



YMCA OF SNOHOMISH COUNTY

FUNDRAISE FOR THE Y

A complete guide to becoming a better fundraiser using TeamRaiser.

So you've decided to fundraise for the YMCA? Great! Let's get started.

Tip #1: Make a self-donation.

Donating to your own page reflects your commitment to the YMCA's mission. If you didn't make a donation at the time of registration, you can do so now.

Tip #2: Tell your Y story on your personal page

Log into your Participant Center and tell your story! Your donors will want to know why you are connected to our cause. Also take time to upload a picture of yourself or a picture that reflects why you are fundraising.

Tip #3: Start early.

The sooner you start asking for donations, the more money you will raise. As soon you register to become a fundraiser, get organized and start asking!

Tip #4: Set a goal.

Your fundraising goal should be a stretch, but doable. If you are getting close to your goal, raise it so people continue to donate.

Tip #5: Contact everyone you know.

Start with your email address book, then your regular address book and member lists from clubs and organizations you belong to. You'll be surprised who gives!

Tip #6: Customize your emails.

Make the email template yours. Include a personal story - why you're raising money, why it's important for donors to give and where the money goes.

Tip #7: Create an email schedule.

Set dates to send a first email announcing your participation, a second email asking for donations, an update email and a "last chance" email.

Tip #8: Ask, ask and ask again.

People can only make a donation if you give them the opportunity. On average, it takes 3 asks to result in 1 donation. Don't be shy about asking more than once! People need to be reminded, sometimes more than once.

Tip #9: Add Social Media to the mix.

Click on the 'Fundraise with Facebook' button in your participant center to connect your fundraising page to your Facebook account. Use Twitter to update friends on your fundraising and provide a direct link to your fundraising webpage.

Tip #10: Get creative.

Add the URL for your fundraising webpage to your email signature. Give out "piggy banks" and ask people to save their change. Hold an auction. Throw a party. Just #getcreative.

Tip #11: Join a team.

Need help staying motivated? Consider joining an existing team or form your own team. There's power in numbers!

Tip #12: Stay focused.

Remind yourself of the "why". Turn to other fundraisers for inspiration and ideas.

Tip #13: Send personalized thanks.

After you've completed your fundraising, send your results to donors and thank them for their help. You might need them again next year!

Tip #14: Turn in offline funds.

If you receive a donation in the form of cash or check, have your donor fill out the pledge form (last page of this document), and turn both in to your campaign leader as soon as possible. You can include offline gifts to your fundraising goal, by adding them in your participant center. Click on 'Enter New Gift'.

FAQs

Online Account Information

I'm trying to register but it says I already have an account. Why?

If you are a past fundraiser or donor, your email address may have already been added to our database. TeamRaiser is our NEW fundraising platform but your previous contact information has been synced up. Please click on the link "Email me my login information" on the registration page. Your email address should be your default username and you can reset your password.

I forgot my Username and Password. How do I retrieve it?

Remember that your username and password are case sensitive. If you still cannot log in, visit the Login page and click the Forgot Username or Forgot Password link to reset.

How do I change my contact information or Username and/or Password?

Login to your Participant Center using your username and password. Once logged in click the "Profile" link at the top of the page. Once in your profile, you will be able to change your contact information, email address, username and password. All changes will be made to your account immediately.

Online Transactions

Is my information secure?

Blackbaud has made every effort to protect your information. They use industry-standard SSL encryption techniques to make sure your credit card information, passwords and personal information travel securely over the Internet. They have also installed an encryption engine on our database server so your data is securely stored.

How is credit card information handled?

Credit card information is not stored in our database. During the donation process, we send credit card information to an online processing terminal using a secure connection. The information passed back is an approval or denial for the credit card transaction.

Online Fundraising

What is a Personal Page?

A Personal Page is an online fundraising tool for you to use when asking friends, family and co-workers to join your team or make a donation. Once you sign up for an event online, by default, you will have a Personal Page created for you. You have the option of personalizing this page by going to your Participant Center and selecting the Personal Page button along the gray navigation bar in the middle of the screen. You will be able to customize images, text and the style/color web page layout.

Do I have to personalize my page?

