

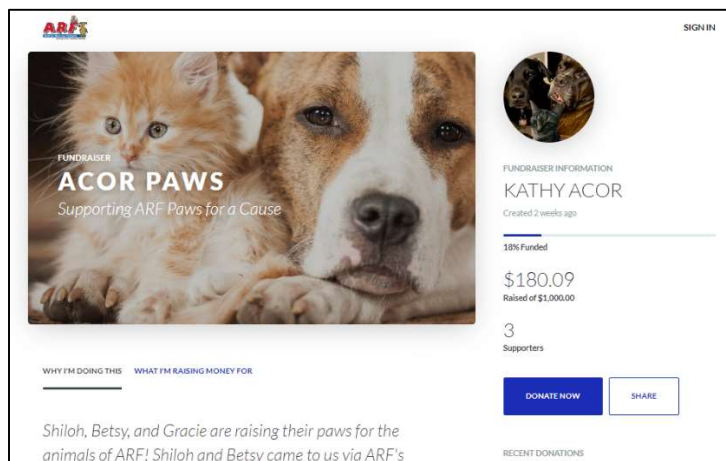


Use these detailed instructions to help you support the animals of ARF by creating your own fundraising page and collecting donations.
Still stuck? Email ARFP2Pfundraising@gmail.com for help.

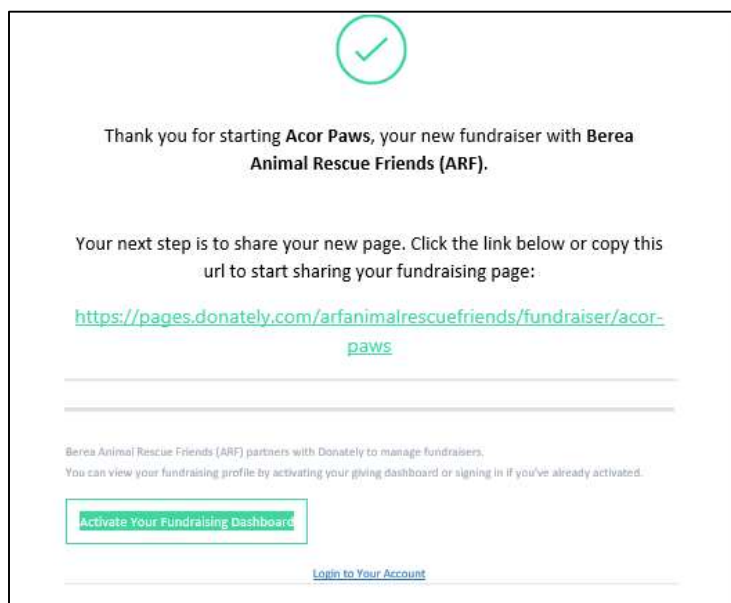
1. Go to <https://pages.donately.com/arfanimalrescuefriends/campaign/arf-paws-for-a-cause> to create your page, or use the link on the ARF website.
2. Click on the **Start a Fundraiser** button.

ARF Paws for a Cause Fundraising Help Guide 2022-07-17

4. Fill in all of the fields, starting with your **first and last name** and your **email address**.
5. If you're participating on a team, you may need to follow a certain format for your **title**. Otherwise, use a short, catchy **title** (take a peek at some of the other fundraisers for ideas if needed).
6. For the **description**, we recommend keeping it fairly short; perhaps 2-3 sentences about why this cause is important to you.
7. You're able to edit the **goal** at any time, so feel free to set a **goal** to start and adjust as you go.
8. You should not need to change the **campaign** dropdown – it should already be Paws for a Cause.
9. A **photo** is optional, but we do recommend uploading a simple photo of yourself (or better yet, your adorable pet!) so that your supporters can be certain they're giving to the correct page.
10. Once you've filled in the fields, click **Create Fundraiser**.
11. You should now be redirected to your new page, which will look something like this:



12. **Go check your email!** Look for an email with the link to your new page. The subject line will be "Your fundraiser has been created", and it'll look something like this:



13. From the email, you can click the link to go directly to your page, copy that link and share on social media, and activate your profile/fundraising dashboard in order to edit the page and view donations.
14. If you'd like to activate your profile now (recommended), click on the **Activate Your Fundraising Dashboard** button in the footer of the email. You'll need to confirm your email and set a password. Once you do that, you'll be able to log in and edit your page. *(Important – don't use the 'create an account' feature in Donately; you want to 'activate your dashboard' from the email you receive.)*
15. Click the emailed link to go directly to your page, then copy that link and share it with your friends and family on social media. *Remember – use YOUR page link!*
16. Once you receive the email, you can then follow the instructions to activate your profile so that you can edit your page and view donations from your very own fundraiser dashboard. *(Note – don't use the 'create an account' feature; you want to 'activate your dashboard' from the email you receive.)* If you need help with this, check out this link: [How to Activate Your Fundraiser Profile](#)

Like doing it as a team? It's a little different this year...

If you want to do team fundraising, it's going to be a bit different since Donately doesn't provide an option for fundraising teams. Your best bet is to make your page's title start with the same team name words for you and your teammates ("Dawg Pounders – Snoopy", "Dawg Pounders – Linus", "Dawg Pounders – Woodstock", etc).

Alternately, you can have the team captain set up a fundraiser and provide the link to the team members, who can use that link to fundraise, but that won't be as fun! If you do choose this method, note that only the team captain's name will show on the page, so you'd need to add the team members' names to the descriptions.

Now share your page with family, friends, and coworkers!

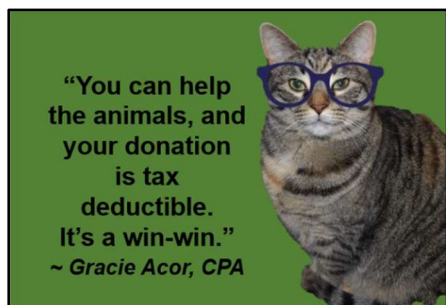
Now that you've done all the work to get your page up and running, it's time to share your page and collect donations for the cause.

Copy your link (use the link in the setup email you received, or see page 5 in this guide for how to get it), and email or post it on social media with your request for donations. Need inspiration?

- **Speak from your heart** – let your supporters know how much ARF's mission means to you.
- **Share photos** of your pets or stories of your volunteer experiences at ARF. Give them a reason to want to donate.
- **Share some stats:** \$75 collected helps feed 5 homeless dogs and cats for a month; \$150 collected helps spay and neuter 3 homeless animals; and \$300 collected helps spay and neuter, microchip, and feed 4 homeless animals!

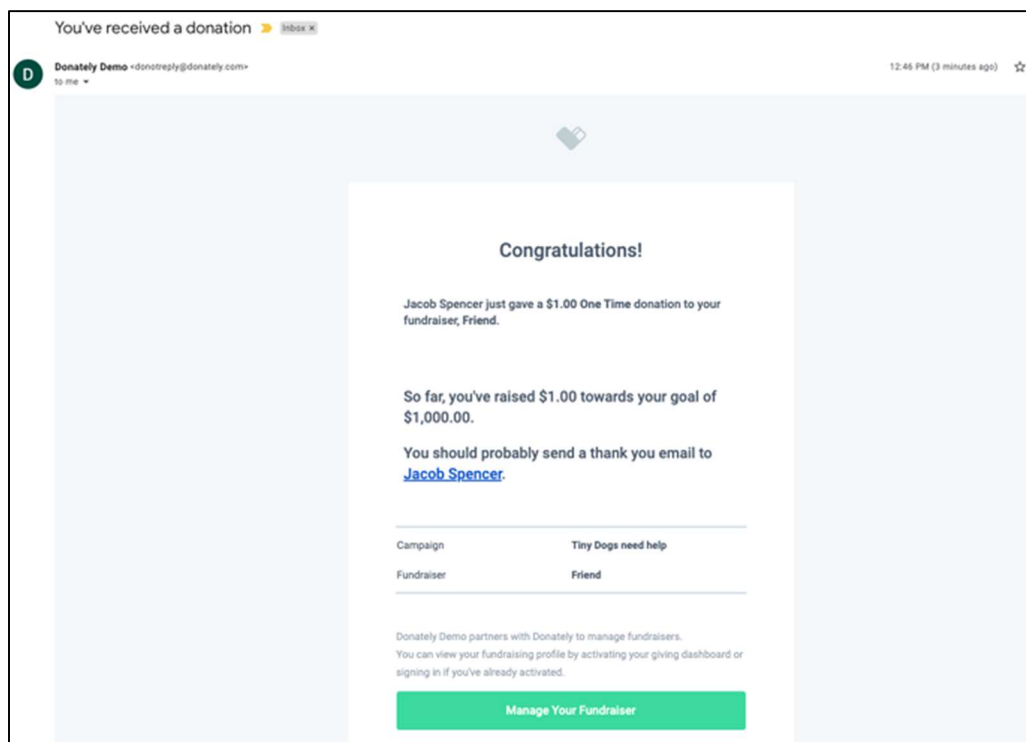
Want more? See the ARF website for sample emails and social media posts you can use to share your page.

