

HOW TO USE YOUR FUNDRAISING PAGE



Thunder Bay Regional
**Health Sciences
Foundation**

What You'll Find in This How-To Guide

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How To: Sign In to Your HQ

What is your HQ?

Your HQ is the place where you can personalize your fundraising page, share it on social media, change your goal, and see who's donated to you.

Note: Since each event is different, images on your fundraising page may look different than the ones pictured in this guide – but don't worry! The steps are the same.

SIGNING IN

STEP 1 | Visit the fundraising page and click **Sign In** on the top right of the page.

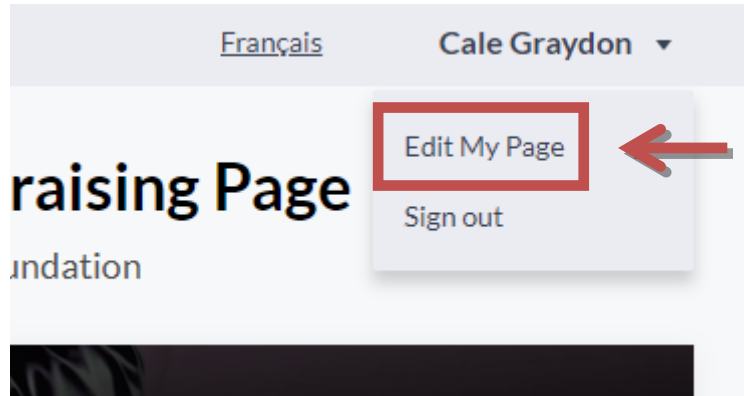


STEP 2 | Enter your username and password, then click **Sign In**.

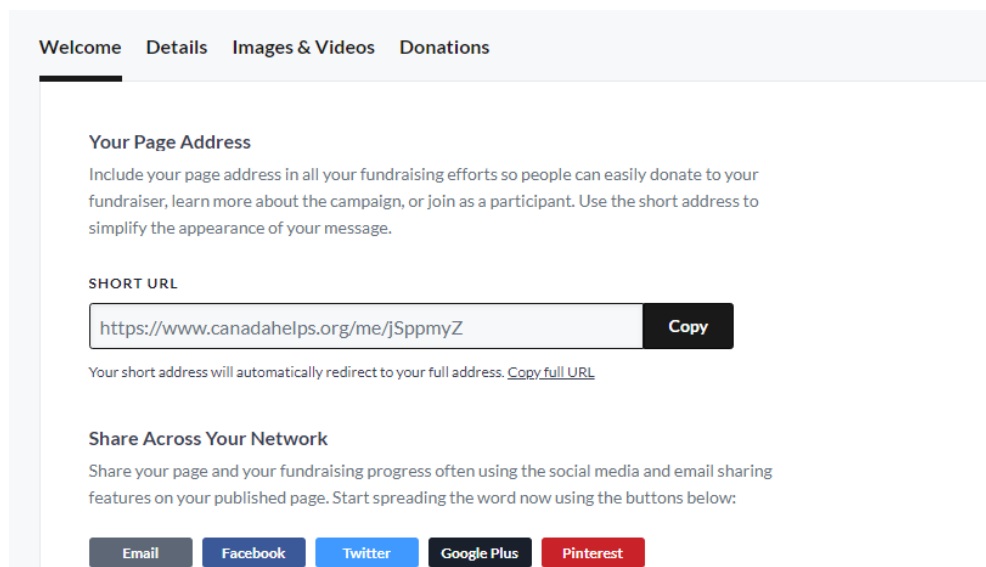
A screenshot of the sign-in form. At the top is a blue bar with the text 'Sign In'. Below it are two input fields: 'Your email address or charity username' containing 'you@email.com' and 'Password' containing seven dots. To the right of the password field is a link that says 'Forgot your password?'. Below the password field is a purple 'Sign In' button, which is highlighted with a red rectangular box. A red arrow points from the bottom left towards this button.

