption to the picture.
4. Click **Save/Upload** to add the photo.

Photos/Video

You may add either photos or a video to your page.
Note: photos need to be sized 250px wide by 250px high to prevent distorted images.

● Photos

No image

Images must be .gif, .jpg or .png files.
Choose File | No file chosen

Caption

Save/Upload

○ Video

1. Click on **Photos/Video** Tab
2. Click the **Video** button
3. Paste the URL of the YouTube video
4. Click **Save**

Photos/Video

You may add either photos or a video to your page.
Note: photos need to be sized 250px wide by 250px high to prevent distorted images.

○ Photos
● Video

YouTube Video URL (e.g. http://www.youtube.com/watch?v=3eZTh94Fapg)

https://www.youtube.com/watch?v=QIMUOKoz9MI

Save

Turn off Status Thermometer and Fundraising Honor Roll

The **Status Thermometer** and **Fundraising Honor Roll** are two of the Fundraising Center's components that are automatically added to your Team Diabetes page. They are a great way to motivate and thank your donors. If you choose, you can turn one or both of these off.

Components

☑ **Status Thermometer**
Thermometer showing percent to personal fundraising goal.

☑ **Fundraising Honor Roll**
Scrolling list of largest donations received.

☐ Show donor names only. Do not show amounts.

1. Click the **Components Tab** to the left of the Personal Page Screen
2. Uncheck the button next to either the Status Thermometer or Honor Roll to delete them from your page.
3. If you want to keep the honor roll with names but hide the amounts, check the box to **Show donor names only.**
4. Click **preview** and **Save**

Preview   **Save**

Example of **Progress Bar** (Status Thermometer) and **Donor Honor List** (Fundraising Honor Roll)

Fundraising Goal: $5,000.00
Amount raised: $325.00

7%

Recent Donors

reg tester $50
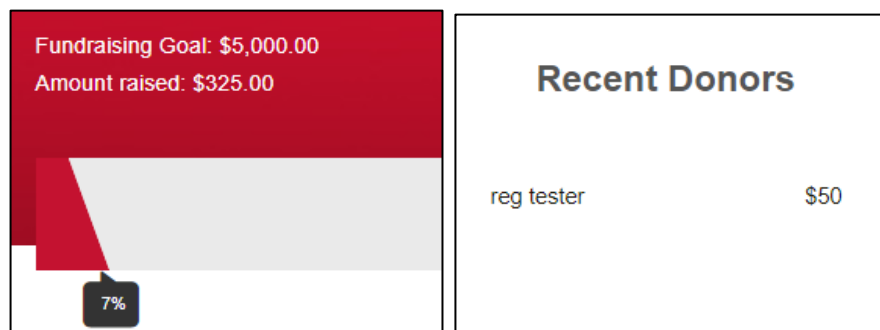
Send Email Messages to Share Your Personal Page; Ask for Support

Now that you have updated your personal fundraising page it's time to share your story!

> **Q**: **Why send email from your Fundraising Center and not a personal account?**
>
> **A:** The Fundraising Center has templates that are easy to use and include Team Diabetes branding which sets your email apart from others. The Fundraising Center email messages also automatically include a link to your Personal Page making it easy for your friends and family to donate.
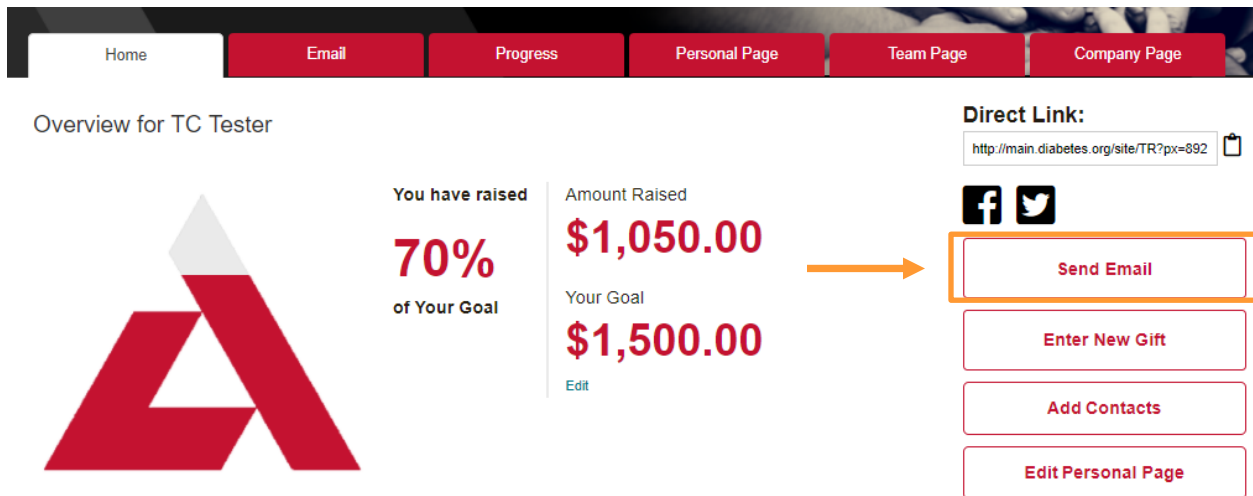
You can send email messages through your Fundraising Center through the **Email** menu.

You can also go to the **Home** menu and click on the **"Send Email"** button.

