

## **Steps to Creating Your Support-A-Walk Fundraising Page:**

To Begin:

- Access the link to Support Connection's Support-A-Walk fundraising page <https://bit.ly/2023Support-A-Walk> by clicking on it or copying and pasting it into a web browser.
- Once you are brought to a page titled 2023 Support-A-Walk for Breast and Ovarian Cancer, click the blue **Start Fundraising** button.

Step 1: Welcome Page

- You will see an introduction page with information about the set-up process.
- After reading the message, click the **Next** button to continue.

Step 2: Create a New Account

- To create an account, click the **Create an Account** button located on the right side of your screen
  - You will be asked whether you are creating the page on behalf of yourself or an organization.
    - Choose the Individual Option whether you are an individual or a team (**as you will not see a team option**)
  - Fill in your email address
  - Create password
  - Press Create Account
- Press **Next** to Personalize Account

Step 3: Personalize Account - Choose a Photo to Represent Your Fundraising Page

- Click **Choose a File** and browse your computer or device for the picture that you would like to use to identify you as the fundraiser
  - Note: Please make sure that this image is similar to the size of a headshot.
- Press **Next** button to continue

Step 4: Tell Your Story

- Input your fundraising goal, the amount of money that you are looking to raise for Support Connection. Please note that this fundraising goal can be changed anytime while you are fundraising
- Fill out your Headline (Primary Call to Action)
  - This is the subject of your fundraising page. If you are raising money as an individual, you might want to keep what is in the template: 2023 Support-A-Walk for Breast and Ovarian Cancer.
  - **IF YOU ARE FORMING A TEAM, PLEASE PUT YOUR TEAM NAME IN THIS SECTION**
- Fill out the Secondary Headline (Secondary Call to Action)
  - This sentence explains the function of your page. The function of your page is to encourage people to donate to your fundraiser.

- If you are an individual, you may want to keep what is in the template: Join me and help make a difference; please give today.
- IF YOU HAVE A TEAM, this is a great place to suggest people join you in your efforts. e.g. Join Team Arianna and help us make a difference, please give today.
- Your Personal Story
  - Here is where you can talk about your connection to Support Connection and why you are looking to raise funds on our behalf. This is a great place to share your story or a reason why Support Connection means so much to you! Relate it to why you are raising money for Support Connection, what Support Connection means to you and/or how you or someone you know benefited from receiving our services.
- Press **Next** button to continue

#### Step 5: Review- Launch your Campaign

- View this preview of your campaign page to make sure all of the information you filled in is correct and you do not wish to make changes to your page.
- If you are ready to launch your fundraising page, click the **Launch Your Campaign** button

#### Congratulations: You launched your fundraising campaign!!!

- To share your fundraising page via email or social media, use the menu of options on the left of your fundraising page.
- You can share your page through Facebook, Twitter, LinkedIn, or email.