- CONTINUE ON NEXT PAGE -

STEP 3 | Click on your name, and then **Edit My Page**



STEP 4 | Viola! Your HQ will open and you can begin to access its features.



- Next: WHAT CAN I EDIT? -

What Can I Edit?

As you can see below, there are a number of things you can personalize on your Fundraising Page. In the following How To guide we'll go through the steps of how to change each one!

\$0 \$500 \$1,000

1 month, 2 weeks REMAINING Campaign ends April 12, 2019

Donate to Me

Share this

f t p e

Fundraising Goal

Hi! I'm very excited to be a Bachelor in this year's The Co-Operators Bachelors for Hope Charity Auction. All of the Bachelors are fortunate enough to start collecting donations before the big event! Please donate to not only support my dancing skills, but to fund local breast cancer diagnosis, treatment, and research right here in Thunder Bay. Thank you in advance and I hope I see everyone out on April 12!

Featured Image

Fundraising Story

Images

Video

Click on a thumbnail to enlarge a photo or watch a video

- Next: HOW TO UPLOAD IMAGES & VIDEOS -

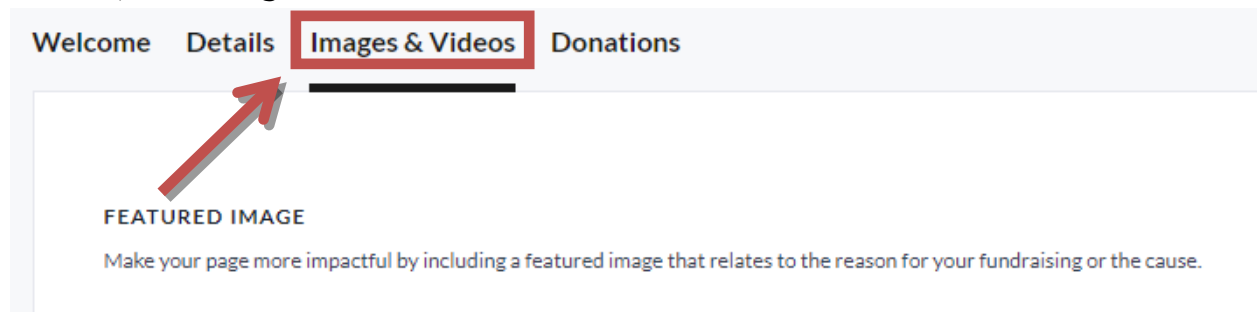
How To: Upload Images & Videos

Some things to consider:

- Please be sure your photo is saved as a JPG, GIF, or PNG file type.
- Files must be smaller than 4MB.
- Only YouTube video links are supported

STEP 1 | Sign In to your HQ

STEP 2 | Click **Images & Videos**

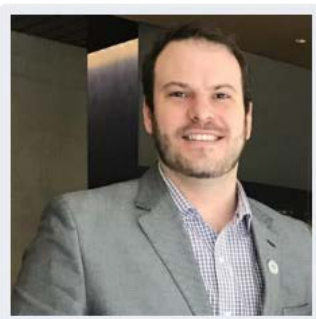


For a **FEATURED IMAGE**

This appears near the top of your page, right beside your personal story.

1. Under Feature Image, click **Upload an Image**.
2. Choose the photo you'd like to upload from your computer or device.

FEATURED IMAGE
Make your page more impactful by including a featured image that relates to the reason for your fundraising or the cause.



Remove

If you wish to change the photo click the **Remove** link in the **Featured Image** area. Then repeat the steps above.

- CONTINUE ON NEXT PAGE -

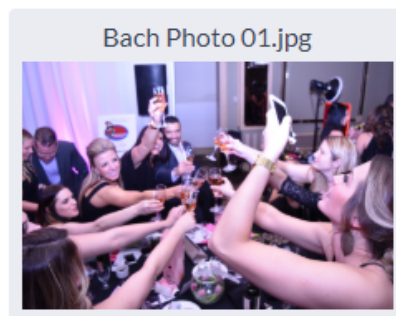
For additional IMAGES (optional)

These appear near the bottom of your fundraising page, if you'd like to add more than one photo. Note: Photos in this area must fit the size requirements listed on the site.