Sending Email Messages

Configure and Compose Email

Use one of the available templates or start from scratch and compose your own message using the **"Blank Message"** template under the **"Other"** tab.

You may choose from 3 pre-worded email templates *(see circled in the below image)*. The number in parentheses indicates the number of email choices per template.

Compose Message

① Configure ❯ ② Compose ❯ ③ Set Recipients ❯ ④ Preview & Send

Select Email Template

▸ Thank You (2)

▸ Recruiting (2)

▸ Solicitation (6)

▾ Other (5)

○ Blank Message (Preview)

○ Join Me 1: Join Me (Preview)

○ Join Me 2: Invite Someone Living With Diabetes (Preview)

○ Join Me 3: I am living with diabetes Join Me (Preview)   ⟷   **Click on the "Preview" link to view the email's content and how it will appear.**

○ Milestones (Preview)

Key points to keep in mind include:

- ✓ Send 'Thank You' emails to your donors.
- ✓ Ask your friends and family to support your fundraiser.
- ✓ Tell people why you are participating and ask for support.

Compose Message

① Configure ② Compose ③ Set Recipients ④ Preview & Send

Select Email Template

▸ Thank You (2)

▸ Recruiting (2)

▸ Solicitation (6)

▾ Other (5)

○ Blank Message (Preview)

○ Join Me 1: Join Me (Preview)

○ Join Me 2: Invite Someone Living With Diabetes (Preview)

○ Join Me 3: I am living with diabetes Join Me (Preview)

○ Milestones (Preview)

To start, click on 1 of the 4 email templates and click on the radio button next to them email that you want to send. The Blank Message template allows you to craft your own email.

Click on the Next button at the bottom of the screen.

Save as draft   Save as template   Preview   **Next ▸**

☐ Include personalized greeting (What's this?)

ABC | Font family ▾ | Font size ▾ | A ▾ | ab ▾

B *I* U | ABC ☰ ☰ ☰ ☰ ⋮☰ ⋮☰ ⋮☰ ⋮☰

Hi,

I recently signed up as a part of Team Diabetes and I'd like to invite you difference. It's my opportunity (and yours too) to change the future and make a are affected by diabetes.

Check this box to allow your email to automatically add "Dear (first name):" Be sure to delete "Hi!" from the email body.

Include personalized greeting (What's this?)

ABC | Font family ▾ | Font size ▾ | A ▾ · ab2 ▾ · 📋

B *I* U | ABC | ☰ ☰ ☰ ☰ | ☷ ☷ ☷ ☷ | ↶ ↷

Hi,

I recently signed up as a part of Team Diabetes and I'd like to invite you to join me in the effort to make a difference. It's my opportunity (and yours too) to change the future and make a positive impact in the lives of those who are affected by diabetes.

This year we will be [INSERT ACTIVITY] on [EVENT DATE]!

By participating and raising funds through Team Diabetes, you'll be helping the American Diabetes Association train school personnel to keep children with diabetes safe at school, fund critical research to find a cure, provide assistance to individuals who are being discriminated against because of their diabetes, provide support to people who are newly diagnosed with diabetes, and so much more.

Chances are, you also know someone who has been affected by diabetes and you already know how important it is to stop this disease. The power we have together far outweighs what I can do alone. **Please join me by using the link below - it would mean so much to me!**

▼ **Current layout:** Blank Stationery (done selecting)

Blank Stationery

DIY 2018: Celebration Template

Save as draft   Save as template   Preview   **Next ▸**

> **Add your personal touch to the default copy. A link to your page will automatically be added when the email is sent.**

> **Select the stationery that you would like to use.**

> **If you need more time to work on your email, select "Save as draft," which saves the email and allows you to resume work on it later.**
>
> **If you want to continue to use that email to send to others, select "Save as template." That will save you time instead of having to recreate the same email for multiple recipients.**
>
> **You can preview the message by clicking the "Preview" link.**
>
> **Click "Next" when you are ready to move on to the next step.**

Choose Your Recipients – Uploading Contacts

Contacts can be imported from email services or uploaded from an Excel spreadsheet or CSV file. You may also add contacts manually, by selecting **Add single contact.**

Add Contact   **Import Contacts**   ⟷   **To import contacts from other email services, click on the "Import Contacts" button.**

To add a new contact, click on the "Add Contact" button.

Available Contacts

	Name	Email
☐	<no name>	ahsmith@diabetes.org
☐	<no name>	jcrumpton@diabetes.org
☐	<no name>	shanaraven@hotmail.com
☐	Daniel	dhartanto@diabetes.org
☐	Dan Developer	dhartanto@diabetes.org
☐	robert dinardo	rdinardo@diabetes.org

Contacts ▾   Search

Recipient List

Name	Email	Actions

Importing Contacts…

Import Contacts

① Select Source ❯ ② Retrieve Contacts ❯ ③ Select Contacts ❯ ④ View Results

Select an Import Source (Tell me more)

Importing contacts from other email services into your Participant Center Address Book makes it easy to solicit donations, monitor who responded, and follow up with personal thank you notes.

Let's begin by identifying where you keep your address book.

You can import contacts directly from an email service below:

○ **GMail**

○ **YAHOO!**

If importing from Gmail or Yahoo:

1. **Select the applicable email service**
2. **Click "Next" at the bottom of the screen to proceed**

OR you can upload a .csv file exported from another email client:

○ File-based import for...

