



ALLYSON WHITNEY  
FOUNDATION®

## Thank you for fundraising on behalf of Allyson Whitney Foundation!

Here's how to create your fundraiser:

**Step 1:** Enter your name, email, and create an easy password to remember. Save and use this login information to track all your donors, donations, & provide updates to your donors. This also allows you to personally access your tax receipts throughout the year.

**Step 2:** From the drop-down menu, make sure to select the correct fundraiser (Either Birthday Pledge or General Fundraiser for Allyson Whitney Foundation)

**Step 3:** Enter your 'Fundraiser Name'; Call it whatever you would like! i.e. John is turning 30 and Raising Funds! or In Memory of Allyson

**Step 4:** 'Goal Amount': \$<insert suggested goal> (enter whatever amount you want). This can be edited at any time

**Step 5:** Check mark - 'Do you want to create a new team' - make sure check box is NOT selected

**Step 6:** Click on 'Create' at the bottom right

**Step 7:** Leave 'Name' as is. ('name' & 'tagline' show up on the primary banner of the page, and will be the first thing people see!)

**Step 8:** Enter your 'Tagline'. This is a short, supportive sentence to go along with your title. It can be edited/changed at any time.

**Step 9:** 'Fundraiser Description' This controls the text below the image gallery. This area can be used to describe why you are fundraising, a bio about yourself, or anything you think will help donors give to your cause. Feel free to personalize. Share your story. You can use, add, or delete the default text included.

**Step 10:** 'Share Description' This content will pre-populate into a Tweet or Facebook post if someone shares your fundraiser link!

**Step 11:** 'Background' The background field lets you update the background image or color of your fundraiser. by clicking the small image icon above the image thumbnail. To insert an image into the gallery, simply drag and drop it, select the image you want to use, then click the 'Use' button to the right. Be sure to use a high-quality image, at least 1600px wide by 800px height.

**Step 12:** 'Gallery Images' Loaded and selected in the image gallery the same way background images are, Gallery images may be drag & dropped into the order you would like from the fundraiser editing page. To change/add/edit gallery images, click on the 'Edit Gallery Images' button below the preview thumbnails, and select the images you want in your gallery from the images you upload into the media library.



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**Step 13: (optional)** - You can enter a video. Videos have to be hosted on YouTube, and you will only enter in the video SRC into this box. The video SRC is the final 11-15 characters that exist after the “=” sign in the video’s URL. Example: [https://www.youtube.com/watch?v=\\_U2-KL3Q-VA](https://www.youtube.com/watch?v=_U2-KL3Q-VA) . For this video, the SRC is `_U2-KL3Q-VA`

Congratulations! You have just created and your fundraising page are ready to accept donations! At the top right of the page, you will see a link with a small ‘eye’ icon next to it. This is the link to your fundraising page, and clicking the eye will take you to it for review. This is what you will send out to your family, friends and greater network! You can make changes to the information you entered at any time. Just go to your fundraiser page and click on ‘Dashboard’ or ‘Login’ at the top right of the page. Use the username and password you created and log in.



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