1. Scroll down to the Images section, click **Upload an Image**.
2. Choose the photo you'd like to upload from your computer or device.
3. Add a caption describing the photo.
4. Click **Add An Image** to upload it. You can add several images if you like.

Images

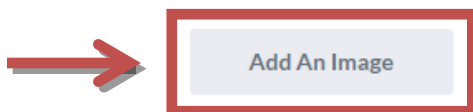
Images added here must be selected as part of a Media Carousel to display on your campaign page. Image must be at least 400px x 400px, but no larger than 5000px x 5000px. Supported formats include JPG, PNG and GIF.



CAPTION

Cheers to another amazing Auction!

Remove



If you wish to delete a photo click the **Remove** link under that image in the **Images** area.

- CONTINUE ON NEXT PAGE -

For a VIDEO (optional)

1. Scroll down to the Videos section.
2. Enter a **YouTube video URL** in the text entry field
3. Include a title for your video.
4. Include a caption explaining the video.
5. Click **Add A Video**

URL

Please add the page URL from Youtube or Vimeo e.g.
<http://www.youtube.com/watch?v=o7Jxi0ZdzB0>

<https://youtu.be/mf5C-32XmkU>

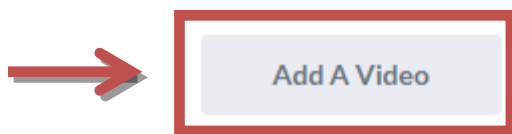
TITLE

Here we go!

CAPTION

A little message to everyone who's supporting me :)

Remove

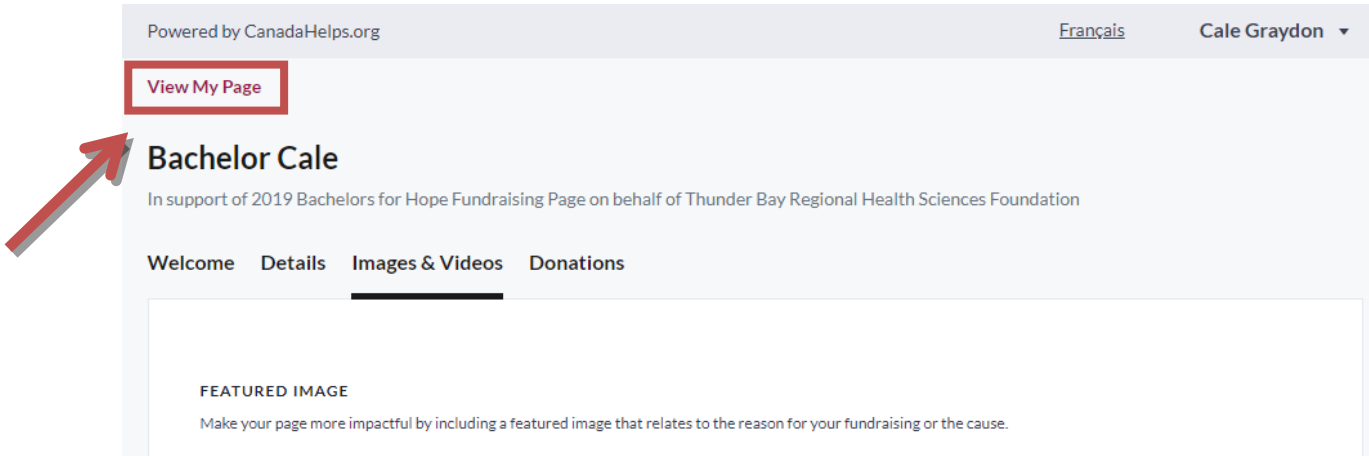


You can add several videos to your page, if you wish.

If you'd like to delete the video click the **Remove** link under that video in the **Video** area.

- CONTINUE ON NEXT PAGE -

STEP 3 | View your changes by clicking **View My Page** on the top left.