A compelling Personal Page attracts and engages your supporters. While you can spread the word using customized email solicitations, your Personal Page can be your own creative expression of your commitment to our cause. Customize your page by utilizing text, photo and social media to their fullest advantage.

What size photo can I upload to my Personal Page?

The photo file size limit is 4MB.

How do I change my goal?

First, you will need to login to your Participant Center. On the middle of your screen in the Progress Bar, select the "Change" button under your current goal. Enter your new goal and select "Submit" to save.

**This is recommended if you meet your goal and still wish to continue to fundraise.

How do I change my Team name or goal?

Only the Team Captain has the ability to change the team name, team division or team goal. The Team Captain will need to login to their Participant Center and click the "Team Page" button on the top right to update the team page, name, photo, company, division and team recruitment goal. To update the team fundraising goal, select the "Progress" button on the top, then select the "Team" button on the right. Now, select the "Change" button under the Team Goal. Enter your new goal and select "Submit" to save.

How can I see who has donated to me?

Login to your Participant Center. Click on "Progress;" this will allow you to view your donation history including donor list and corresponding donation amounts. Remember to thank each and every donor personally!

How can I see who is on my team?

Login to your Participant Center. Click on "Team Roster" on the right, which will allow you to view your team roster.

What's the difference in a public vs. private page?

By default, a Personal Page is Public, meaning your name will appear in the participant search list. Anyone accessing the site will be able to support you. Setting your Personal Page to Private means your name will not appear in the participant search list. Only people you invite by giving them your Personal Page URL will be able to support you.

How do I create a unique Personal Page URL?

Log in to your Participant Center and select "Personal Page" button along the gray navigation bar. Then select the "Content" button on the right. In the Personal Page URL and Settings area, click "Edit". Type the text you want to use (such as your name or nickname). You may use letters and numbers as well as the period (.), dash (-), and underscore (_) characters. To avoid problems, do not leave any spaces. Click "Save". The Edit fields close as the "The shortcut was updated successfully" message appears and the new URL displays.

How do I add my Personal Page URL to emails?

When you send an email to your contacts from the Participant Center, a link to your Personal Page is automatically included at the bottom of the email. You do not need to include the URL for your Personal Page in the message you compose.

Offline Fundraising

How can I enter offline gifts?

1. Print the pledge form for your donor to complete (“About Event” at the top of your personal page, then “FAQ”) or you can make copies with the pledge form at the end of this document.
2. Enter the offline gift by clicking the ‘Enter New Gift’ button from your Participant Center.
3. Bring the pledge form and donation (check or cash) to your Y branch and give to your campaign leader to be processed.

Participant Center Overview

The Home page in the Participant Center displays information about the event and your fundraising progress and activities as well as provides the tools to raise money and communicate with friends, family, and teammates.

Following displays the Participant Center functions for the fundraiser.

Logging In:

To access your Participant Center, you must first log in.

- Visit the fundraising website.
- Select the Log In button on the top right hand of the screen.
- Enter your Username and Password. Select Log In.
- If you do not know your Username or Password, use the Hint boxes below to determine them.



The image shows a login form with a blue background. It contains three input fields: a white box labeled 'Username', a white box labeled 'Password', and a green button labeled 'LOGIN'.

Home Area:

Displays the fundraiser's progress

From here, you can view how much money has been raised, change your goal, send emails and enter gifts.

The Recent Activity area helps you keep track of your efforts, their success rate and subsequent actions. Each interaction performed by you or in support of others is displayed here.

The screenshot shows a web interface for a fundraiser's home area. At the top, there are navigation tabs: Home, Email, Progress, and Personal Page. The main content area is titled "Overview" and includes a section for "Your Fundraising Progress" with a progress bar. Below this, four key metrics are displayed in boxes: "\$0.00 I Have Raised", "\$100.00 My Goal (change)", "0% Percent", and "347 Days Left". A "What to do next?" section contains two numbered tasks: "1 Set up your Personal Page" and "2 Add Contacts to Your Address Book". On the right side, there is a vertical sidebar with buttons for "Send email" and "Enter new gift", and a list of links: "Add Contacts", "View Your Progress", "Edit Personal Page", and "Manage Your Display Name".

Home | Email | Progress | Personal Page

Overview

Your Fundraising Progress

\$0.00 I Have Raised	\$100.00 My Goal (change)	0% Percent	347 Days Left
-------------------------	------------------------------	---------------	------------------

What to do next?

