



#2020Vision Gala – Pandemic Recovery Campaign Fundraising Page Set Up Toolkit

as of 8.12.20

Tool Kit Overview:

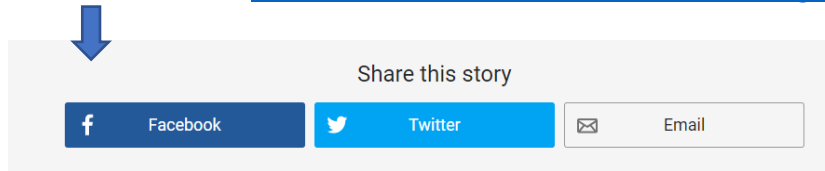
SECTION 1: Video Tutorial URL – The video runs through the set-up process written in Sections 2 and 3.

SECTION 2: Create Your Fundraising Page and Account

SECTION 3: How to Use Your Dashboard and Edit Your Page

IMPORTANT NOTES:

1. If you do not want to create a fundraising page, you can donate directly to the [campaign](#).
2. If you choose to share the Mary's Center campaign (this would NOT be your personal fundraising page) through Facebook, Twitter, or via the Email options on the bottom of the page (*see image below*), use the following social media and email guide template for recommended text. [Click here for the Social Media and Email Language Template.](#)



SECTION 1: Video Tutorial URL

Sections 2 and 3 are covered in this Campaign Video Tutorial. The video will walk you through page creation and show you how to edit your fundraising page.

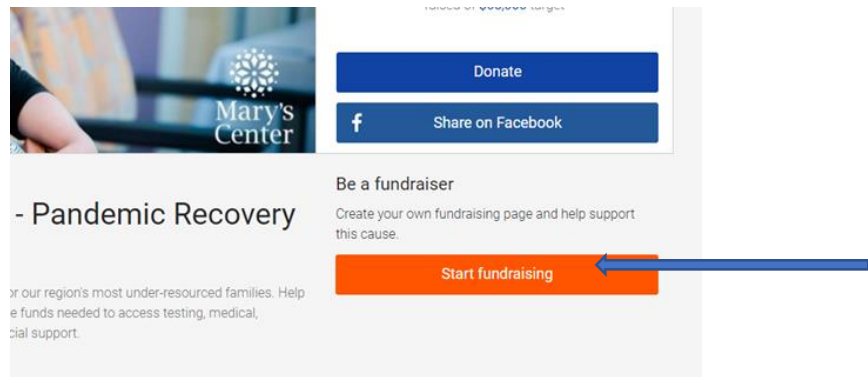
WATCH THE TUTORIAL VIDEO:

https://www.youtube.com/watch?v=YRW_uxKSDDk&t




SECTION 2: Create Your Fundraising Page and Account

1. Go to bit.ly/MCCovidRecover
2. Click on the **orange** button the right of the screen that says, “Start Fundraising”



3. Set Up Your Account

- a) Enter your first and last name, e-mail, and password (you will create your password)
- b) **IMPORTANT NOTE:** Choose to NOT receive emails from Just Giving, they are not Mary's Center related (see image) 
- c) After clicking sign up, Just Giving will ask for your address. Enter the information and press continue.

The screenshot shows a 'Create password' form. It has a text input field for the password with a 'Show' button to its right. Below the input field, there is a message: 'We want to send you brilliant emails to keep you in the loop about the causes you love and latest fundraising news.' There are two radio button options: 'Yes please, opt me in to JustGiving emails' (which is unselected) and 'No thanks' (which is selected). A purple 'Sign up' button is located below the radio buttons. At the bottom of the form, there is a link that says 'Already have an account? Log in'.



4. Now, you can customize your fundraising page URL.

- a) The page will be automatically connected to the Pandemic Recovery Campaign.



Mary's Center logo

You're raising money for
#2020Vision Gala - Pandemic Recovery Campaign
run by **Mary's Center**

1. Your event
Mary's Center Virtual Gala
 I'm doing this in memory of someone

2. Choose your fundraising page web address
www.justgiving.com/fundraising/

- b) **IMPORTANT NOTE:** Your fundraising URL is unique to you. Customize it with your name and make sure you write it down. This will be the url/link you will share with your network.

