



HOW-TO Online Fundraising Tool

Toronto People With AIDS Foundation

**If you have questions or need support in using this online fundraising tool,
please contact PWA at donate@pwatoronto.org
or by calling 416-506-1400 ext. 239**

Toronto People With AIDS Foundation
Making a +positive difference

**200 Gerrard St. East, 2nd Floor
Toronto, ON M5A 2E6
www.pwatoronto.org
416-506-1400**

[HOW-TO create a PWA online personal fundraising event pledge page](#)

Thank you for your interest in fundraising for the Toronto People With AIDS Foundation! This is a tool to assist you in raising funds for PWA using an online personal pledge page. It's easy for you to personalize your own online event and it's convenient for family, friends and colleagues to make secure online donations using their credit card or Pay Pal account.

If you have questions about this tool or how to set up a personal pledge page online, please contact PWA at donate@pwatoronto.org or by calling 416-506-1400 ext. 239.

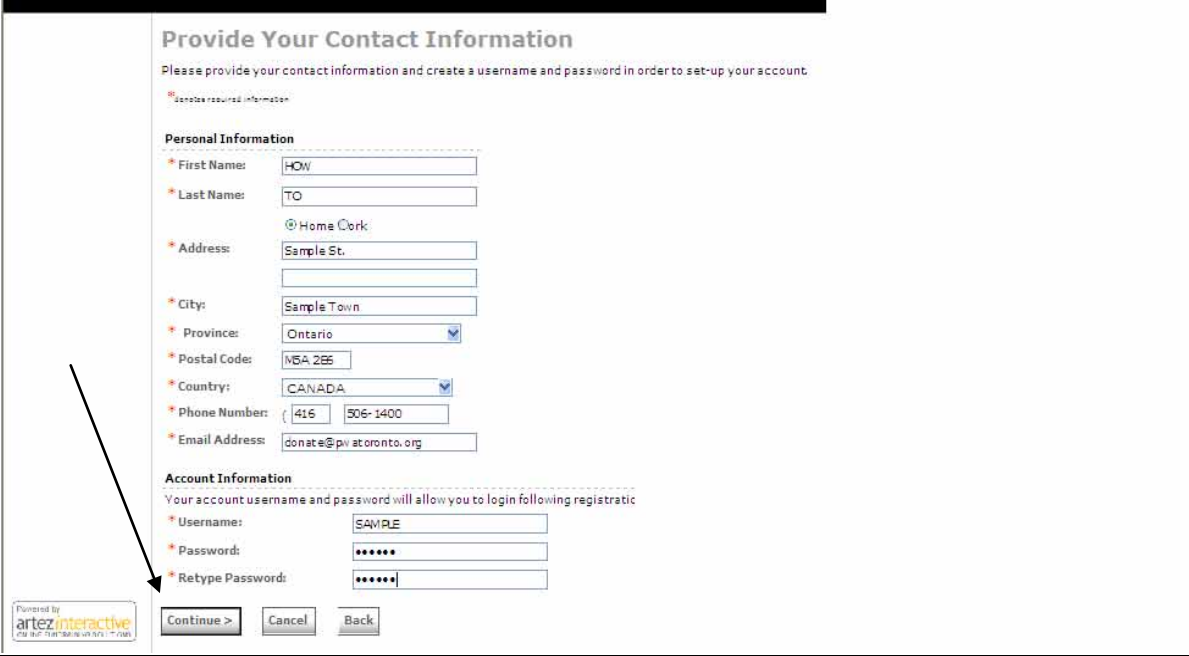
To create a new personal fundraising event pledge page, follow this link or copy and paste it into your browser: <http://tinyurl.com/PWAhowto>

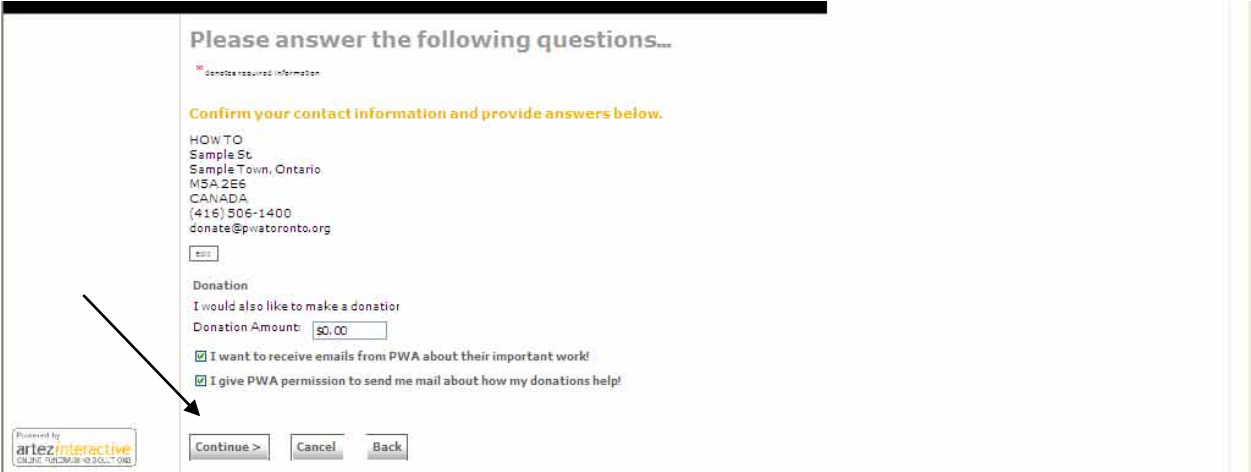
Click on 'Sign Up' under New Registrants.

