



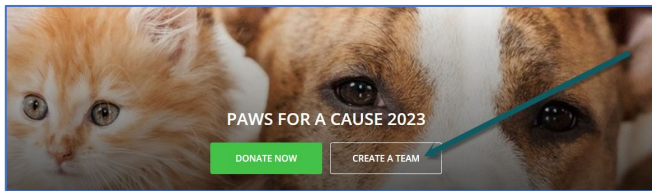
ARF Fundraising Help Guide

Raise your paws for a great cause!

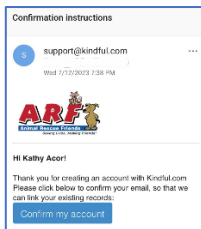
Use these detailed instructions to help you support the animals of ARF by creating your own fundraising team page and collecting donations. Still stuck? Email ARFP2Pfundraising@gmail.com for help.

All paws on deck! First, set up your online fundraising page!

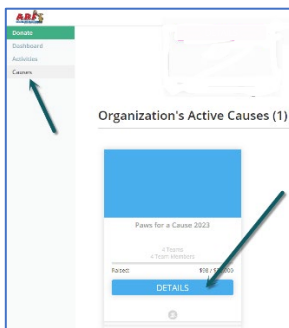
1. Go to <https://bereaanimalrescuefund-bloom.kindful.com/arf-paws-for-a-cause-2023> to create your Team page in Kindful. The link will also be available on the ARF website.
2. Click **Create a Team**.
 - *Note – this year, teams are one or more people; if you want to join an existing team vs creating your own, contact that team leader and ask them to invite you to their team.*



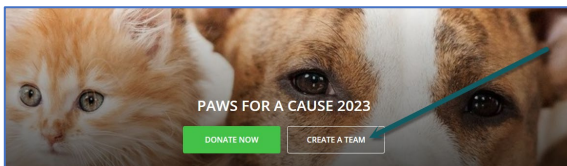
3. You'll be prompted to sign in if you already have an account.
 - If you don't have an account yet, fill in the form to create one.
4. You'll receive a confirmation email – follow the instructions in the email to confirm your account, then log in.



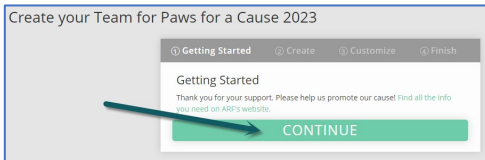
5. Once logged in, you'll be on your Dashboard – click **Causes** on the left.
6. Find *Paws for a Cause 2023* and then click **Details**.



7. Next, click **Create a Team**.



8. Click **Continue**.



9. Enter your team **Goal** amount.

- You're able to edit the goal at any time, so feel free to set a goal to start and adjust as you go.

10. Enter your **Team Name**.

- Use a short, catchy **Team Name** (take a peek at some of the other fundraisers for ideas if needed)

11. Enter a short **Mission Statement**.

- For the **Mission Statement**, we recommend keeping it fairly short; perhaps 2-3 sentences about why this cause is important to you.

12. Enter a Detailed Description (optional).

- This can be longer than the mission statement, so speak from your heart.

13. You can leave the **Event At** field blank so that it defaults to the date of the fundraiser, which is August 31.

A screenshot of the "Create your Team" form. The title is "Create your Team" and the subtitle is "Enter information about your team to be featured on your page." The form has a progress bar at the top with steps: "Getting Started", "Create" (active), "Customize", and "Finish". The form fields are: "TEAM FUNDRAISING GOAL" with a value of "\$ 0.00"; "TEAM NAME" with a placeholder "Choose a Name"; "WRITE A SHORT MISSION STATEMENT FOR YOUR TEAM" with a placeholder "Mission statement goes here."; "ADD A DETAILED DESCRIPTION OF YOUR TEAM" with a placeholder "Description goes here."; and "EVENT AT (DEFAULTS TO CAUSE EVENT AT DATE IF LEFT BLANK)" which is empty. A green "CREATE AND CONTINUE" button is at the bottom.

