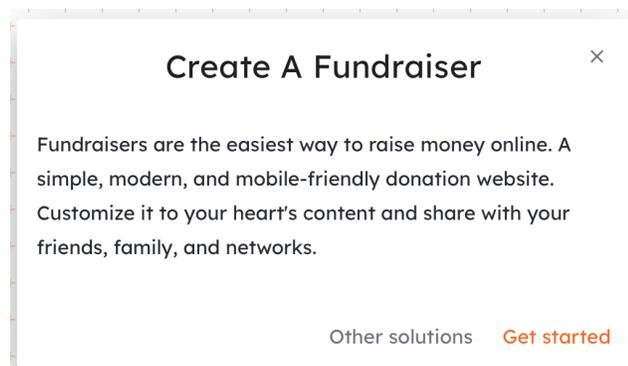# SETTING UP YOUR FUNDRAISING PAGE

PART A - GETTING TO THE RIGHT PLACE

Getting started can be confusing. For example, if you go to the main page of Give Out Day and click on "REGISTER," you'll be signing up as an organization. You don't want to do that. You should also understand that Give Out Day is produced by the Horizons Foundation, and that the online giving platform is hosted by Mightycause.

❶ Start here: **https://giveoutday.org/sundancesaloon**
Click on the "FUNDRAISE" button.

❷ Sign up for an account if you do not have one already. You may already have an account and not know it, if you made a donation to Mightycause or Give Out Day in the past. In that case, you may need to recover your password.

IMPORTANT: If you must create an account or reset your password, log out and start over. If you don't start directly from https://giveoutday.org/sundancesaloon, your fundraising page won't be linked to Sundance's page.

You should see this window:

Click Get Started and then Build Your Fundraiser, using the template provided by the organization.

PART B - BUILDING YOUR FUNDRAISING PAGE

You'll be taken to the Fundraiser Page editor. You'll click on each element to edit it.

① **TITLE** – Currently "Give OUT for Sundance." You can keep this title or change it to something more personal, like "Joe Biden's Give Out Day Page." Click on the title to edit it. You are limited to 50 characters.

② **NONPROFIT ID** – You should see "Sundance Association for Country-Western Dancing" listed. Don't click here, or you will be taken to another page. If you don't see the Sundance Association listed here, something is wrong.

① # Give Out for Sundance

② A nonprofit fundraiser supporting
Sundance Association for Country-Western Dancing

③

④ It takes just $10 to save a community.

⑤ $0

raised by 0 people $100 goal

⑥ ⊕ Duration

Donate

↪ Share this page

Story	Updates (0)

B *i* U S̶ A̲ꜜ   ¶▾ ≡ ≡ ☰ ¶☰

🔗 🖼 🎥 ➕⋮   ↶ ↷ Cancel **Save** ⋮

⑦ **HELP! I need as many different people as possible to donate just $10** (or more) to the Sundance Association for Country-Western Dancing, a 501c3 nonprofit organization that brings country-western dance lessons and events to the LGBT+ community and its friends.

Sundance is in a competition for the greatest number of *unique* donors to contribute between June 1 and June 28 through the Horizons Foundation Give OUT Day portal. Your $10 gift will help Sundance vie for up to $10,000 in additional grant funding, which is desperately needed as Sundance continues to recover from the effects of the COVID-19 pandemic.

The Sundance Association is best known for its twice-weekly Sundance

⑧ ⊕ Use of funds chart

Giving Activity

ⓘ There aren't any donations yet.

⊕ Instagram grid

?

③ IMAGE – Click on here to substitute a picture of your own. To add a photo, click on the blue circle on the left. Then click on one of the icons on the left. Use the top-most icon to select a file from your computer. Your photo should be at least 770 x 570 pixels. (You can instead add a video by clicking on the blue circle on the right. The video must already be posted on YouTube or Vimeo.)
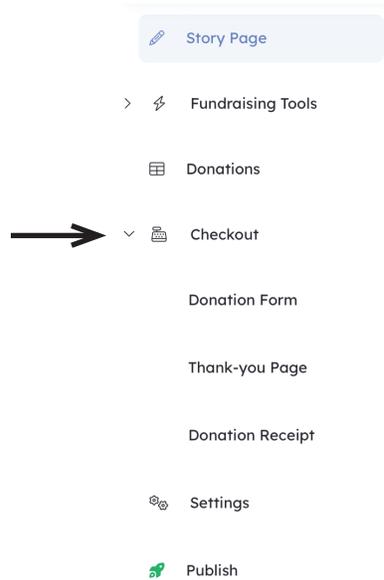
If you want help finding a photo, or formatting your photo, feel free to ask for help: info@sundancesaloon.org.