(Hotmail, Apple, Outlook, AOL)

**Note: If you are a past participant and you do not see your contacts that you used in the past, please contact us as you may have a duplicate account.**

Import Contacts

① Select Source ➤ ② Retrieve Contacts ➤ ③ Select Contacts ➤ ④ View Results

Monitoring Contact Retrieval

Your consent is needed to access your online address book. If the authentication and consent pop-up does not appear automatically, click the link on the right.

Display Consent Pop-Up

1. Waiting for your consent.

Your consent is needed to access your online address book. If the popup does not appear automatically, click "Display Consent Pop-Up" link.

Select Contacts to Import

Your contacts were successfully retrieved. Import all or some of the retrieved contacts into your Participant Center Address Book.

○ Import **all 501** contacts into your Participant Center Address Book.

○ Import **some** of the retrieved contacts into your Participant Center Address Book.

Click on the "Next" button.

Cancel   Next ▶

OR you can upload a .csv file exported from another email client:

File-based import for...

○ (Hotmail, Apple, Outlook, AOL)

Browse...   No file selected.

If you are using Outlook or an email provider like Hotmail you will need to export your list from that system BEFORE you upload to the Fundraising Center. Save the list and then click "Choose File" or "Browse" to upload.

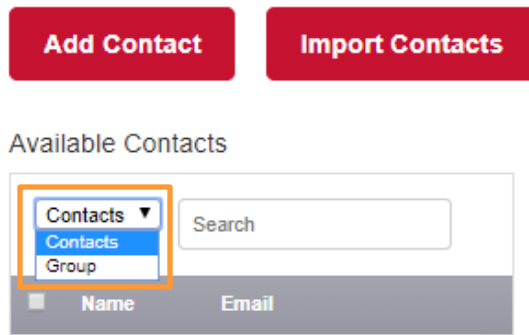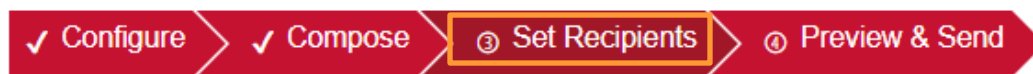You can import all of your contacts from your email client or choose each one individually.

Once you have imported your contacts, you can add individuals to a group. Check the box next to the name and click the **Add to Group link**. Select the group, or click **Create a new group.**
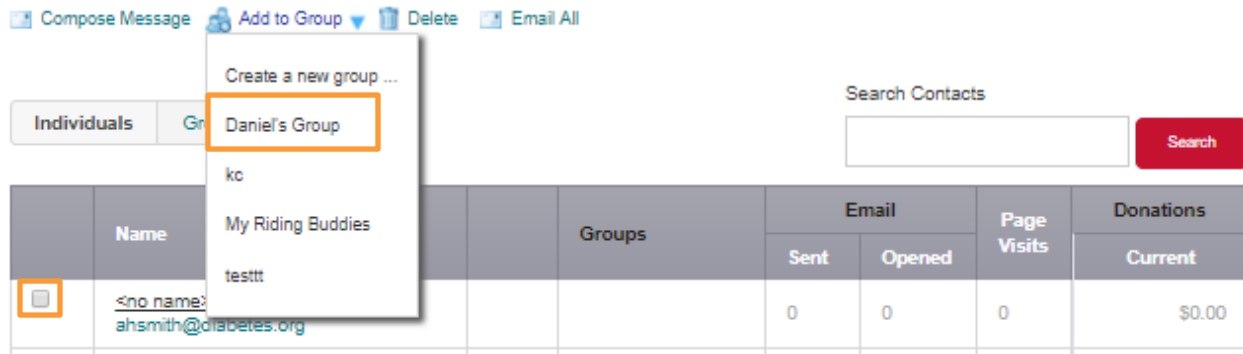
Choose Your Email Recipients

When you are ready to send your email, select either "Contacts" or "Groups."