- 1 Set up your Personal Page
Customize your Personal Page with a story about why you are raising funds for this cause.
- 2 Add Contacts to Your Address Book
Add contacts to email from your personal Address Book on our site.

Send email
Enter new gift

Add Contacts
View Your Progress
Edit Personal Page
Manage Your Display Name

Email Area:

Allows the fundraiser to send emails to ask for donations.

Choose from a pre-written template, or create your own email from scratch.

Remember it is important in each email to convey why raising funds for the Y is important to you personally.

Compose Message



Select Email Template

- ▶ Thank You (1)
- ▼ Solicitation (1)
 - Support Me - Ask 1 (Preview)
- ▶ Other (1)

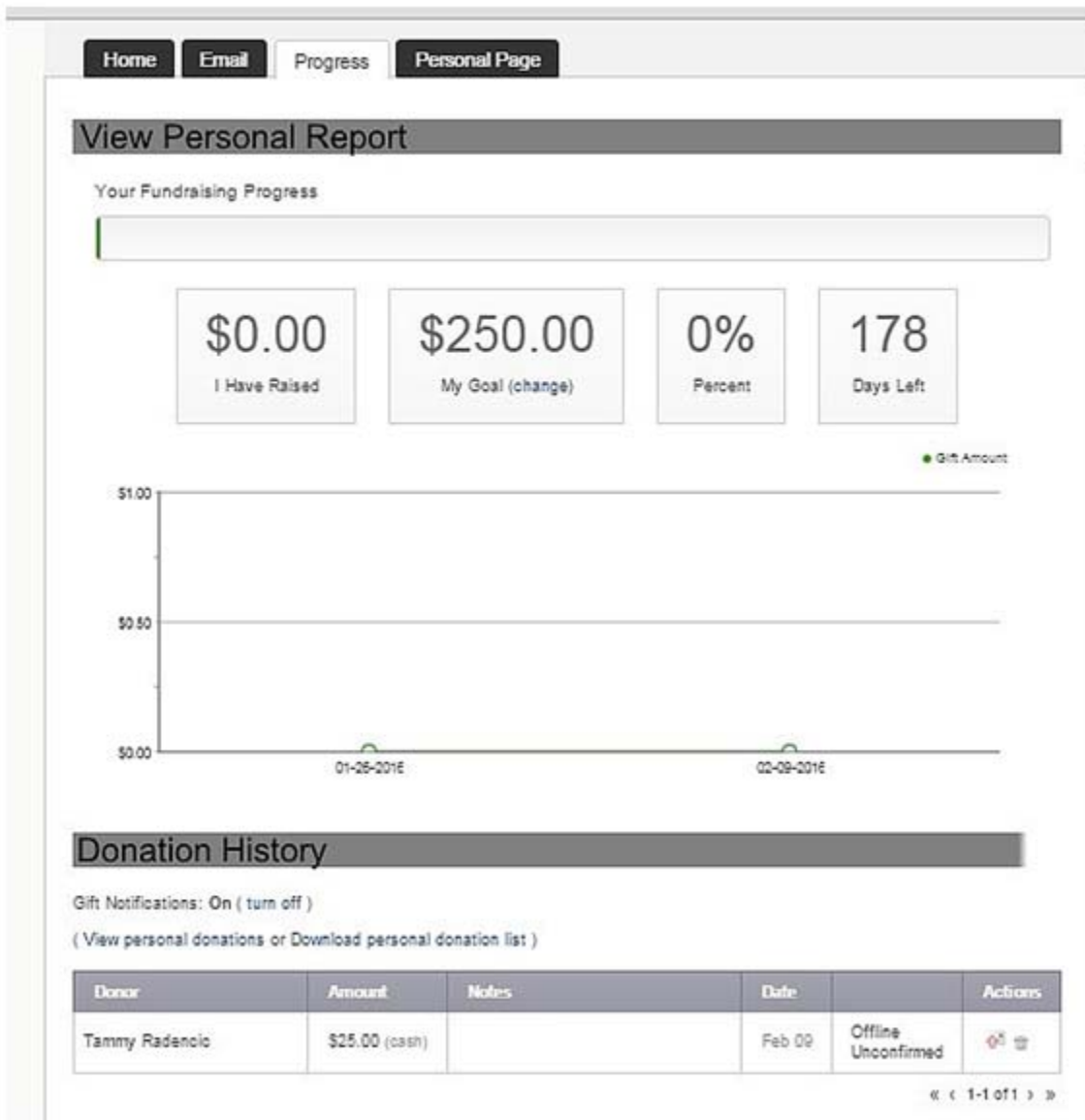
[Save as draft](#) [Save as template](#) [Preview](#)