14. Click **Create and Continue**.

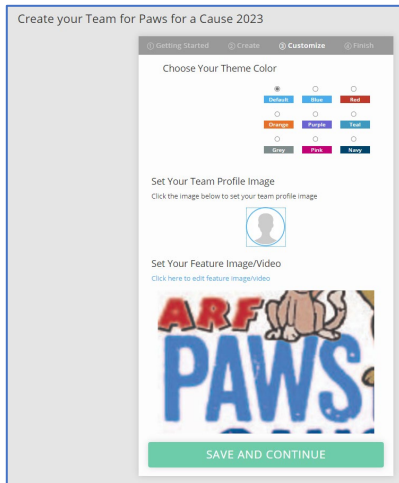
15. Choose your **Theme Color**.

16. Set your **Team Profile Image** by clicking the image then uploading your photo.

- A photo is optional, but we do recommend uploading a simple photo of yourself (or better yet, your adorable pet(s)!) so that your supporters can be certain they're giving to the correct page.

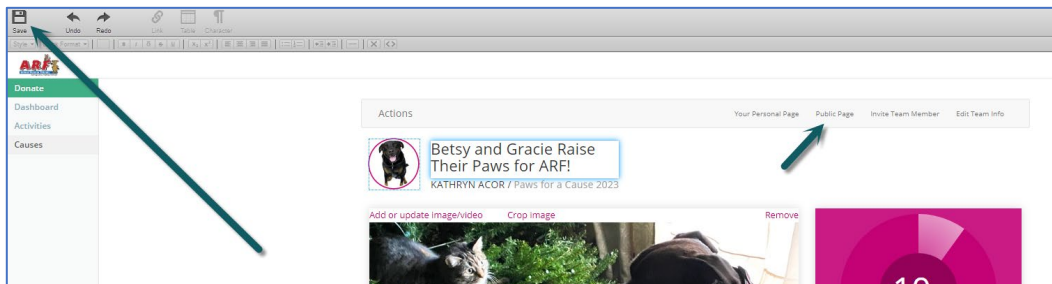
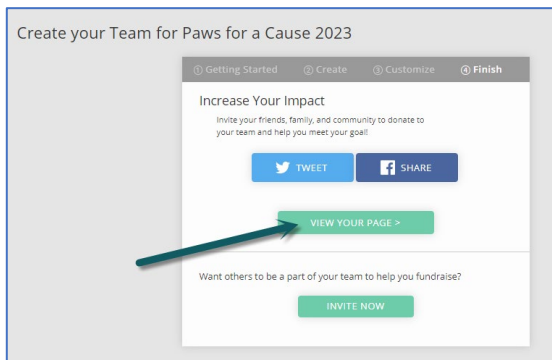
17. If you'd like to set your **Feature Image/Video**, click the link to do so.

18. Click **Save and Continue**.



19. Click **View Your Page** to see how it looks – you'll be taken to the **Edit** page where you can make changes and make sure everything is just right.

- If you make changes, click the **Save** icon in the upper left.

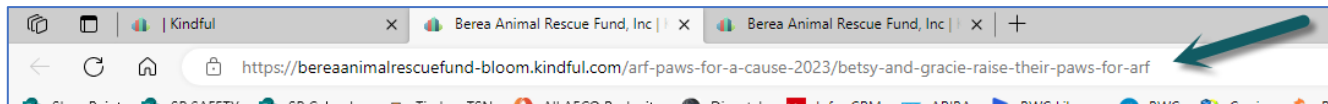


20. From here, you can click **Public Page** to see how it looks live.

- Note - if you have any issues with getting your photo(s) to look right, email ARFP2Pfundraising@gmail.com for help and we can get it just right for you.

21. From your public page view, you can share your page directly on Twitter or Facebook, or copy the URL from the top of the screen and share that link with your friends and family on social media or via email.