Like memes? Email a picture of your pet(s) to ARFP2Fundraising@gmail.com for a custom meme that you can share on social media to get your fundraiser noticed (and give people a smile as well!). *And don't forget to include your fundraising page link!*



As you get donations, we'll send you an email to let you know who gave, how much they gave, and your progress towards your goal. The subject of this email will be "you've received a donation" and it'll come from ARF.

This email will also give you a link to send an email to your supporter directly in order to thank them personally for their donation.



And sometimes old school is good, too – take a printed copy of the **Fundraising Toolkit** form to work or church, or anywhere people may want to donate with cash or a check instead of online. Fill out the form to track these offline donations, and turn in the completed form and the donations at the end of the campaign.

The form is titled "ARF PAWS FOR A CAUSE Fundraising Toolkit". It includes a section "Raise your paws for a great cause!" with a brief description of the toolkit. Below this is a section "All paws on deck! First, set up your online fundraising page!" with four numbered steps. The next section is "Now share your page with family, friends, and coworkers!" with instructions on how to share the page. The final section is "Got cash or check donations?" with instructions on how to use the form to track donations. A green arrow points to this section. At the bottom, there is a table for tracking donations with columns for "Donor Name", "Address", "Email Address", and "Amount Donated".

Got cash or check donations?
Use this page to track cash or check donations, then bring it to the event with your collection.

Your Name: _____ Email: _____
Address: _____ Phone: _____

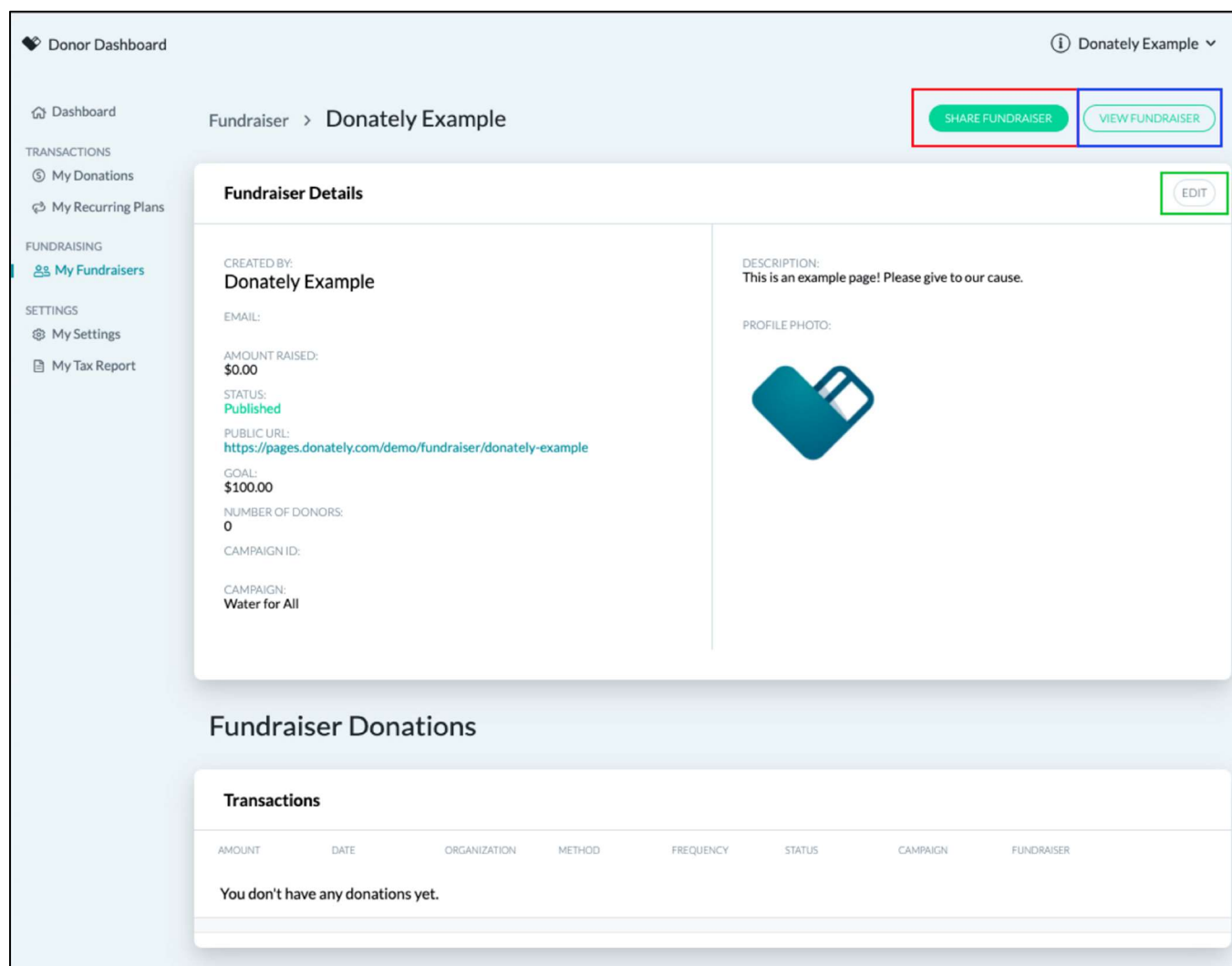
Donor Name	Address	Email Address	Amount Donated
			\$
			\$
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			\$

