

Welcome to Active Giving Fundraising!

Managing Your Personal Fundraising Page

You will be notified by email when your personal fundraising page has been set up. Please follow the easy steps below to manage your site and to get your fundraising efforts started.

1. Log on to ActiveGiving.com

Go to: www.ActiveGiving.com, and log in using the username and password that was emailed to you. You will be directed to "My ActiveGiving HQ." Here you will find tabs across the top of the page directing you to the Active Giving Tools.

2. Personalize Your Page

Customize My Webpage: Select this tab to personalize your fundraising page. From here, you can create a title and tagline for your page and enter your personal story or mission.

Upload a picture: Add a picture of yourself by clicking on "upload images." Simply browse through the files on your computer to find the picture you want.

Set a fundraising goal: Enter a goal amount in the box, then watch as you get closer to meeting your fundraising goals.

Change the layout design and color scheme: Use these tools to add your own personal touch.

3. Send Emails

Follow the instructions under this tab to invite your friends and family to make a contribution in your name. Simply upload your contacts, create a personalized email, and track your sent mail. Your contributors will be directed to the main campaign page and can easily make a donation in your name by finding your individual page in the fundraiser dropdown menu.

4. Reviewing Your Donations

To keep track of your donations, click on the tab called "View Reports." The Donation Summary will list the total donations you have received. The Donation Details report lists each contributor and how much they have donated. You can select the box next to the donor's name and click "email selected contributors" at the bottom of the page to immediately email a "thank you" to your contributors. (You will receive a copy of the message you sent.)

Good Luck and HAVE FUN!

If you have questions regarding the Active Giving system, please contact Customer Support. Telephone and email support are available between the hours of 7 a.m. and 5 p.m. PST Monday through Friday.

Phone: 888-543-7223 x4

Email: givingsupport@active.com



Welcome to online fundraising with Active Giving Solutions!

We are committed to making your online fundraising campaign a success! We have devised the following plan to help you surpass your fundraising goals. All you need to do is stay involved and encourage your fundraisers in their efforts!



Follow this guideline to help ensure this campaign is your most successful one yet!

Create & Customize your Campaign Page

Consult the online campaign guide, and contact your account representative for assistance.

Set a Goal

We will raise \$ _____ by this date _____.

Link your fundraising page to your website

Display the link prominently, using one of our attached web buttons.

Create a broadcast email promotion schedule

- Launch email campaign by announcing your online campaign
- Provide a link to your campaign page
- Encourage people to fundraise or make a contribution

Stay in touch with your fundraisers

- Encourage them in their efforts.
- View and contact all of your fundraisers under "Fundraising Management" in your campaign center.
- Distribute the Fundraiser Check List and Sample Plan.

Send an email to all contacts a month before your event or campaign end date.

- Keep your constituents aware of milestones
- Report on your progress, motivate fundraisers, and ask for support.

Send an email to all contacts a week before your event or campaign end date.

- Generate interest by giving event or campaign specific details.
- Provide a link to your campaign page.

Consider offering prizes to recognize top fundraisers.

Official Marathon Charity Fundraiser Check List



Set a Goal

- I will raise \$ _____ by Race Day:
- I will contact _____ people in order to reach my goal.

For example, Mary needs to raise \$3,000 for her cause. She estimates the average contribution will be \$50. If 50% of the people she contacts contribute, she will need to contact 120 people to meet her goal.

Customize your Personal Webpage

- Upload a personal photo.
- Create a message connecting yourself to your cause.

Manage Your Address Book

- Enter or upload all your email addresses into address book.
- Keep track of who you've emailed and when.

Email Everyone!

- Send mass emails to family, friends and coworkers.
- Educate your donors on the cause. Stress the benefits of contributing.
- Email local businesses that might be interested in your cause.
- Always ask contacts to FORWARD your email to others!
- As you receive donations, write thank you emails

Input Offline Donations

- Enter your offline donations to keep track of your process.

Have Fun!

If you have questions regarding your individual fundraising page, please contact Customer Support. Telephone and email support are available between the hours of 7 a.m. and 5 p.m. PST Monday through Friday.