[Next](#)

Progress Area:

Includes the amount of money that has been collected to support the participant's fundraising efforts, fundraising goal, percent of goal achieved, and days remaining until the event.

This area also displays the donation history, in which donations can be personally acknowledged.




Personal Page:


Use this area to tell your story, upload a picture or video, create a friendly URL, and change the page from public to private.

Click the View Personal Page link to see how the page appears to potential donors.

Home Email Progress Personal Page

Edit Your Personal Fundraising Page [\(View Personal Page\)](#)




 The shortcut was successfully updated.







































 The privacy setting was successfully updated.

Personal Page URL: (URL Settings)
<http://cureep.convio.net/goto/undefined>
This page is **Public**

Title

Body

ABC | Font family | Font size |   

B / *I* / U | ABC |                                      

Content

Photos/Video

Participant Center Details

Looking for detailed step-by-step instructions for the Participant Center? The following pages provides helpful steps for performing tasks as a fundraiser.

Home Page

Links to Common Tasks

The most common fundraising tasks are listed along the right-hand side of the Home page with links to quickly access the tools you can use to perform them.

Send Email: Displays the Compose page and other tools that you can use to create and send email messages to family and friends to appeal for donations.

Add Contacts to Address Book: Displays a list of contacts in your personal address book and the tools to develop a list of the family members and friends that you want to tell about your efforts, keep track of people who donate to your fundraising efforts, and easily contact other members of a team.

View Your Progress Page: Displays more details than shown in the Overview Progress bar on this page, such as, charts that show when people have given gifts to support your fundraising and the highest ten gift amounts along with the names of the donors who gave them.

Work with Personal Page: Displays the externally facing Web page that you can direct people to visit to direct their financial contribution to support you. You can edit this page to tell a story about why you are participating in this fundraiser and include a photo.

View Team Roster: (Team Captains Only) Displays the names of the people who are participating on your team.

Email Page

Links to Common Tasks

You can easily compose and send email messages from the Email tab.

To: Click Compose. Enter contacts into the "To" field. Names from contacts in the Address Book will display (if contacts are in your address book). Press "Enter" or click the contact to place in the "To" field.

Subject: Type in the subject for the email. Be creative!

Greeting: Select the "Greeting" check box to include the first name of each recipient listed in the "To" line of an email message (for example, Dear Pat). If the recipient is not in your address book, the word "Friend" will display instead.

Message Content: Enter content into the body of the message. You may also select one of the Suggested Templates along the right-hand navigation bar, which will auto-populate the body of the message.

Preview: Clicking Preview will display the message in a new window.

Send: To send your email now, click Send. The "Your message was successfully sent" message displays and the fields on this Compose page clear. To save this message and work on it or send it later, click "Save Draft", "The Your draft was successfully saved" message displays.

Drafts:

- Go to "Participant Center" > "Emails" > "Drafts"
- Click the name of the draft in which you want to work.
- Continue with the steps above to Compose a Message

Sent:

- Go to "Participant Center" > "Emails" > "Sent"
- Click the name of the email you want to view.

Contacts:

- It is a good idea to set up your personal address book with the email addresses of your family and friends to make it easy to send emails to your contacts from the Participant Center.

Compose Message to Contacts:

- Go to "Participant Center" > "Emails" > "Contacts"
- Check the boxes next to the Contact(s) you would like to email or select Email All to select all contacts in your Address Book.
- Click "Compose Message" and you will be directed to the Compose Message page and the contacts you selected will be entered into the "To" field.

Add Contacts Manually:

- Go to "Participant Center" > "Emails" > "Contacts"
- Click "Add a Contact" from the navigation on the right-hand side of the page.
- Click into the appropriate fields to enter the first name, last name, and email address of the person you are adding and then click "Save".