You can select them individually or check the box in the heading row to select all contacts.
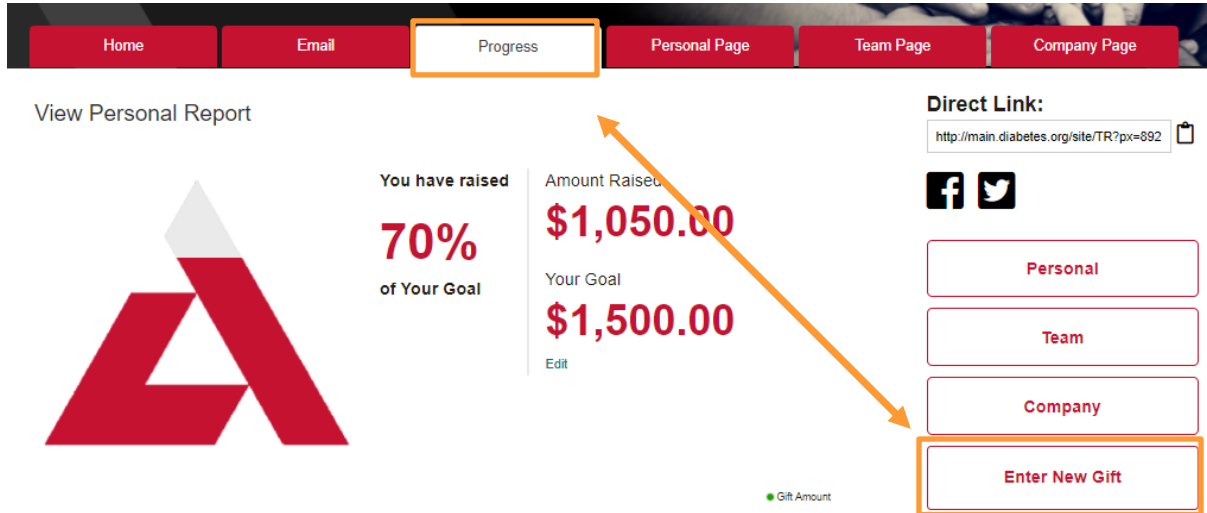
Preview and Send
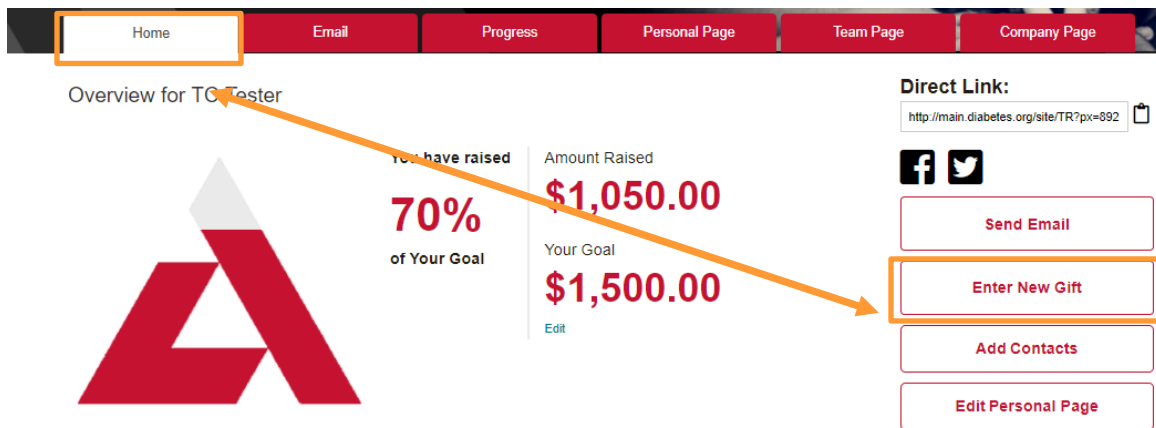**Preview** one last time, and when satisfied, click **Send**!

Enter Offline Checks or Cash

There are 2 ways that you can enter checks or cash in your Fundraising Center:

- Through the **Progress** menu and **Enter new gift** button

- Through the **Home** menu and **Enter New Gift** button

Note: These offline amounts won't show up unless you manually enter them.

Enter the details for a gift that someone gave you or promised to give you:

*First Name

*Last Name

Email

Additional gift entry fields

*Amount

*Payment Type   ○ Cash
                ○ Check
                ○ Pay Later

Cancel   Add   Save and Add Another

Enter the details of the gift, then click "Add" to add that gift or click "Save and Add Another" if you are entering multiple gifts.

Go Social!

Are you on Facebook? Do you use X (Twitter)? If so, use them to fundraise!

Go to the Home menu and share your story via Facebook or Twitter!

Direct Link:

http://main.diabetes.org/site/TR?px=892

Additional Fundraising Tools and Support

The bottom section of your Fundraising Center contains quick links to More Fundraising Resources to further advance your fundraising efforts.

More Fundraising Resources

Offline Donation Form

Fundraising Center Guide

Team Diabetes Coordinator Playbook

Create Your Move Fillable Flyer

APPENDIX

If you elect to use photos, please ensure that they do not exceed 250 pixels by 250 pixels.

The following pages provide instructions for how to resize an image.
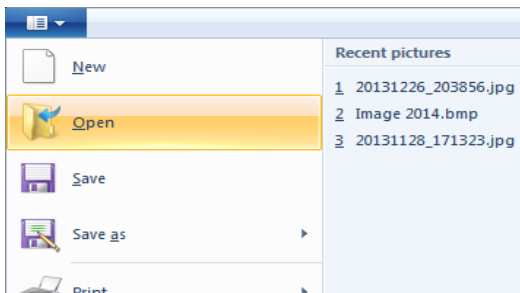
Resizing Images using Microsoft Office Paint[1]