THANK YOU from the animals of ARF for supporting our Paws for a Cause campaign!
ARF helps over 1,000 homeless animals annually. ARF operates as a NO time limit shelter. We are a 501(c)(3) non-profit organization. Every dollar you raise or donate helps us continue our mission to provide loving care, vaccination, and shelter to homeless animals until they find their FUR-ever families.

View your page and progress

Once you've created your page and activated your profile as outlined above, you can view your progress and edit your page at any time. Head to this page: https://dash.donately.com/my_profile/dashboard

When you get there, click on **My Fundraisers** on the left side, which will bring up a page like this:



On this page, you can do a few things:

- **Share your fundraiser** (see the red box in the image above)
This will open a new tab, in which you'll be presented with the options to share your page on Facebook, Twitter, or quickly copy the link.
- **View your fundraiser** (see the blue box in the image above)
This will open your page in a new tab, where you can view the live version.
- **Edit your fundraiser** (see the green box in the image above)
This will give you the ability to edit your page, including the goal and the content. Please note that if you change the title of your fundraiser, that will also change the URL. In other words, if you've already shared your fundraising page on social media or via email, the link you shared will no longer work if you change the title.

So what else do I need to know?

First, you should **not** create a Donately account on <https://donately.com/signup>. Create your fundraising page first. If you get to a page that asks you to create a Stripe account, stop and send an email to support@donately.com. Creating a Stripe account is not something you need to do in order to create a fundraising page.

Also, only one First and Last Name can be attributed to one email. That is – if you are creating multiple pages using the same email address, the same First and Last name will be shown on both pages. A workaround is to either use two unique email addresses or add a +1 to one of your emails before the @ symbol. See below for an example of what we mean:

Fundraiser 1: example@gmail.com John Smith

Fundraiser 2: example+1@gmail.com Jane Smith

Finally, remember that you can edit the title of your fundraiser, but doing that will change the URL. So if you've already shared your fundraising page on social media or via email, the link you shared will no longer work if you change the title. Instead, if you want to make a change, you might want to change your description text instead of the title – editing the description won't affect the URL (link) for your page.

Okay so you've read this whole thing and still need help...

No worries, we've got your back! If you have any questions, need help setting up your page, or would like help with team setup or other creative ways to share your fundraiser, reach out to Kathy and Laura at ARFP2Pfundraising@gmail.com for one-on-one help.



THANK YOU from the animals of ARF for fundraising for our Paws for a Cause campaign!

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