

# Jack's Marathon Team



Fundraising Page

SET-UP

# First Steps

- SIGN-IN TO YOUR FUNDRAISING PAGE
  - EMAIL and PASSWORD
- LOCATE PHOTOS
  - Photos of past runs, or family and friends
  - Max 10 photos
  - System will automatically crop if too large
- TELL YOUR STORY
  - Make it personal
- POST AN UPDATE (blog)
  - Your supporters want to see and hear how the training is going
  - Blog about your runs or cross-training
  - Music, quotes or memories that inspire you
- SET A FUNDRAISING GOAL
  - It's okay to reach
- PREPARE A THANK YOU NOTE FOR YOUR DONORS
  - The value of a short thank you note can't be overstated.

# Tab 1 - View Fundraiser

Tab 1

- Easy place to post updates and keep your supporters engaged (short blog).

VIEW FUNDRAISER EDIT FUNDRAISER MANAGE CAMPAIGN REPORT CENTER

Post an update  
Keep your supporters updated...  
Post an update

BENEFITING: Jack H Marston II Melanoma Fund  
EVENT: 2016 Jack H. Marston II Melanoma Fund Chicago  
Marathon Team  
EVENT DATE: OCT 09, 2016  
DAYS TO GO: 184  
You are the Organizer of this Fundraiser

REGISTER

DONATE TO THIS FUNDRAISER

\$0 MONEY RAISED

f Share Tweet

THE TEAM: \$0 TOTAL RAISED SO FAR

Add Profile Photo

THE TEAM: \$0 TOTAL RAISED SO FAR



# View Fundraiser (cont)

## Tab 1 (cont)

- Easy place to post updates.

- Pictures of past runs or family, friends and pets.

The screenshot shows a fundraising page with a navigation bar at the top containing four tabs: 'VIEW FUNDRAISER', 'EDIT FUNDRAISER', 'MANAGE CAMPAIGN', and 'REPORT CENTER'. The 'VIEW FUNDRAISER' tab is active. The main content area is divided into three columns. The left column features a large placeholder image with a circular logo and a blue 'Share' button below it. The middle column contains a 'Post an update' section with a text input field, a 'Post an update' button, and event details: 'BENEFITING: Jack H Marston II Melanoma Fund', 'EVENT: 2016 Jack H. Marston II Melanoma Fund Chicago Marathon Team', 'EVENT DATE: OCT 09, 2016', 'DAYS TO GO: 184', and 'You are the Organizer of this Fundraiser'. The right column has a 'REGISTER' button, a 'DONATE TO THIS FUNDRAISER' button, and a '\$0 MONEY RAISED' display. Below the main content is a section titled 'THE TEAM: \$0 TOTAL RAISED SO FAR' with a profile photo placeholder that says 'Add Profile Photo'.

VIEW FUNDRAISER EDIT FUNDRAISER MANAGE CAMPAIGN REPORT CENTER

Post an update  
Keep your supporters updated...  
+ Post an update

BENEFITING: Jack H Marston II Melanoma Fund  
EVENT: 2016 Jack H. Marston II Melanoma Fund Chicago Marathon Team  
EVENT DATE: OCT 09, 2016  
DAYS TO GO: 184  
You are the Organizer of this Fundraiser

REGISTER  
DONATE TO THIS FUNDRAISER  
\$0 MONEY RAISED

f Share Tweet

THE TEAM: \$0 TOTAL RAISED SO FAR  
Add Profile Photo

# View Fundraiser (cont)

## Tab 1 (cont)

-Easy place to post updates.

-Upload Pictures

- Social Media links.



VIEW FUNDRAISER   EDIT FUNDRAISER   MANAGE CAMPAIGN   REPORT CENTER

Post an update  
Keep your supporters updated...  
+ Post an update

BENEFITING: Jack H Marston II Melanoma Fund  
EVENT: 2016 Jack H. Marston II Melanoma Fund Chicago Marathon Team  
EVENT DATE: OCT 09, 2016  
DAYS TO GO: 184  
You are the Organizer of this Fundraiser

REGISTER

DONATE  
TO THIS FUNDRAISER

\$0  
MONEY RAISED

f Share   Tweet

THE TEAM: \$0 TOTAL RAISED SO FAR

Add Profile Photo

# Tab 2 - EDIT Your Fundraiser

Tab 2  
Edit your  
fundraiser's  
title.

If you are  
fundraising  
with  
another  
JMT  
member,  
here is  
where you  
can add  
more than  
one name.