If Microsoft Office Paint is not already installed on your computer, you can download it from the internet.
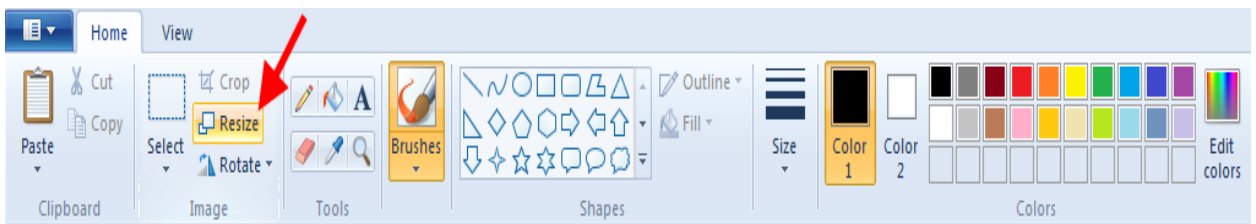
1. Open Microsoft Office Paint
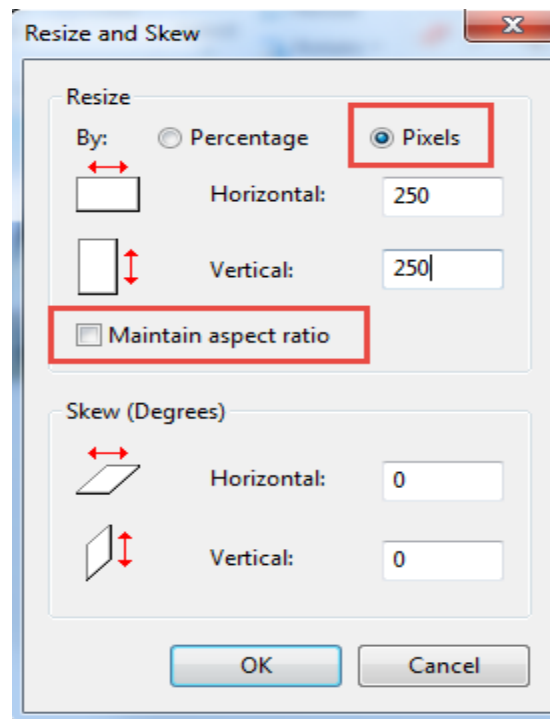2. Go to the ribbon and click on the below icon
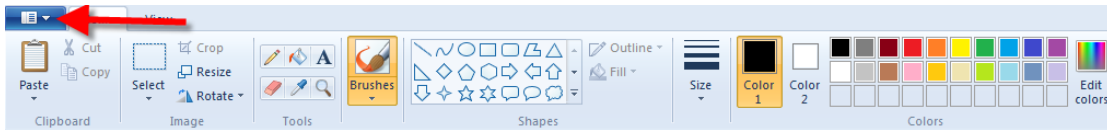
3. Click **OPEN**

4. Locate and select the image
5. The image appears should now appear in your Paint session
6. Click on **RESIZE** on the ribbon

1

7. Select the radio button next to **PIXELS** to ensure it is marked and remove the checkmark next to **MAINTAIN ASPECT RATIO**

8. Update the **HORIZONTAL** field and the **VERTICAL** field (according to the size requirements for your image)
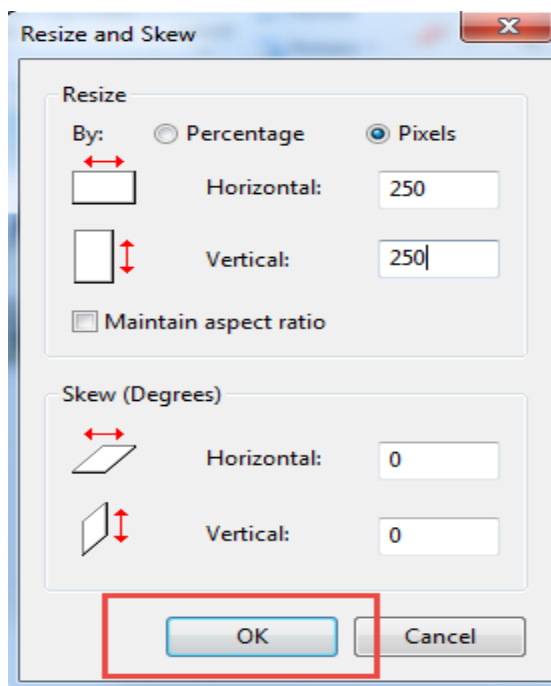
9. Click **OK**

10. The dimensions of the newly resized image will appear on the bottom (see square on below image) … *again, please note that the below dimensions are ONLY for demonstration and may not reflect the actual dimensions that you are required to use. Please check the size requirements for the image(s) that you need to upload and enter those dimensions accordingly*
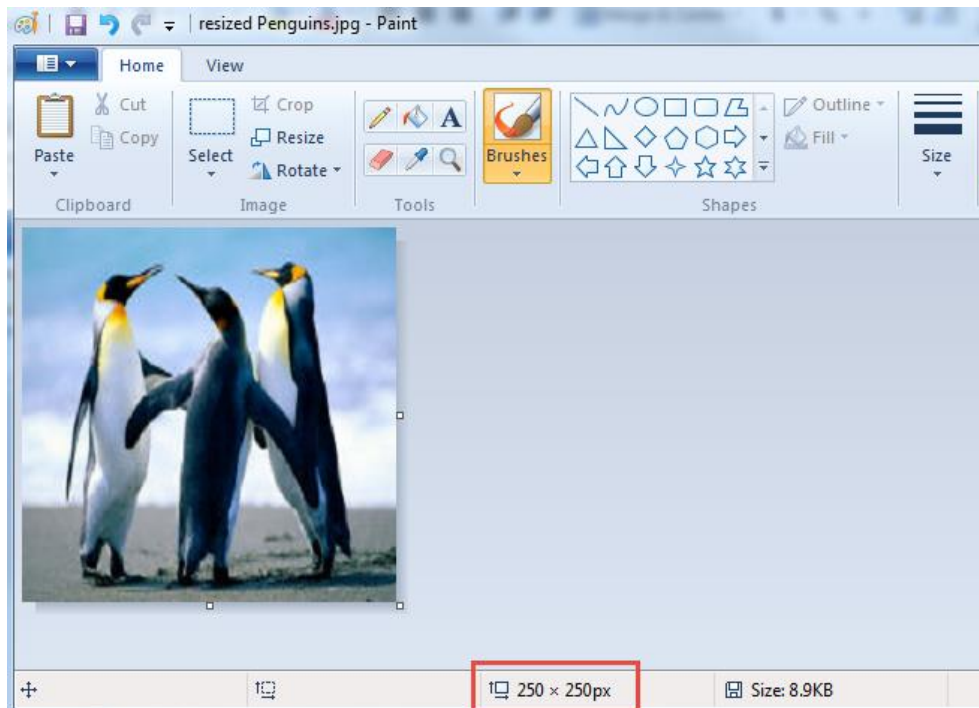
### *Resizing Images using Microsoft Office Picture Manager*