Import Contacts From Email:

You can import your address book from select email applications. Supported Email Applications include: America Online (AOL), Gmail, Microsoft Outlook or Outlook Express, Plaxo, and Yahoo! Mail.

- Go to "Participant Center" > "Emails" > "Contacts"
- Click "Import Contacts" from the navigation on the right-hand side of the page.
- Click the option button for the email application you use and click "Next".
- Enter the appropriate login information and log into your email account.
- Follow the directions on the page and click "Next". Click "Done".

Personal Page

Links to Common Tasks

In addition to the information supplied by the Progress Bar on your Home Page, you can visit the Personal Progress Page which shows additional information about your fundraising activities, including:

- A list of your Top Ten Donors appears in the right-hand navigation panel.
- A chart that shows when all of the gifts were made toward your fundraising goal.
- A Donation History section that shows information about the donors who made gifts to support your efforts, including any personal note they wrote to you on the donation page, if applicable.
- You can also manage your Personal Donations:
- Turn on or off Donation Reminders, which are automatically sent to your email address each time a donation is made on your behalf.
- Download a Personal Donation List, which includes a list of all donations made on your behalf with the donation details.

Team Captains:

For Team Captains only, visit the Team Progress Page which shows additional information about your team fundraising activities, including:

- A chart that shows when all of the gifts were made
- A Contributing Team Member section that shows information about team members who made gifts
- The list of the Top Ten Donors across the team You can also manage your Team Donations:
- Download a Team Roster, which includes each Team Member and their contact information and personal fundraising totals.

Your Personal Page is a Web page that your family and friends can visit to give a donation in support of your fundraising efforts. You can customize this page to add a story, photo and blog. From experience, we know that a compelling Web page will attract and engage people who visit your site.

In addition, your Personal Page features status indicators that show how much money you have raised and the progress toward the goal you have set, as well as a list of the people who have made the donations on your behalf.

To preview your Personal Page, click the Visit Your Personal Page link from the very top of the page (above the navigation options).

NOTE: If you participated in this event previously, you will have access to your Personal Page from the previous event and will only need to do minor editing to update the page now. Be sure to login before registering to access the information from the previous event.

Edit Personal Page URL and Settings:

- Go to "Participant Center" > "Personal Page" > "Content".
- In the Personal Page URL and Settings area, click "Edit".
- Click into the field and type the text you want to use (such as your name or nickname). You may only use letters and numbers as well as the period (.), dash (-), and underscore (_) characters from your keyboard. To avoid problems, do not leave any spaces between your entry.
- Click "Save". The Edit fields close as the "The shortcut was updated successfully" message appears and the new personalized Web address displays.

Edit Personal Page Content:

Go to "Participant Center" > "Personal Page" > "Content"

- **Title:** Change the title of your personal page in the "Title" field.
- **Body:** Customize your personal page with a story. In the "Body" editor field, type or paste in your content. Do not paste content in directly from other editors that use their own formatting, such as Microsoft Word. Save your Word file as a plain text file and then open and use that content. You can also use Notepad or another plain text editor.
- Use the formatting tools to customize the font type, size, color, or alignment.
- To keep from losing your work, click "Save" (near the bottom of the page). Be sure to save often!
- Click "Preview" (near the bottom of the page). A separate browser

window opens to display your Personal Page.

- Close the Preview page. Make your changes. Click "Preview" again. Repeat this step as many times as necessary.

Photos/Videos:

- Go to "Participant Center" > "Personal page" > "Photos/Videos"
- Select the radio button for either Photo or Video as appropriate.
- Photo: Click "Browse". The file selection pop-up displays. After locating the file on your local computer or shared network resource, click the file and click "Open" (or equivalent). The name of the file now displays in the File Name field. Add a Caption. Click "Save/Upload". The successful update message and the image thumbnail displays on the page.
- Video: Manually enter or paste in the path for your video in the YouTube Video URL field and click "Save".

Teams

Personal Page

Links to Common Tasks

Team Pages:

Your Team Page is a Web page people can visit to find a team member to whom they'd like to make a donation. The Liver Life Walk web-site does not allow gifts to be made to the whole team. All gifts must be made to an individual team member. Customize this page to make it a creative expression of the team commitment to our mission.