5. Opt-In for messages from Mary's Center and then click the "Create Your Page" button

- a) **IMPORTANT NOTE:** You WILL want to opt-in here to get messages about fun challenges and prizes throughout the campaign.



3. Choose your fundraising page settings

I'm happy for Mary's Center to keep me informed, by email, about the impact of my fundraising and other ways to stay involved including future events, campaigns and appeals.

- Yes please, opt me in
- No thanks, opt me out

NOTE: Mary's Center will receive your details and may need to contact you to support you in this fundraising effort. You can update your preferences directly with Mary's Center.

Create your page

Congrats, you created your fundraising page!

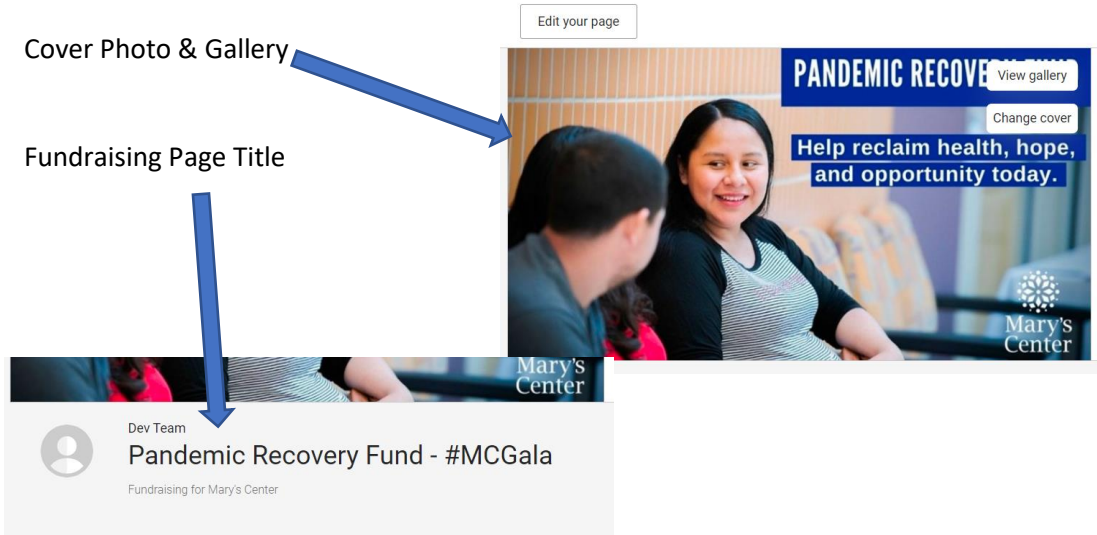


SECTION 3: How to Use Your Dashboard and Edit Your Page

Now that your account and page are created, you can begin to customize. The information you see on the page is the default content. However, everything can be edited. First, let's do a quick overview of what can be customized.

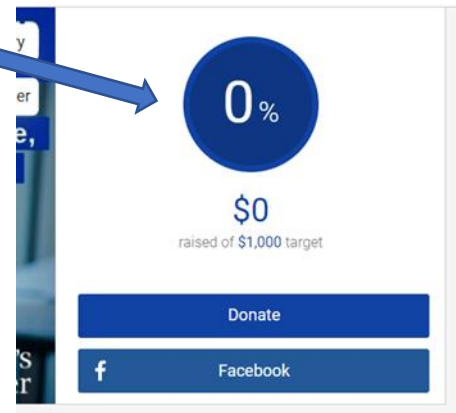
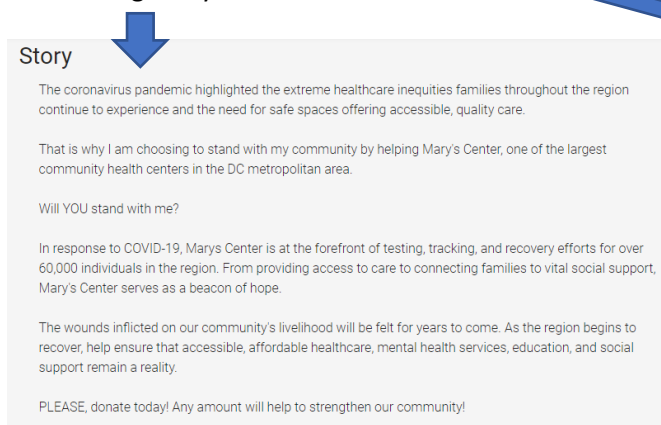
1. Cover Photo & Gallery