1. Launch **MICROSOFT OFFICE PICTURE MANAGER**

Note:
You may need to download from the internet if it not already on your computer.

2. Locate the picture
3. On the menu, click **EDIT**
4. Click **CROP**
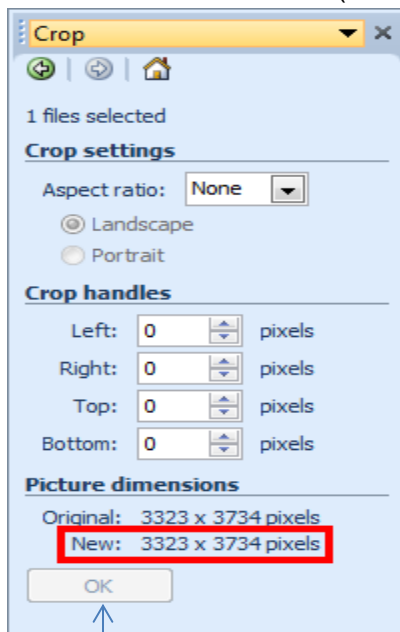5. You will notice that the image now has short brackets around it
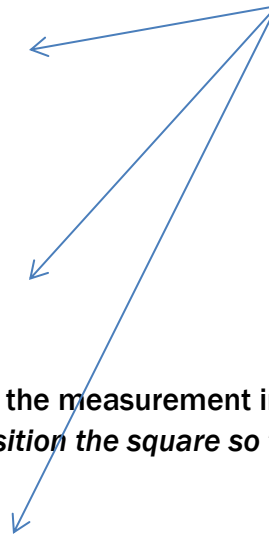
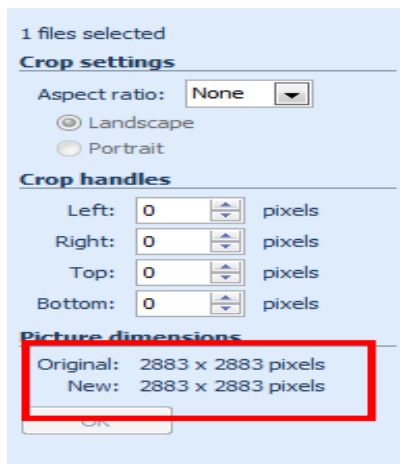6. Expand / collapse the brackets until the measurement in the NEW dimensions' field is equal *(you may need to reposition the square so that it appears evenly)*
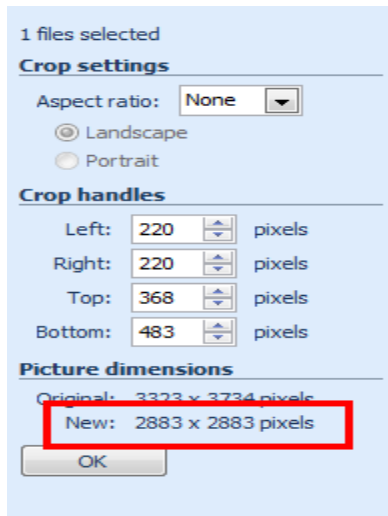
7. Look in the **NEW** field (see below image)

8. Click **OK**
9. You will now notice that the dimensions all equal

10. Click on **FILE** on the menu
11. Click **SAVE AS** and save your newly cropped image
12. After your image is saved, then you can continue with resizing it *(or you can save it and when you are ready to resize it, open it for resizing later)*

13. Click on **PICTURE** on the menu
14. Click **RESIZE**
15. Click on the radio button next to **CUSTOM WIDTH x HEIGHT**

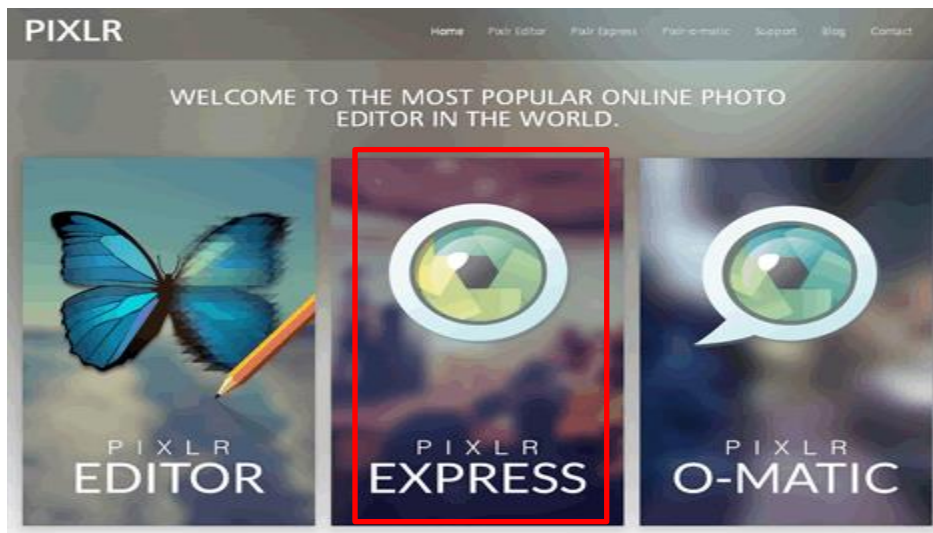16. Change the numbers to match the standard requirements (250 pixels by 250 pixels)