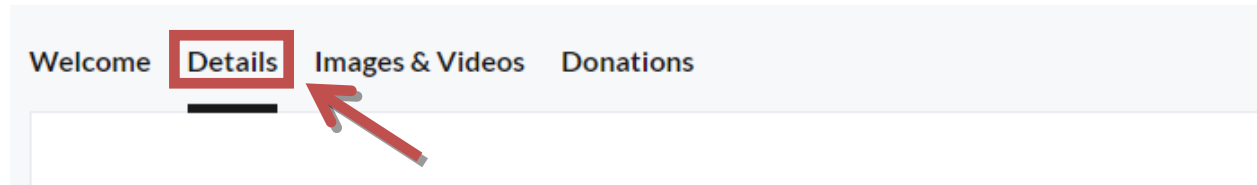
The screenshot shows a fundraising page interface. At the top left, it says 'Powered by CanadaHelps.org'. On the top right, there is a language selector for 'Français' and a user name 'Cale Graydon' with a dropdown arrow. Below this, a red-bordered button labeled 'View My Page' is highlighted. A red arrow points from the left towards this button. The main heading of the page is 'Bachelor Cale', followed by the subtitle 'In support of 2019 Bachelors for Hope Fundraising Page on behalf of Thunder Bay Regional Health Sciences Foundation'. Below the heading is a navigation menu with four items: 'Welcome', 'Details', 'Images & Videos', and 'Donations'. The 'Images & Videos' item is currently selected, indicated by a thick black underline. Below the navigation menu is a section titled 'FEATURED IMAGE' with the instruction: 'Make your page more impactful by including a featured image that relates to the reason for your fundraising or the cause.'

- Next: HOW TO CHANGE MY FUNDRAISING STORY -

How To: Change My Fundraising Story

STEP 1 | Sign In to your HQ

STEP 2 | Click **Details**

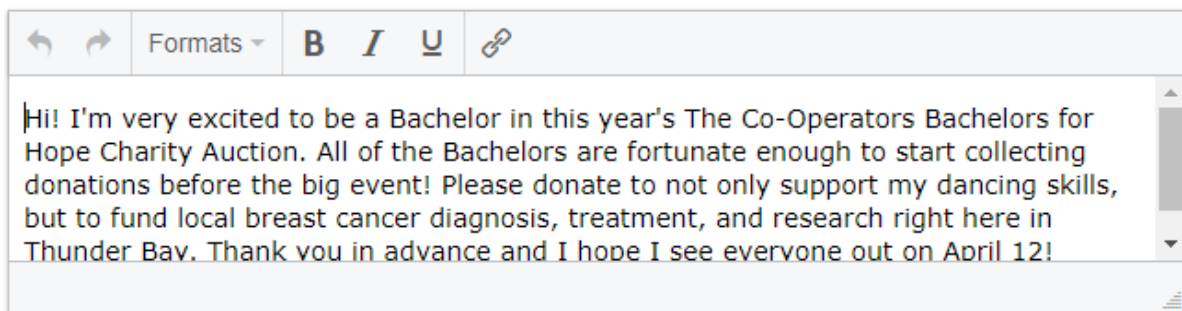


STEP 3 | Scroll down to Fundraising Story. It will be pre-filled with a general story, but we want you to add your personal flair! Write why you're fundraising for the cause.

Note: Feel free to format with **bold**, *italics*, and underlines. Have fun with it!

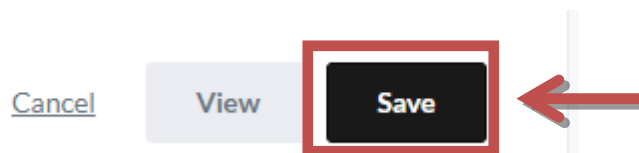
FUNDRAISING STORY

Inspire your friends, family and co-workers to support the cause through your fundraising story. The better they connect with your story, the more likely they will make a donation. Be sure to not just tell them what the cause is, but why the cause is important to you.