Phone: 888-543-7223 x4

Email: givingsupport@active.com

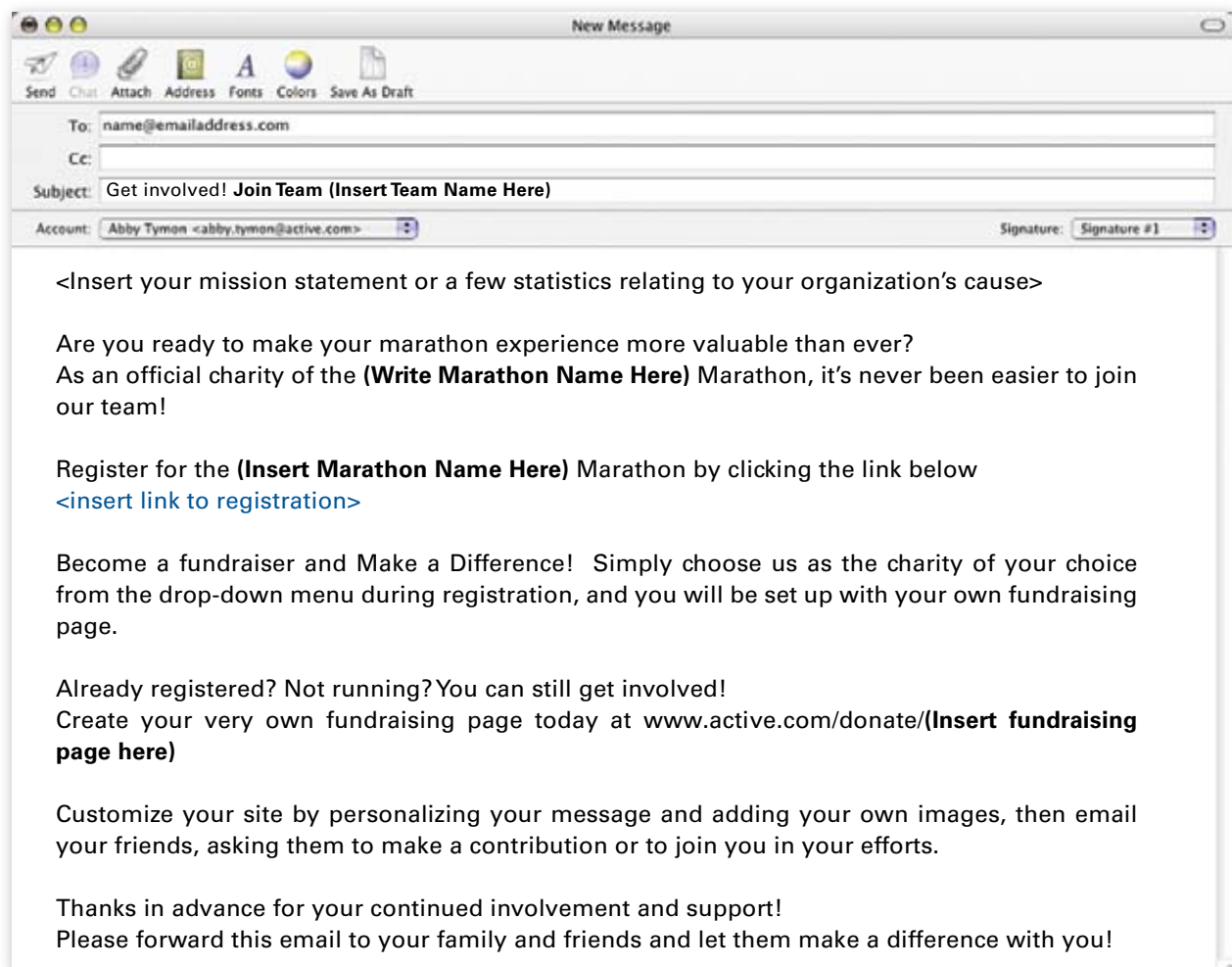
Broadcast Emails

Sending simple and consistent emails is the key to any successful online campaign. We would be happy to manage this process for you. Simply provide us with a list of email addresses (preferably in an excel spreadsheet), and we'll take it from there. Your confidential list of contacts will only be used to promote your campaign. Should you wish to review our privacy statement, it can be found at the following link:

http://www.theactivenetwork.com/exec/tanweb/Privacy_Statement.cfm

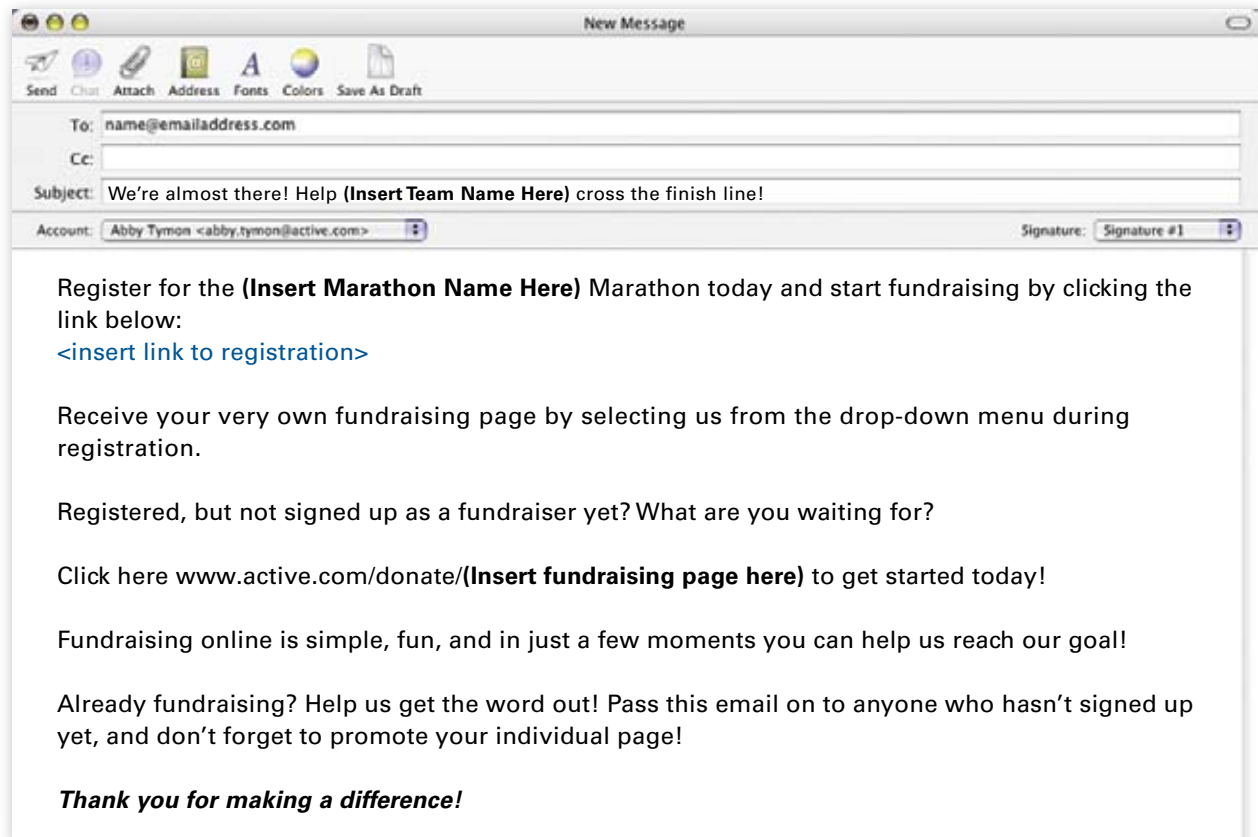
If you would prefer to email your constituents yourself, please consider using the examples provided below. We recommend you make minimum edits to these samples.

Launch of Fundraising Campaign Send to all contacts ASAP

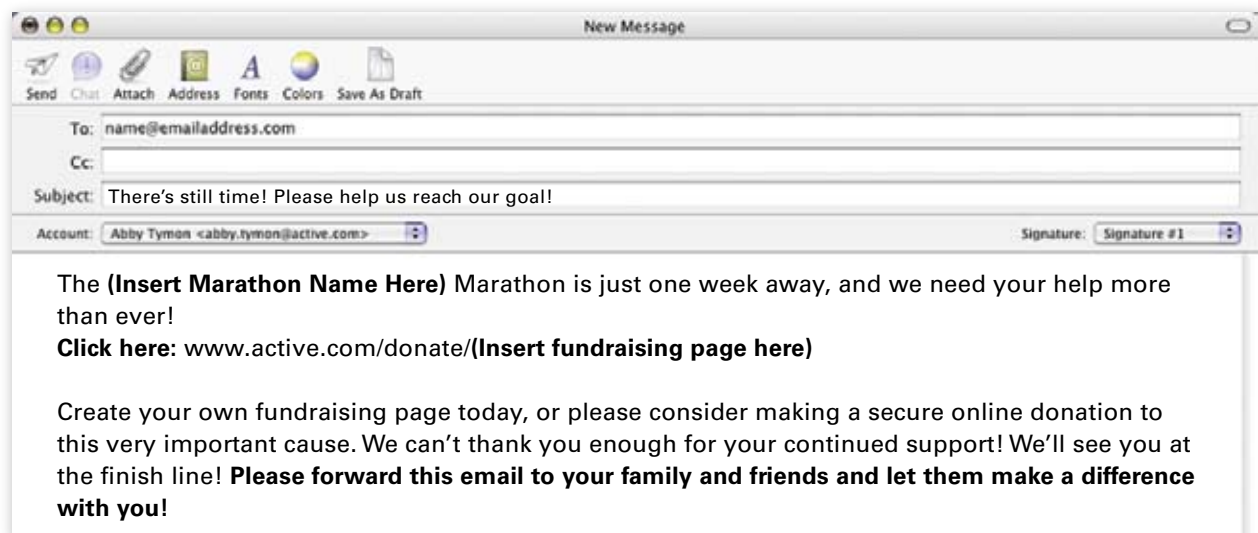


Broadcast Emails (continued)

