

SETTING UP YOUR FUNDRAISING PAGE

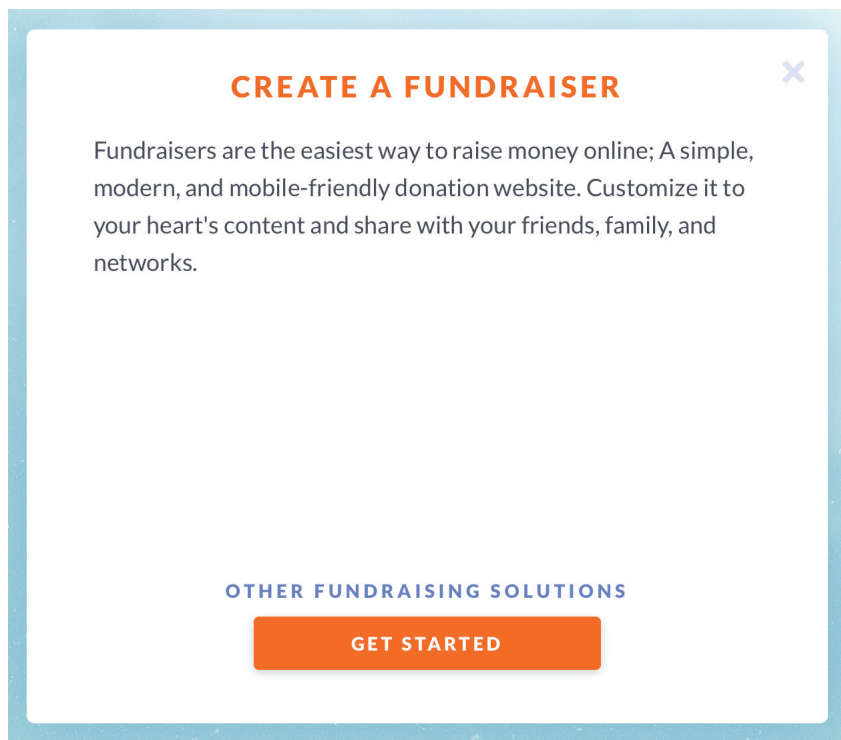
PART A - GETTING TO THE RIGHT PLACE

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.

- 1 Start here: <https://giveoutday.org/sundancesaloon>
Click on the "FUNDRAISE" button.
- 2 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:



- 3 Click GET STARTED and then BUILD YOUR FUNDRAISER

PART B - BUILDING YOUR FUNDRAISING PAGE

- 1 You'll start with a template. You should see this message:

Your fundraiser has been created from a template managed by Sundance Association for Country-Western Dancing. Some info on your fundraiser has been prefilled from the template, but you can edit it however you like to make it your own.

- 2 If you don't see the Sundance Association specifically mentioned, then something is wrong and you should log out and start over.


Click OK.

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

The screenshot shows a fundraising page editor interface. At the top, a notification bar states: "This page is not live. You have required steps to complete before you can Publish." The main content area is titled "3 Give OUT for Sundance" and includes a sub-header "4 A nonprofit fundraiser supporting Sundance Association for Country-Western Dancing". A large image of people dancing is labeled "5". To the right, a progress bar shows "\$0 RAISED BY 0 PEOPLE" and a "\$100 GOAL" labeled "7". Below the progress bar is a "DONATE" button labeled "8" and social media sharing icons. At the bottom, a "9" text editor contains the following text: "HELP! I need as many different people as possible to donate \$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 most unique donors to contribute between June 1 and June 30 through the Horizons Foundation Give OUT Day portal. Your \$10 gift will help Sundance vie for up to". On the right side, a "10 Use of Funds (OPTIONAL)" section features a pie chart.

- 3 **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.
- 4 **NONPROFIT ID** – You should see “Sundance Association for Country-Western Dancing” listed. Don’t click here, or you will be taken to another page.
- 5 **IMAGE** – Currently the Sundance Saloon logo. 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.)

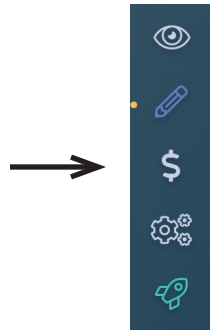
If you want help finding a photo, or formatting your photo, feel free to ask for help: info@sundancesaloon.org.

- 6 **SLOGAN or “SHORT STORY”** – Currently “It takes just \$10 to save a community.” You can change this if you like. (Click on the text, edit, save.)
- 7 **FUNDRAISING GOAL** – Currently set at \$100. Click on “\$100 GOAL” to change it.
- 8 **DURATION** – Click on the calendar icon and choose a date. We recommend  JUNE 30, 2020, as that is the last day to donate for Give Out Day, but you can choose an earlier date if you have a reason to.
- 9 **STORY** – Use the pre-written text here, or write your own.
- 10 **USE OF FUNDS** – 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

- 1 Click on the \$ icon (Donations) on the left, and choose "Donor Experience."



Under the **CHECKOUT STEPS** tab:

- 2 **Suggested Donations**

- Check the box "Use custom donation suggestions."
- Don't check the "Add amount description" box.
- Change the amounts to
 - \$10
 - \$20
 - \$50
 - \$100
- 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.

- 3 **Dedications & Designations**

- Check or uncheck the box "Show the option to make a dedication ..."
Your donors may wish to make a dedication. But leaving this out will help keep the donation form simple and uncluttered.

- 4

Data Collection

- Keep all of these off. We don't need this private information, and it only makes the donor form more daunting.

Under the POST-CHECKOUT tab:

5 Thank You Page.

- This is what folks see on-screen after they donate. 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.)

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.

- Button Label/URL – Leave this blank.
- Be sure to **SAVE** your changes!

6 Email & Receipt Customization.

- Turn this option ON, and copy and paste the following text. (Again, if you do create your own text, keep it short!)

Thank you for your Give OUT Day donation to the Sundance Association for Country-Western Dancing. Your support will help us survive through the coronavirus pandemic shutdown, so that we can 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 D - FINAL SETTINGS

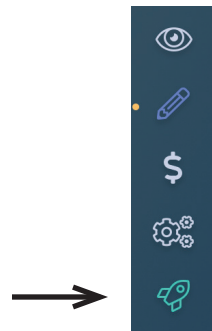
- 1 Click on the GEAR icon (Settings) on the left.



- 2 **Social Sharing** – Skip this, or customize if you like. Note that the image dimensions here are different from the image on your fundraising page. Let us know if you need help formatting a 1200 x 627 pixel image.
- 3 **Custom URL** – Type in something like YOURNAME to get your custom URL link: <https://giveoutday.org/YOURNAME>. Keep a copy of this URL. You'll need it!
- 4 **Team & Event Participation** – leave blank
- 5 **Visitor Redirect** – leave blank
- 6 **Delete Fundraiser** – nope!
- 7 **Metrics Calculation** – If you're preparing your fundraising page early, you may want to set this to June 1, 2020 at 1:00 AM.
- 8 **Change Fundraiser Owner** – leave blank

PART E - PUBLISH YOUR PAGE

- 1 Click on the green spaceship icon (Publish) on the left, and then click on PUBLISH. This will make your page go live.



- 2 Click on VIEW YOUR FUNDRAISER to see what your page looks like.
- 3 From your fundraising page, click on the orange DONATE button to see what your donation page looks like.
- 4 Try also to view your page using the personal webpage address you set up in step D-3.

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