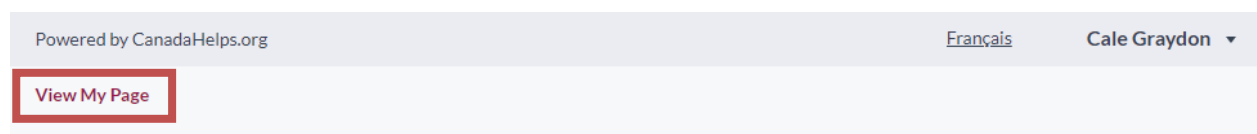


590 characters remaining (includes hidden HTML)

STEP 4 | When you're done, click **Save** on the bottom right to save your changes.



STEP 5 | View your changes by clicking **View My Page** on the top left.

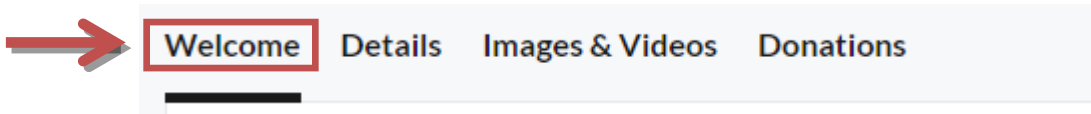


- Next: HOW TO SHARE VIA EMAIL, FACEBOOK, AND TWITTER -

How To: Share to via Email, Facebook, and Twitter

STEP 1 | Sign In to your HQ

STEP 2 | Click on **Welcome**.



STEP 3 | Click which way you'd like to share your page: Email, Facebook, Twitter, etc.

Share Across Your Network

Share your page and your fundraising progress often using the social media and email sharing features on your published page. Start spreading the word now using the buttons below:



EMAIL

Email will open your default email client. From there you can choose who you'd like to send the email to, write a custom Subject, and write the email itself!

A screenshot of an email composition form. The 'To:' field contains 'their@email.com' and the 'Subject:' field contains 'I'm a Bachelor for Hope!'. To the right of the 'To:' field are three small icons: '+ From', '+ Cc', and '+ Bc'. To the right of the 'Subject:' field is a person icon and a back arrow icon.

In case you haven't heard: I'm a Bachelor in this year's The Co-Operators Bachelors for Hope Charity Auction!

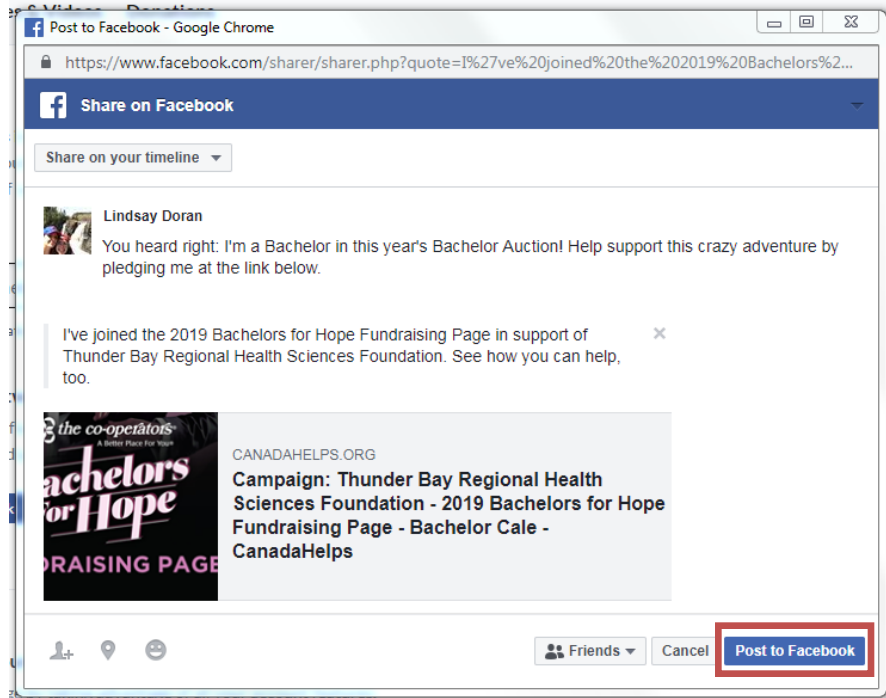
Before my big night I'm collecting pledges for local breast cancer care. Please donate to my page at <https://www.canadahelps.org/me/jSppmyZ> to support this crazy journey!