VIEW FUNDRAISER EDIT FUNDRAISER MANAGE CAMPAIGN REPORT CENTER

### EDIT BASIC FUNDRAISER INFO

Fundraiser Title:  
sharon marston - Jack's Marathon Team - Chicago

Event Date: (Optional)  
10/09/2016 Clear Date

Mini Summary:  
mini summary 128

About My Fundraiser:  
B I U Size - [Icons] Styles -

YOUR FUNDRAISER IS 25% SETUP

BASIC INFO

CHOOSE CHARITY ✓

SET GOAL

PICS & VIDEOS

**DONATE**  
TO THIS FUNDRAISER

MY FUNDRAISER WIDGET

CANCEL SAVE DELETE FUNDRAISER



# EDIT Your Fundraiser (cont)

Tab 2  
Set a goal  
higher than  
what you  
think you  
can reach!

Here is  
where you  
upload pics  
and videos  
(update  
often).

The screenshot displays the 'EDIT Your Fundraiser' interface. At the top, there is a dropdown menu. Below it are three buttons: 'CANCEL', 'SAVE', and 'DELETE FUNDRAISER'. The 'CHOOSE YOUR CHARITY' section is highlighted with a green checkmark and shows 'BENEFITING: Jack H Marston II Melanoma Fund'. The 'SET FUNDRAISING GOAL' section shows 'Current Fundraiser Goal: No Goal Set' with an '(Edit)' link. The 'UPLOAD PICS AND VIDEOS' section has two sub-sections: 'PHOTOS' and 'VIDEOS', each with an '(Edit)' link. At the bottom, there is a link that says 'Click Here to add a compelling Video about your Fundraiser'.



# Tab 3 - Manage Your Campaign

Tab 3  
Share with family  
and friends.

Important to know  
your audience!  
Email vs. social  
media.

The screenshot shows the 'Manage Campaign' tab selected in a navigation bar. Below the navigation bar are four summary cards: 'MONEY RAISED' showing '\$0', 'AVERAGE DONATION' showing '\$0', 'DONATIONS' showing '0', and a prominent orange 'POST CAMPAIGN UPDATE' button. The main content area is titled 'ASK FOR DONATIONS' and contains a section for sharing the fundraising page. This section includes social media icons for Facebook, Google+, Twitter, LinkedIn, and Email, followed by an 'OR' separator and a 'Send a Link' section with a text input field containing the URL 'https://www.crowdrise.com/sharon-teamjackschicagomarati/' and a note to copy and paste the link into an email or instant message. Below this is a 'MOST RECENT DONATIONS' section with a 'DONATION TOOLKIT' dropdown menu.

VIEW FUNDRAISER   EDIT FUNDRAISER   **MANAGE CAMPAIGN**   REPORT CENTER

**\$0**  
MONEY RAISED

**\$0**  
AVERAGE DONATION

**0**  
DONATIONS

**POST**  
CAMPAIGN UPDATE

**ASK FOR DONATIONS**

Share your Fundraising Page with everyone you know and ask them to donate to your amazing cause.

OR  Send a Link  
(copy and paste this link into an email or an instant message)

**MOST RECENT DONATIONS**

DONATION TOOLKIT ▾

# Manage your Campaign (cont)

Don't forget to send a Thank You!

We send thank you notes to your donors too!

The screenshot shows a dashboard for managing a fundraising campaign. At the top, there are four tabs: 'VIEW FUNDRAISER', 'EDIT FUNDRAISER', 'MANAGE CAMPAIGN' (which is highlighted), and 'REPORT CENTER'. Below these tabs are four summary cards: 'MONEY RAISED' showing '\$0', 'AVERAGE DONATION' showing '\$0', 'DONATIONS' showing '0', and a prominent orange 'POST CAMPAIGN UPDATE' button. The main section is titled 'ASK FOR DONATIONS' and includes a text prompt: 'Share your Fundraising Page with everyone you know and ask them to donate to your amazing cause.' Below this are social media sharing icons for Facebook, Google+, Twitter, LinkedIn, and Email. To the right of these icons is a 'Send a Link' section with a text input field containing the URL 'https://www.crowdrise.com/sharon-teamjackschicagomarati' and a note '(copy and paste this link into an email or an instant message)'. Below the 'ASK FOR DONATIONS' section is a 'MOST RECENT DONATIONS' section, which is currently empty. On the right side of the dashboard, there is a 'DONATION TOOLKIT' dropdown menu that is open, showing two options: 'OFFLINE DONATION MANAGER' and 'THANK ALL DONORS'. A blue arrow points from the 'THANK ALL DONORS' option back to the 'Don't forget to send a Thank You!' text on the left. Another blue arrow points from the 'Don't forget to send a Thank You!' text to the 'POST CAMPAIGN UPDATE' button.

# Jack's Marathon Team

If you have any questions or need assistance,  
please do not hesitate to contact us.

We are here to help!

*Sharon* 708-205-5692 ([sharon@jacksfund.org](mailto:sharon@jacksfund.org))

*Carmen* 312-259-0333 ([carmen@jacksfund.org](mailto:carmen@jacksfund.org))

*Coach Everett* 630-881-0121 ([everett@jacksfund.org](mailto:everett@jacksfund.org))