2. Fundraising Page Title



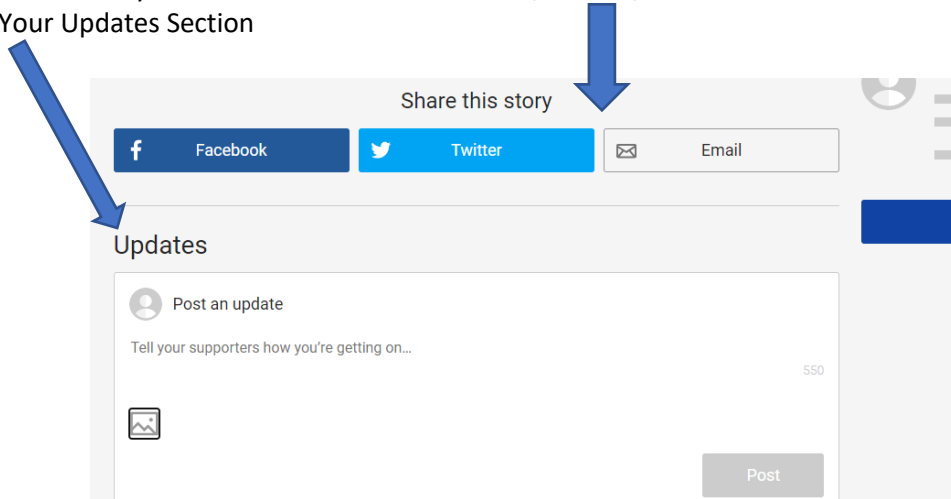
3. Your Fundraising Target

4. Fundraising Story





5. All content you choose to share on Facebook, Twitter, and Email
6. Your Updates Section



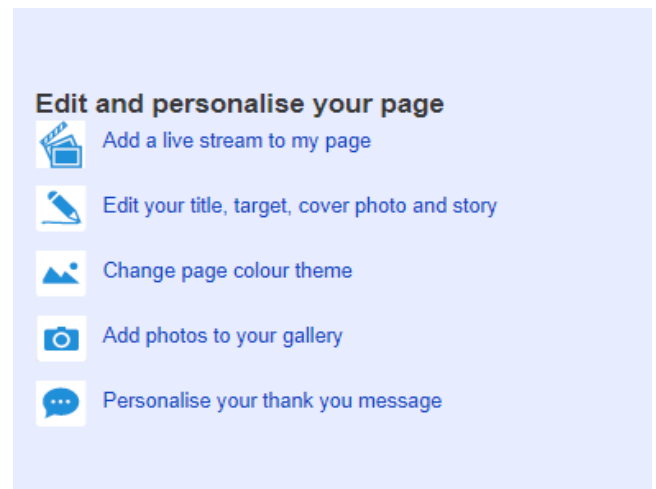
To begin to edit, click the top left button above the cover photo that says, "Edit Your Page."

Welcome to your dashboard!

This is where the fun begins! On the dashboard you have four sections. Below is a short overview of some of the sections on the dashboard.

1. Edit and Personalize Your Page:

- a) Create a live stream video to welcome your donors
- b) Edit your page title, financial target, cover photo, and story
- c) Change your page color theme
- d) Add to your gallery (photos added in addition to your cover photo)
- e) Edit your donor thank you message. Make it personal to your story!









2. Share Your Page

In this section you have a variety of options for sharing your page through online platforms. You can share it through Facebook, Twitter, and Email. There will be an autogenerated message that is created once you click on an option; however, you are able to edit the message.

Quick Note: Only use the “Sponsor me” button option if you have access to embed code onto your website, blog, or email signature

Share your page

-  Share on Facebook
-  Spread the word on Twitter
-  Email your contacts
-  Add a "Sponsor me" button to your email signature, website or blog


3. Donations made to your page

In this section, you can see where you are to goal, edit your target goal, and add in any offline donations (i.e. cash or checks).

Donations made to your page

0 % of target reached

0 donations

Target	\$1000.00	Edit 
Raised online	\$0.00	
Raised offline	\$0.00	Edit 