④ SLOGAN or "SHORT STORY" – Currently "It takes just $10 to save a community." You can change this if you like. (Click on the edit icon. Remember to Save when you're done.)

⑤ FUNDRAISING GOAL – Currently set at $200. Click on "$200 GOAL" to change it. You can specify a number of donors rather than a dollar amount. (Click on the edit icon. Remember to Save when you're done.)

⑥ DURATION – You can leave this blank. If you wish, you can click on the calendar icon and choose a date. We recommend MAY 29, 2024, because donations after 9 pm PDT on May 30 will not count. (Click on the + Duration button. Remember to Save when you're done.)

⑦ STORY – Use the pre-written text here, or write your own. (Remember to Save when you're done, located in the menu bar.)

⑧ USE OF FUNDS CHART – Leave this blank.

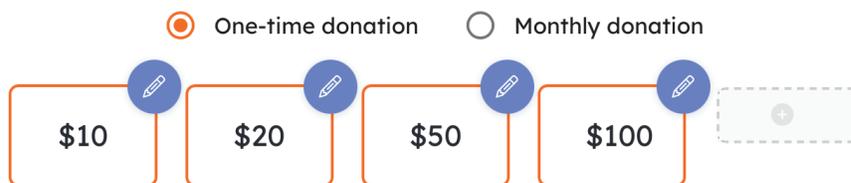You have now finished your main fundraising page, but don't publish it yet. There's still more to set up.

PART C - SETTING UP YOUR DONATION PAYMENT PAGE

❶ Click on "Checkout" on the left, and choose "Donation Form."

Story Page

> ⚡ Fundraising Tools

⊞ Donations

⌄ 🛒 Checkout

Donation Form

Thank-you Page

Donation Receipt

⚙ Settings

🚀 Publish

❷ **IMPORTANT!!!** Change the default amounts to:

$10
$20
$50
$100

◉ One-time donation   ○ Monthly donation

| $10 | $20 | $50 | $100 |

- Click on the blue edit icon for each value and type in new value. Remember to Save each value for each box.

- You can put any amounts you want, but make sure $10 is the lowest amount. That's the minimum required for a donation to count for us.

PART D - THANK YOU AND RECEIPT PAGES (OPTIONAL)

③ OPTIONAL: Thank You Page.

Under "Checkout" on the left, choose "Thank You Page."

- You can add custom text to what folks see on-screen after they donate. If you like, you can copy and paste the following text, which is the same as what folks will see if they donate to Sundance directly. If you do create your own text, keep it short. Or you can leave this blank.

    Thank you for your donation to the Sundance Association for Country-Western Dancing. Your support helps us to maintain our country-western dance programs for the LGBT+ community in San Francisco and beyond, while providing a safe, welcoming, and inclusive space for our community.

- Be sure to **SAVE** your changes!

④ OPTIONAL: Donation Receipt.

- All donors will receive a receipt to their email address. You can add custom text, or not. It's up to you. Here is what folks will see when they donate to Sundance directly:

    Thank you for your Give Out Day donation to the Sundance Association for Country-Western Dancing. Your support helps us to maintain our country-western dance programs for the LGBT+ community in San Francisco and beyond, while providing a safe, welcoming, and inclusive space for our community.

- Be sure to **SAVE** your changes!

- You can email yourself a sample receipt by clicking on the PREVIEW button. Do this only after you've SAVED your work!

PART E - FINAL SETTINGS

Click on the SETTINGS to the left.

❶ **IMPORTANT – Custom URL** – Type in something like YOURNAME to get your custom URL link: https://giveoutday.org/YOURNAME or perhaps https://giveoutday.org/YOURNAME2023. Keep a copy of this URL. You'll need it!

❷ **Team & Event Participation** – leave blank

❸ **Discoverability** – recommend leaving this switch ON, but it's up to you

❹ **Visitor Redirect** – leave blank

❺ **Metrics Calculation** – You can leave this at the default.

❻ **Social Sharing** – Skip this, or customize if you like.

❼ **Change Fundraiser Owner** – leave blank
Fundraiser Tracking ID – leave blank
Delete Fundraiser – nope!

PART F - PUBLISH YOUR PAGE

Click on PUBLISH on the left. This will make your page go live.

Click on VIEW YOUR FUNDRAISER to see what your page looks like. Or use the personal URL you created above.

From your fundraising page, click on the orange DONATE button to see what your donation page looks like.

ALL DONE! You can always go back later and edit any page or element you want.