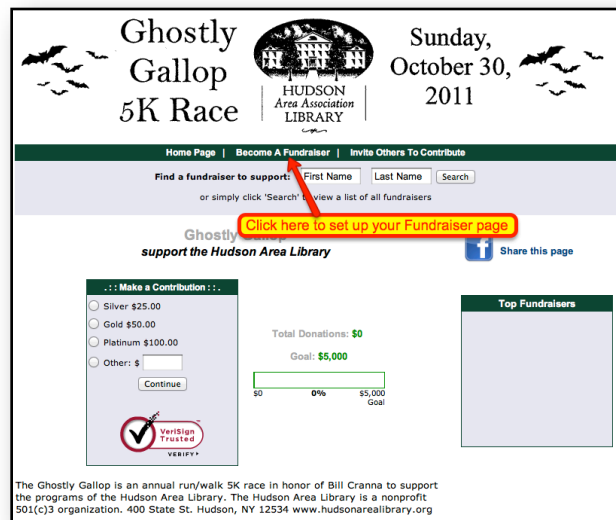


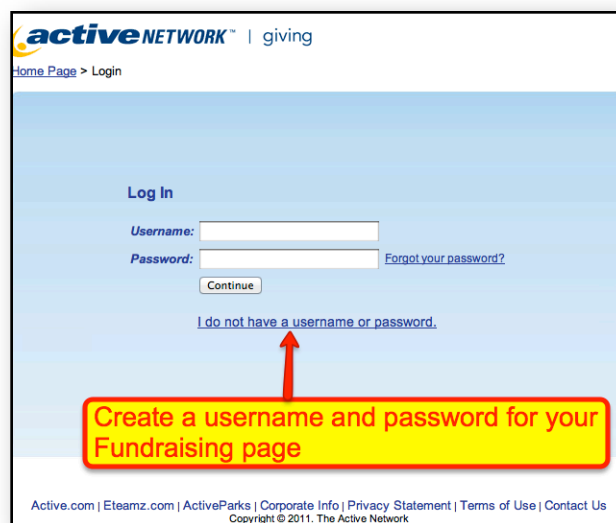


Become a Fundraiser for the Ghostly Gallop

Our ActiveGiving website gives you the chance to multiply your support for the Ghostly Gallop and the library by setting up your own personal Fundraiser webpage. Then you can send emails to your family and friends to ask them to support you or someone you know in the race. Or set a Fundraiser page up simply to support the library.



This will take you to a page where you can create a Username and Password.



Ghostly
Gallop
5K Race



Sunday,
October 30,
2011

active GIVING
part of the **active NETWORK**

Follow these steps to set up your Fundraising page. Send emails to your donors.

edit profile | log out

My ActiveGiving HQ | Customize My Webpage | Send Emails | View Reports | Track Offline Donations | Fundraising Tips

change campaign here --> => Individual - Mark Orton's Fundraising for the Hudson Area Library

Welcome, Mark Orton!

Fundraising Campaign - Mark Orton's Fundraising for the Hudson Area Library
Click here to view your website: <http://www.active.com/donate/GhostlyGallop/markorton>

1 GET READY
Your personal webpage is your chance to customize your fundraising message to your family, friends, and other donors.

- Customize your message
- Upload Images
- Pick a template
- Set a color scheme

2 HAVE A PLAN
The most effective way to achieve your fundraising goal is to create a detailed plan.

- Set a goal
- Start early so you can give people ample time to donate
- Educate your donors on your cause
- Ask BIG! Never feel guilty about asking for donations

3 PROMOTE YOUR MESSAGE
Email is the key to a successful online campaign because dynamic links in your email letter offer donors direct access to your fundraising page.

- Use your fundraising email tools
- Import fundraising contact information into the email tool

4 FOLLOW UP
Take the time to follow up with your contributors to encourage last minute donations and to show appreciate for their generosity.

- Send reminder emails
- Say thank you
- Let people know about your progress

Help Center
To download an ActiveGiving Fundraising Help Guide [CLICK HERE](#)

Note: In order to view this guide, you must have Adobe Acrobat.

email givingsupport@active.com or call 1-877-228-4881 option 2

Do a quick calculation!
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.

To be safe, Mary contacted 120 people and surpassed her goal.

Tell your donors why YOU are supporting the library.

Once you login you will see step by step instructions for setting up your personal Fundraiser page.

TIP: Formatting your "Welcome Message" on your personal Fundraiser page.

To create paragraphs so that you don't have a big lump of text, insert the following code where you want a paragraph break: `<p>` This code will not appear in the text when it is displayed on the webpage. It simply tells the browser that there are paragraph breaks.