Thank you so much,
Your Name

- CONTINUE ON NEXT PAGE -

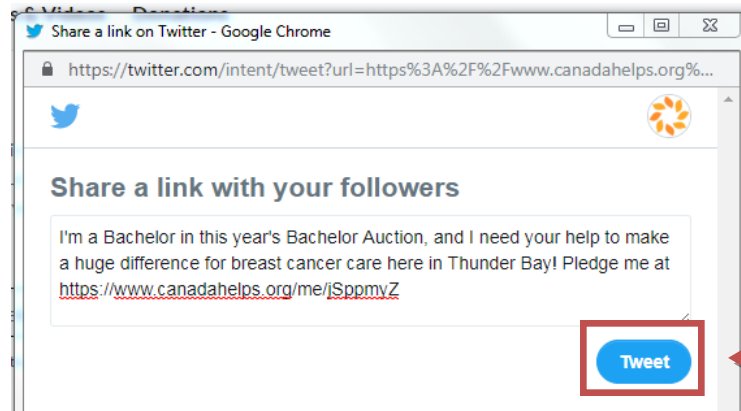
FACEBOOK

Facebook will open a separate window or the Facebook app, where you can write a little blurb asking your friends & family to support you. The link will automatically appear below the post.



TWITTER

Twitter will open a separate window or the Twitter app, where you can write a tweet asking your friends & family for their support. The link will automatically appear in the tweet.



- Next: HOW TO SHARE ON INSTAGRAM -

How To: Share on Instagram

What about Instagram? Can you share on there? You sure can!

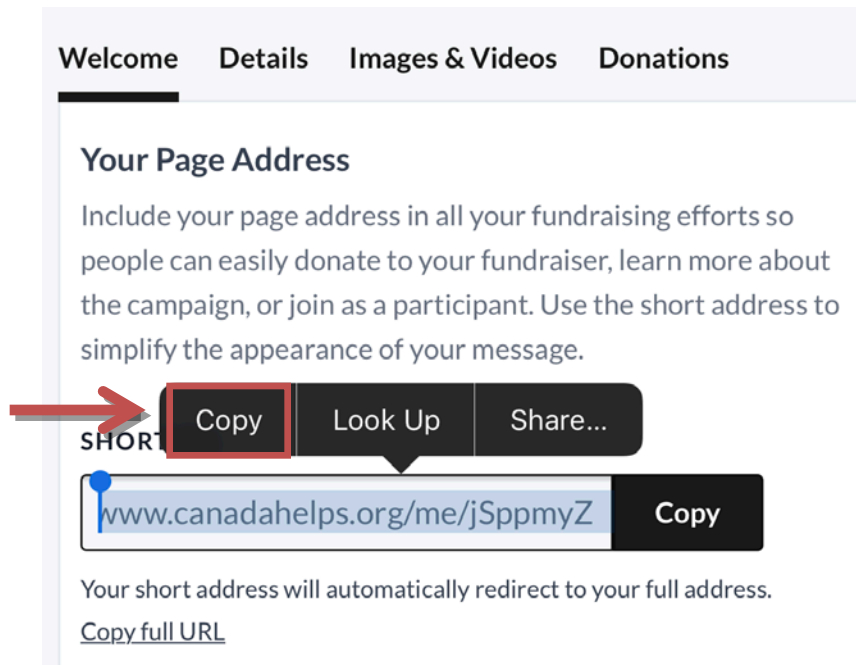
While links don't work in Instagram posts, you can still add the link to your Instagram bio.

STEP 1 | On your phone, Sign In to your HQ.