You can add a description of the people who make up the team or the reason why you came together as a team to participate in this event in the content area.

To preview your Team Page, click the Visit Your Team Page link from the very top of the page (above the navigation options).

To Edit Team Name, Company and Division:

- Go to "Participant Center" > "Team Page" > "Content"
- Click the "Edit" button in the right-hand navigation to edit the team name, company or division/team type.

To Edit Team Page URL:

- Go to "Participant Center" > "Team Page" > "Content"
- In the Team Page URL area, click Edit
- Click into the field and type the text you want to use (such as your name or nickname). You may only use letters and numbers as well as the period (.), dash (-), and underscore () characters from your keyboard. To avoid problems, do not leave any spaces between your entry.
- Click "Save". The Edit fields close as the "The shortcut was updated successfully" message and the new personalized Web address display.

To Edit Team Page Content and Photo:

- Go to "Participant Center" > "Team Page" > "Content"
- **Body:** Customize your personal page with a story. In the Body editor field, type or paste in your content. Do not paste content in directly from other editors that use their own formatting, such as Microsoft Word. Save your Word file as a plain text file and then open and use that content. You can also use Notepad or another plain text editor. Use the formatting tools to customize the font type, size, color, or alignment. To keep from losing your work, click "Save" often!
- Click "Preview" (near the bottom of the page). A separate browser window opens to display your Personal Page.
- Close the Preview page to make additional changes.
- **Photo:** Click "Browse". The file selection pop-up displays. After locating the file on your local computer or shared network resource, click the file and click "Open" (or equivalent). The name of the file now displays in the File Name field. Add a Caption. Click "Save/Upload". The successful update message and the image thumbnail displays on the page.



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

ANNUAL CAMPAIGN PLEDGE

Donor Name: _____

Contact Name (if business): _____

Address: _____

Phone: Home: _____ Business: _____

Cell: Home: _____ Business: _____

Email: Home: _____ Business: _____

I/we commit my/our financial support to the Annual Campaign as indicated below:

Association Everett Marysville Mill Creek Monroe Mukilteo Stanwood-Camano

Community Builder \$10,000 & above	Pacesetter \$5,000 - 9,999	Advocate \$2,500 - 4,999	Champion \$1,000 - 2,499	Leader \$500 - 999	Friend Under \$500
\$	\$	\$	\$	\$	\$

My/our intent is to pay this gift by December 31 as follows:

- Cash or Check attached (Payable to YMCA of Snohomish County)
- Invoice(s) One time on _____ Quarterly Monthly
- Other (please specify) _____

Signature: _____ Date: _____

My employer offers a matching gift program & will match this gift.
Employer _____

Donor Recognition:

The YMCA is grateful for your support. Please indicate below how you would like to be recognized:

Plaque Information:

Donors contributing \$1,000 or more are members of the Chair's Round Table. Recognition names are listed in the YMCA's Annual Report and selected other YMCA publications. Please indicate above if you do not wish to be listed. Contributions of \$1,000 or more receive an 8"x8" children's artwork plaque. Please indicate if you would like to receive a tile: Yes No

Banner Information:

Donors contributing \$2,500-\$9,999 may choose to be recognized through print and/or digital signage displayed at a local YMCA branch. If you would like to be recognized in this way please indicate your branch location preference. Location for Banner display (circle one): Everett Marysville Y Mill Creek Y Monroe Y Mukilteo Y Stanwood-Camano Y Decline Banner

Donors contributing \$10,000+ have the opportunity to be recognized through print and/or digital signage displayed in all YMCA of Snohomish County branch locations. If you have made a gift/pledge of eligible size please indicate if you would like to be recognized in this way: Yes No

I would like information on how to include the YMCA of Snohomish County in my will or living trust.

Your completed pledge can either be emailed to Donor Services at donation@ymca-snoco.org or mailed/faxed to the address/number below. Thank you for your support of the YMCA of Snohomish County.

The YMCA of Snohomish County is a 501(c)(3) not for profit organization federal tax identification #91-0565561

Fundraiser Name: _____ Team: _____

Office Use Only:
Tran# _____
Mem# & Cat _____
Payment Id _____