The screenshot shows a registration page with three main sections: 'New Registrants', 'Returning Registrants', and 'Support Us'. The 'New Registrants' section has a 'Sign Up' button. The 'Returning Registrants' section has fields for 'Username:' and 'Password:', a 'Sign In' button, and a link for 'Forgot your username or password?'. The 'Support Us' section is partially visible at the bottom. On the right side, there is a 'Need Help?' section with contact information: 'Please contact us at 416-506-1400 ext. 239 or donate@pwatoronto.org'. The main content area features a 'WELCOME!' heading and instructions: 'From the menu on the left choose one of the following options: NEW REGISTRANTS: Register by clicking on "Sign Up" RETURNING REGISTRANTS: Sign-in to fundraise and review results SUPPORTERS, you can: 1. Search for an event to sponsor or attend 2. Make a direct donation to the Toronto People With AIDS Foundation'. A black arrow points from the 'Sign Up' button to the 'NEW REGISTRANTS' instruction.

1. Read the Waiver and if you accept the terms, tick the circle next to 'I Accept'. Then click 'Continue'.

The screenshot shows a waiver agreement page. The text reads: 'event. Use of Foundation name and logo: The Toronto People With AIDS Foundation WILL, in its sole discretion, allow the use of its name and logo by the Third Party Event Organizers to promote the agreed-upon event. Any use of the Toronto People With AIDS Foundation logo must be approved, in writing, prior to its use. I/we, the Third Party Event Organizer(s), have read, understood, agree to and will abide by the Toronto People With AIDS Foundation policies, criteria and guidelines for the third party event(s) outlined in this agreement. I/we, the Third Party Event Organizer(s), hereby release the Toronto People With AIDS Foundation from all actions, causes of actions, claims and demands for damages, loss or injury which I/we, the Third Party Event Organizer(s), may have or acquire at any time against the Toronto People With AIDS Foundation in connection with the event, however arising. I/we, the Third Party Event Organizer(s), further agree to indemnify and forever save the Toronto People With AIDS Foundation harmless from and against any and all actions, causes of actions, claims, damages, losses, expenses, costs (including legal fees), charges and liabilities arising out of or in connection with the management and holding of the event(s)'. Below the text are two radio buttons: 'I Accept' and 'I Decline'. A 'Continue >' button is located at the bottom right. A logo for 'Powered by artez interactive ONLINE FUNDRAISING SOLUTIONS' is in the bottom left corner. Two black arrows point to the 'I Accept' radio button and the 'Continue >' button.

2. On the 'Provide Your Contact Information' page, complete every field in the form and create a username unique to your event and a password (Keep in mind that if your donors go online to pledge your event there are options to search by your name or the event name. So choose an event name that is simple and memorable). Then click 'Continue >'.


3. On the 'Please Answer These Questions' page, you are able to make an initial donation towards your fundraising goal. You are asked to confirm or edit your entered contact information. As well you have the option to indicate that you are interested in receiving emails and mail from PWA about how your donations make a +positive difference for people living with HIV/AIDS. Then click 'Continue>'.


4. On the 'My Event' page, you fill in the details of your event. Fill in the name of your event (keeping in mind this will be searchable by people interested in sponsoring/pledging you) and a short description of your event (sample event descriptions below).
- Set a goal for your fundraising. Challenge your expectations as to how much you can raise! Setting a goal will motivate your donors to help you reach it.
 - Check the box for 'Find my event!' so that people can find you to make a donation towards your goal.
 - Check the box 'Advertise Event' so that your event is active and searchable.

MY EVENT

Tell us about your Fundraising Event

Please complete the following information – we are excited to hear about your event!
* denotes required information

NAME YOUR EVENT

* Event Name :

Description:

SET YOUR GOAL

Please set a goal in order to activate your Fundraising Tracker

Online Fundraising Goal:

SET YOUR EVENT OPTIONS

Find my event!