STEP 2 | In the **Welcome** area, find your Short URL

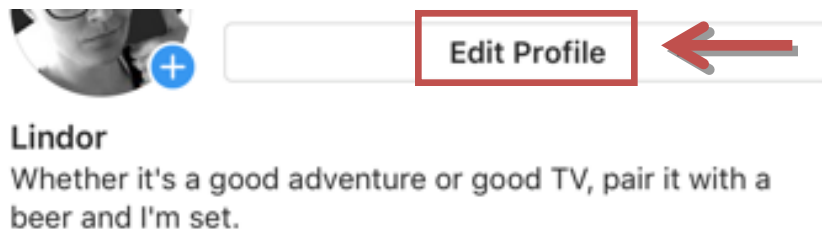
STEP 3 | Copy your **Short URL**.

Note: If the copy button doesn't work, try highlighting the entire link and copying it by hand.



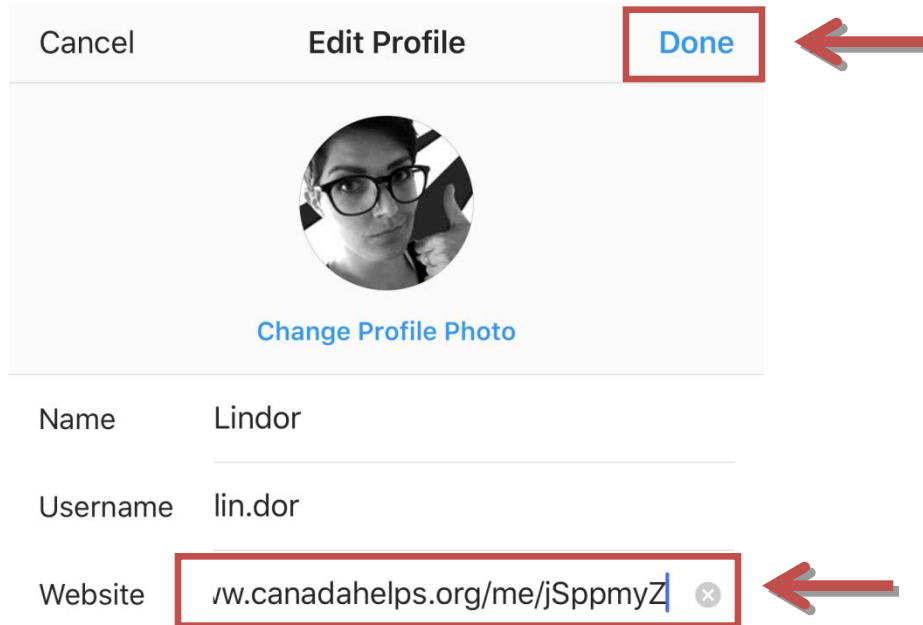
STEP 4 | Open your **Instagram** app.

STEP 5 | Go to your Profile, and click **Edit Profile**



- CONTINUE ON NEXT PAGE -

STEP 6 | Paste your Short URL into the **Website** field.



Cancel Edit Profile Done

Change Profile Photo

Name Lindor

Username lin.dor

Website www.canadahelps.org/me/jSppmyZ

STEP 7 | Tap **Done** and you're almost there!

STEP 8 | Now share a photo of yourself, tell your followers about the Bachelor Auction, and ask them to donate at the **link in your bio!**

- Next: HOW TO ENTER OFFLINE DONATIONS

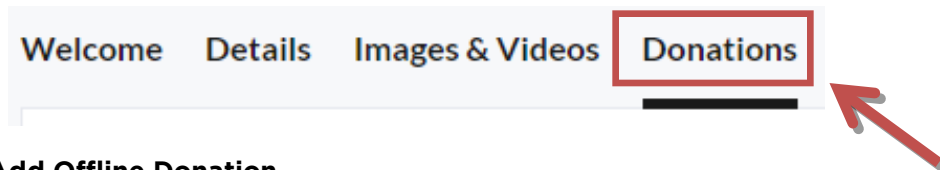
How To: Enter Offline Donations

You may come across people who like to donate the old-fashioned way: with cash & cheques. No problem! You can still add their donations to your Fundraising Goal.