17. **Click OK** and resave your image
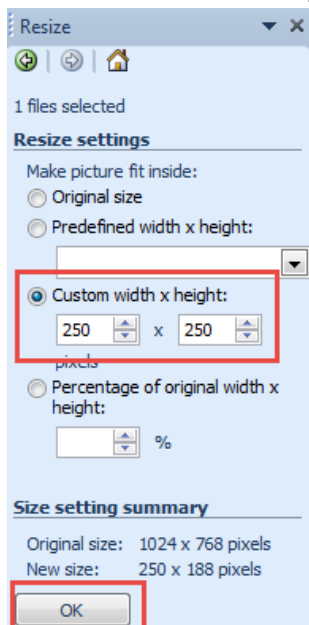
Resizing Images using PIXLR.com

Pixlr.com is an easy online editing tool.

1. Using Firefox or Chrome, go to http://pixlr.com
2. Click **Pixlr Express**

3. Click **Browse** and find the photo on your computer

The photo will display in the center of the screen with editing options across the bottom.

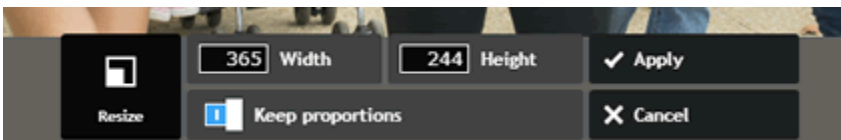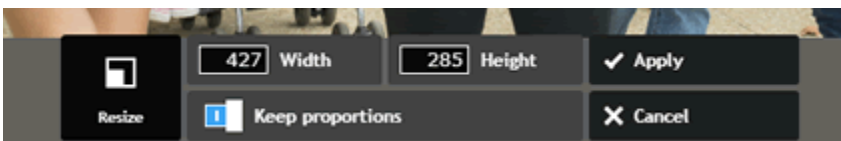4. Click **Adjustment** and select **Resize** from the menu that pops up

5. The **Resize menu** appears at the bottom of the screen with the photo's current width and height in pixels. The image must be resized so that at least 1 dimension meets the image size requirements for the specific photo.
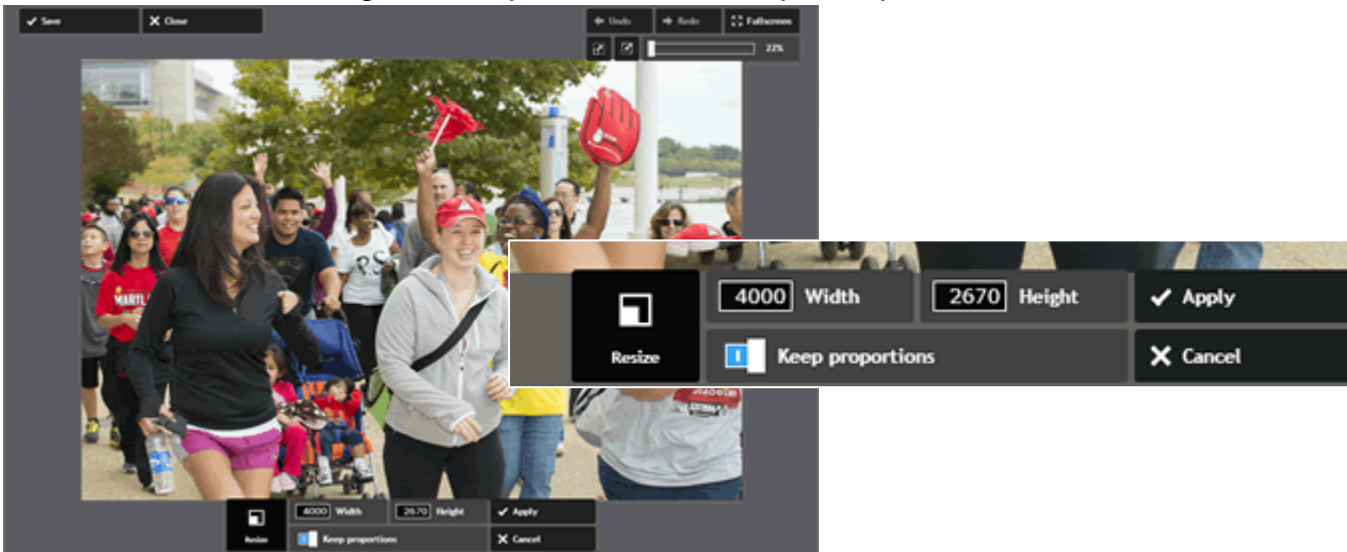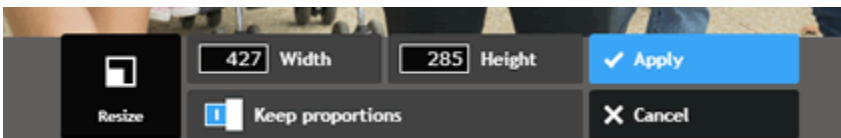

6. In the **Width** field, type the width that you would like to use as the image's width *(the image shows a random number).* Notice that the **Height** field changed (maintains proportions).