One month until Marathon registration closes

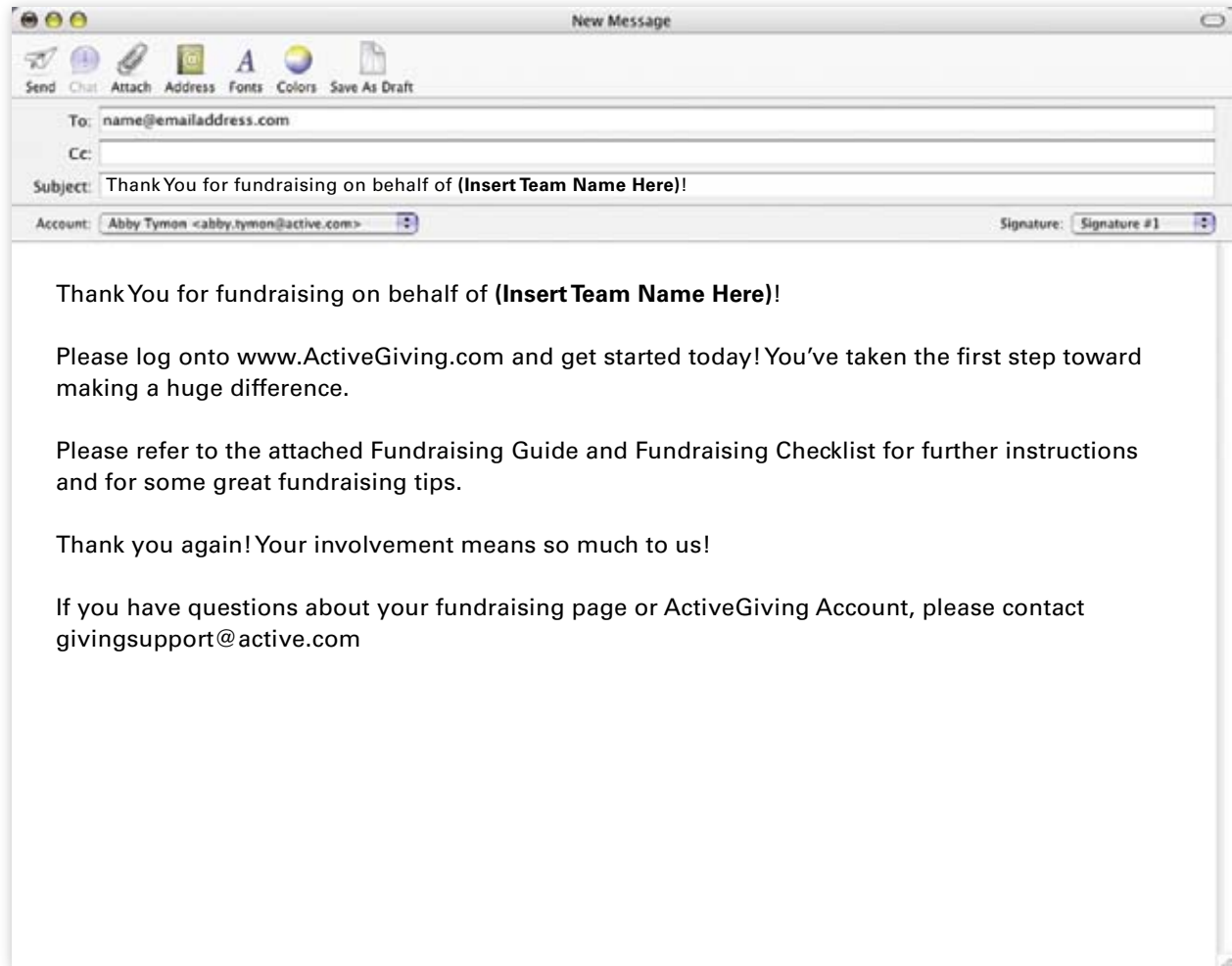


One week until Marathon



Broadcast Emails (continued)

Email to Fundraisers who have already signed up



3 Easy Steps to Starting a Company Charity Team

① Set up your Online Team Page

- Go to www.active.com/donate/(Insert fundraising page here)
- Set up a team fundraising page by clicking "Become a Fundraiser," then clicking "Create a Fundraising Team."

② Email all Company Employees

- Educate employees about the cause your company is choosing to support.
- Provide a link to the company team page, and explain how employees can get involved.
 - By signing up directly on the team campaign page by clicking "Join this Team."
 - By making a simple donation through the team campaign page.
- Give details about the ease and security of donating online.

③ Give Incentives to Top Fundraisers, Top Donors and Entire Company

- Offer personal time off days for top fundraisers or top donors; Offer company pizza party or BBQ if company reaches a certain goal.



By uniting for a cause
your company will
establish goodwill
in the community,
create team unity &
have fun along the way!