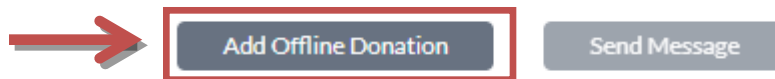
STEP 1 | Write the person's information on your paper pledge sheet, and collect their cash or cheque.

STEP 2 | Sign In to your HQ.

STEP 3 | Click on **Donations**. Here you will see all donations that have been made to you.

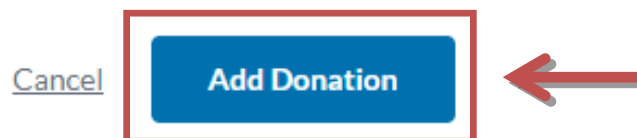


STEP 4 | Click **Add Offline Donation**

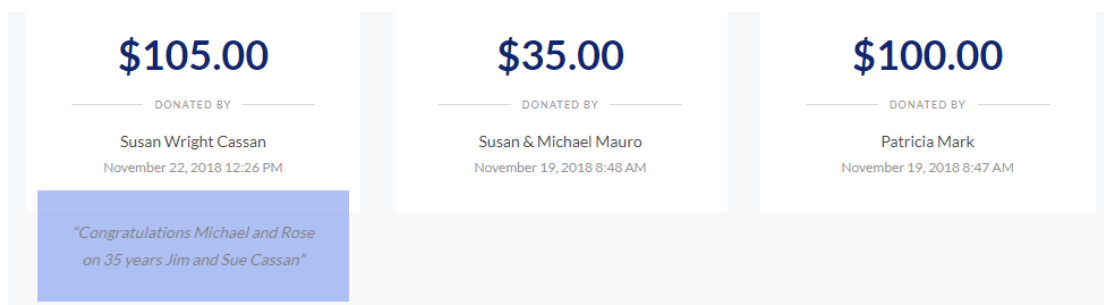


STEP 5 | Add the donor's **First and Last Name**, **Email** (if you have it), **Donation Amount**, and a message if they have one for you. (We'll show you were the messages show up in Step 7)
Note: If the donor expressed they'd like their gift to be anonymous, select "Hide name and message" under **Display Type**.

STEP 6 | Click **Add Donation** and the offline donation will be added to your total raised.



STEP 7 | Click **View My Page** in the top Left corner to go to your page. There, you will be able to see your new offline donation scrolling along with your other donations.



- Next: FUNDRAISING INFORMATION -

Fundraising Information:

The Thunder Bay Regional Health Sciences Foundation, and its funds, supports better health care in Northwestern Ontario by funding vital medical equipment our Hospitals and medical professionals need. Most importantly, **100% of the funds raised will stay in Northwestern Ontario.**

People like you are an integral part of our fundraising efforts. Every dollar you raise is improving health care right here at home.

Below are some tips on how to raise pledges!

Fundraising Tips:

- ✓ Set a personal goal - we would like to see each bachelor collect a minimum of \$500
- ✓ Make the first pledge - when your name appears as a donor on your page, friends & family immediately see your personal commitment
- ✓ Collect pledges online to save time!
- ✓ Carry your pledge form with you everywhere- easier to have people support you
- ✓ Be sure friends & family know of their various choices for payment (online, credit card, cheque, cash)
- ✓ Let friends & family know that they will receive a tax receipt for their pledge (any amount over \$20)

8 Steps to raising \$750:

1. Make a personal contribution of \$50 or higher
2. Ask your employer to match the amount that you raise or sponsor you for \$100
3. Ask 8 family members (siblings, aunts, uncles) to sponsor you \$25
4. Ask 4 co-workers to sponsor you for \$20
5. Ask 5 friends to sponsor you for \$25
6. Ask 5 people at your church or club to sponsor you for \$20
7. Ask 5 local merchants to sponsor you for \$25