- *Remember – use YOUR page link!*



22. At any time, you can log in to your Kindful account, to edit your page and view donations from your very own dashboard.

Want to join an existing team, or have others join your team?

This year, every fundraising page is considered a Team, whether it's one person or more people.

If you want to join an existing team vs creating your own, contact that Team leader and ask them to invite you to their team.

If you need assistance with this or with having others join your Team, email ARFP2Pfundraising@gmail.com for help.

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

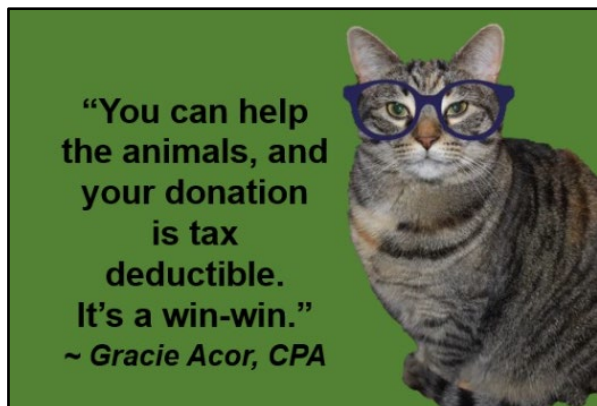
Now that you've done all the work to get your page up and running, it's time to share your page and collect donations for the cause.

From your public page view, you can share your page directly on Twitter or Facebook, or copy the URL from the top of the screen and email or post it on social media with your request for donations. Need some 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. We'll be sharing more with you throughout the campaign.

Like memes? Email a picture of your pet(s) to ARFP2Pfundraising@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!*



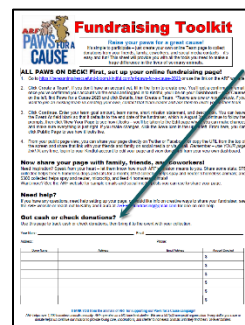
Don't forget to thank your supporters!

Your donors will receive an automated email to thank them for their donation, but remember to also check your dashboard and thank them personally for their donation – it can make a world of difference for inspiring people to donate again next time.

Sometimes old school is good, too!

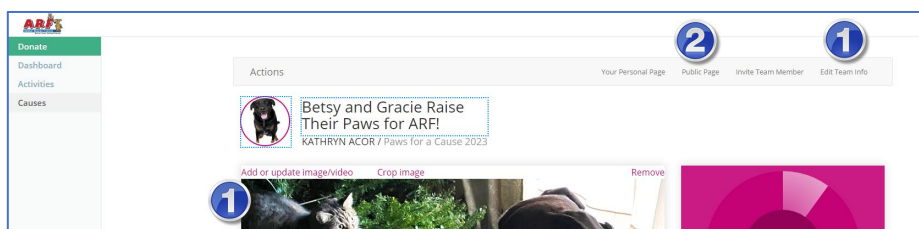
Take a printed copy of the **Fundraising Toolkit** form to work or church, or anywhere people may want to donate with cash or a check instead of online with a credit card.

Fill out the form to track these offline donations, and turn in the completed form and the donations at the end of the campaign. (Bring to the collection table at the event, or contact ARFP2Pfundraising@gmail.com and we'll make alternate arrangements.)



View your team page and progress

Once you've created your team page, you can view your progress and edit your page at any time. Log into your Kindful account to get to your dashboard. Click on **Causes** on the left side, find your cause, and click **Details**.



On this page, you can do a few things:

1. **Edit your fundraiser** (see #1 in the image above)
This will give you the ability to edit your page, including the goal and the content. To change the goal amount, click **Edit Team Info**.
2. **Share your fundraiser** (see #2 in the image above)
Click **Public Page**, where you'll be presented with the options to share your page on Facebook, Twitter, or copy the URL at the top of the screen so you can share the link.

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!

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, vaccinations, and shelter to homeless animals until they find their FURever families.