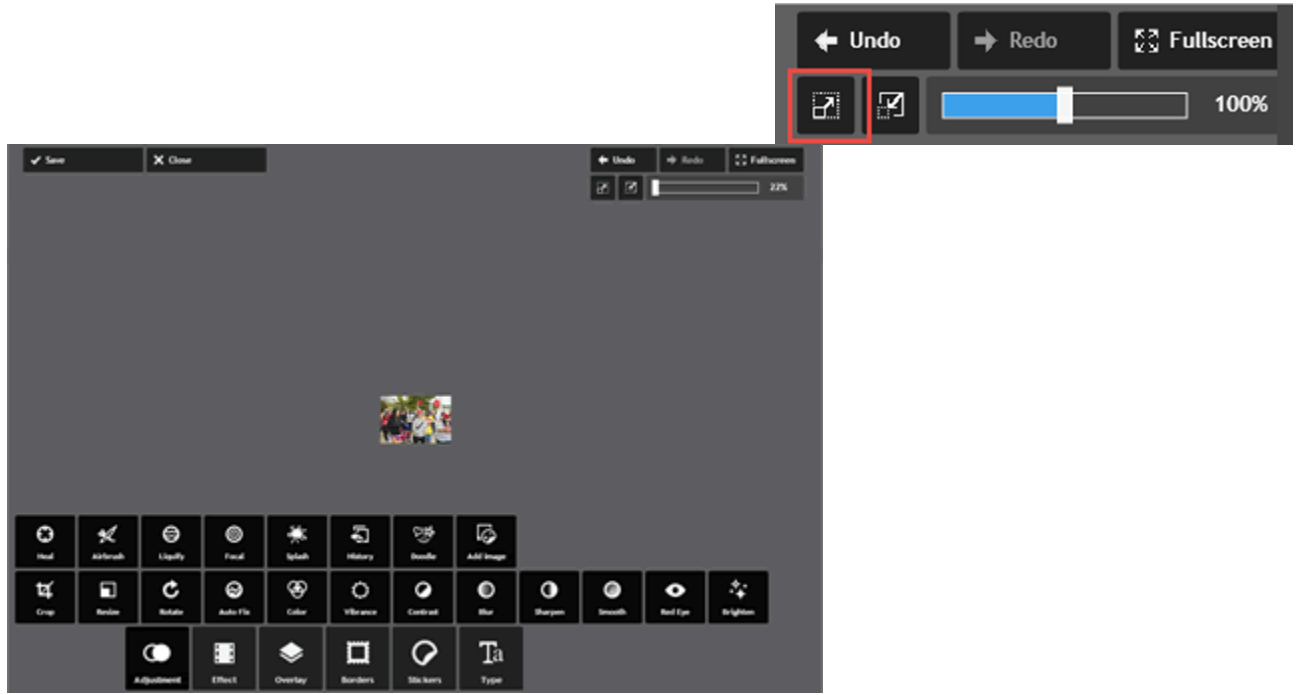7. In the **Height** field, type the height of the image

8. Click **Apply**

9. The resized photo will appear very small. Since the original image in the example is much larger before the resize, it was only displayed at a fraction of its real size. Now that it's been resized, **click on the highlighted icon** to display the photo at 100% its new size.

10. Click **Adjustment** and select **Crop** from the menu that pops up

11. The **Crop menu** appears at the bottom of the screen with the photo's current width and height in pixels. A grid has also appeared over the photo. Resizing the photo has left 1 dimension too long and will need to be cropped to meet the required dimensions of the photo.

12. The part of the photo inside the grid is what will be kept after the crop. Using the mouse, **click and drag the grid** to frame area you want to keep.
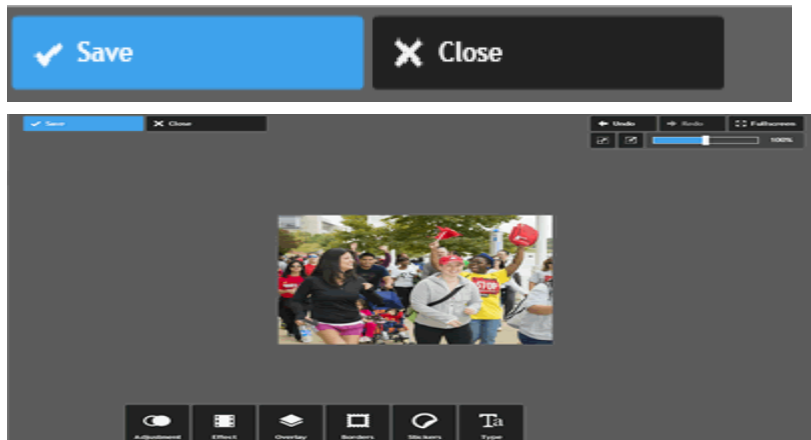

13. Click **Apply**

14. Click **Save** to save the resized photo

15. Give the photo a unique filename using the **Name** field. *Tip: Use a dash or underscore instead of a space between words.*

16. Click **Save**