I would like to make my event public so that anyone can search for and sponsor me

Advertise Event

Sample text for the event description:

Party – I am holding a party and, in lieu of gifts, I would appreciate it if you could direct donations to a charity I care about, the Toronto People With AIDS Foundation (PWA). PWA provides practical, direct, support services for people living with HIV/AIDS like food programs and income support. Thank you in advance for your support.

In-Memory – In lieu of flowers the family wishes that donations be directed to the Toronto People With AIDS Foundation (PWA).

On the 'My Event' page if you wish to send invites and you've checked the 'I would like to send invites' box, you must fill in all the field marked with a red *.

- To help you reach your fundraising goal, provide a suggested donation amount, \$10, \$50 or \$100 that you think your friends and family would be willing to give.
- Then click 'Continue>'

Invite people to my event!
 I would like to send invites to people about my event and track their responses

Tell us more about your event

*Date: Jan 5 2011
*Time from: 2:00 PM to 5:00 PM
*Location: Sample Location
Address:
City: Province:
Country: CANADA
*Postal Code: M5A 2E6

Is there a minimum suggested amount you would like to ask each invitee to donate in order to attend your event?
If not, simply leave it blank.
Suggested Donation: \$25

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[Continue >](#) [Cancel](#) [Back](#)

5. On the 'My Event Page' you can add up to two images or videos for your personalized event pledge page. PWA encourages you to load a picture of yourself. If you wish to add a picture, click the circle next to 'Photo'. Your picture must be no larger than 200kb.

My Event Page

Create a web page that is as unique as your event!

Your Event Page is the web page where people are directed when you invite them to your event or ask them to sponsor you.

Would you like to take a moment and customize your Event Page? You can add in text or photos or videos from a library provided OR you can use your own.

[Preview page](#) [Skip this step >](#)

CUSTOMIZE YOUR EVENT PAGE

Start customizing your page by selecting a Media Type (Photo, Video or Text) below. Feel free to select items from the library we have provided for you OR upload your own OR reference items you have on Flickr, YouTube or GoogleVideo.

Choose a photo, video or enter in a message Photo

Choose a photo, video or enter in a message Photo

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[Preview my page](#) [Continue >](#) [Cancel](#) [Back](#)

You will then be asked to name your picture, select your picture (from the library, flickr or your hard drive) and provide a description for the photo. To view your personalized page with your loaded pictures, click 'Preview my page'.

CUSTOMIZE YOUR EVENT PAGE

Start customizing your page by selecting a Media Type (Photo, Video or Text) below. Feel free to select items from the library we have provided for you OR upload your own OR reference items you have on Flickr, YouTube or GoogleVideo.

Choose a photo, video or enter in a message Photo

Step 1: Add Title

Step 2: Choose from our Photo Library



OR Choose an image from your Flickr account

Instructions for adding in Flickr image:

1. Log into your Flickr account
2. Visit the Flickr page to select your photo
3. Click on "All Sizes" to see the different options for including your photo
4. Choose a size by clicking on the options (we recommend "medium")
5. Copy the complete line of code from the box that appears below. It should start "a href="
6. Return to this page and paste the code in below

Enter HTML (provided by Flickr):

OR Upload an image file from your computer

Path:

Step 3: Add Description

6. After you preview your personal pledge page, you will be invited to send your first invitations to ask for donations towards your fundraising! If you do not wish to send invitations at this stage you can scroll to the bottom of the page and click on 'Skip This Step'. To send invitations to potential donors on the 'Send Invitations' page, enter their email addresses and your appeal for support in the 'Personal Introduction' box.

Send Invitations

Get your first sponsors today!

Enter one or more email addresses to send an invitation to attend your event. The recipients are directed to your Event Page where they can both RSVP and securely donate online. Donors will receive their tax receipts by email.

To:

(separate email addresses with commas or semi-colons)

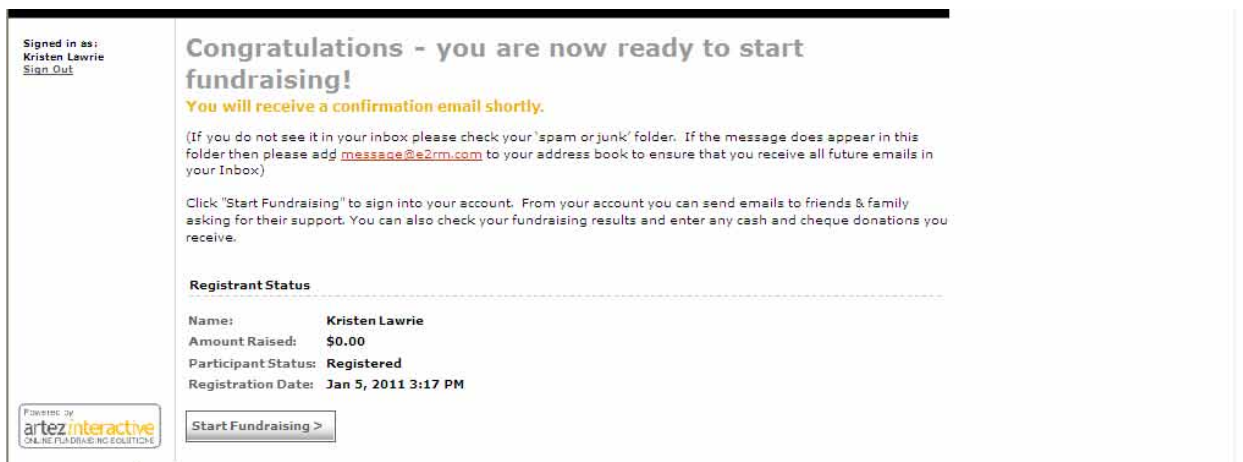
Subject:

(Optional) Personal Introduction:

The following message will automatically be appended to your introduction:

Your registration is now complete and you can begin fundraising! You will receive an email thanking you. If you do not see it in your inbox please check your 'spam or junk' folder. If the message does appear in this folder then please add message@e2rm.com to your address book to ensure that you receive all future emails in your Inbox).

The email will provide you with 2 links. The first url link will take you to a sign in page. When you sign in to your event you can change your personalized page, send emails to invite people to pledge you and send thank yous after they have. Click "Start Fundraising" to sign into your account. From your account you can send emails to friends & family asking for their support. The second url link can be shared with your contacts. It provides a direct link to your secure online giving page where your donors can pledge you and support the Toronto People With AIDS Foundation.



Signed in as:
Kristen Lawrie
[Sign Out](#)

Congratulations - you are now ready to start fundraising!

You will receive a confirmation email shortly.

(If you do not see it in your inbox please check your 'spam or junk' folder. If the message does appear in this folder then please add message@e2rm.com to your address book to ensure that you receive all future emails in your Inbox)

Click "Start Fundraising" to sign into your account. From your account you can send emails to friends & family asking for their support. You can also check your fundraising results and enter any cash and cheque donations you receive.

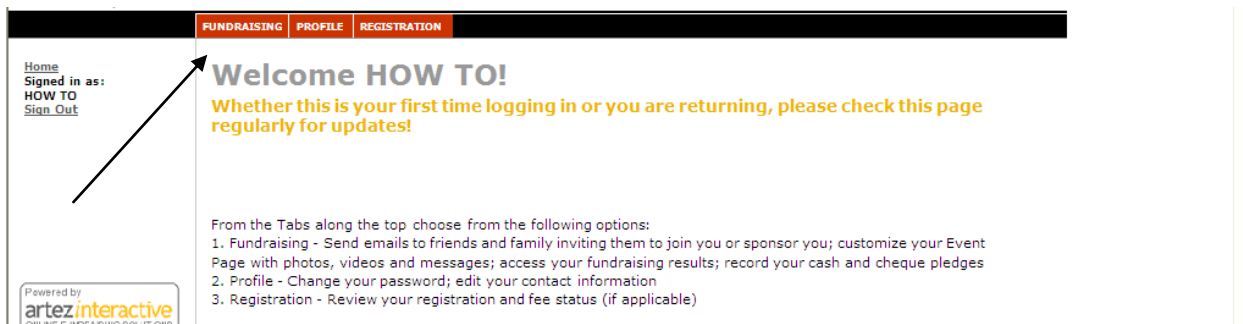
Registrant Status

Name: **Kristen Lawrie**
Amount Raised: **\$0.00**
Participant Status: **Registered**
Registration Date: **Jan 5, 2011 3:17 PM**

[Start Fundraising >](#)

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9. To send emails requesting support, follow up and thank those you have made a donation, sign into your account and click on the 'Fundraising' tab in the top menu bar: Fundraising, Profile, Registration.



FUNDRAISING **PROFILE** **REGISTRATION**

[Home](#)
Signed in as:
HOW TO
[Sign Out](#)

Welcome HOW TO!

Whether this is your first time logging in or you are returning, please check this page regularly for updates!

From the Tabs along the top choose from the following options:

1. Fundraising - Send emails to friends and family inviting them to join you or sponsor you; customize your Event Page with photos, videos and messages; access your fundraising results; record your cash and cheque pledges
2. Profile - Change your password; edit your contact information
3. Registration - Review your registration and fee status (if applicable)

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10. When you have met your fundraising goal or you would like to close access to your event, you can do so by signing in to your event under returning registrants. In the top menu bar select 'Fundraising' for the fundraising menu. Select 'Edit My Event Details' in the left menu bar, uncheck the box 'I would like to make my event public so that anyone can search for and sponsor me' and click 'Submit' at the bottom of the page. This will make your event unsearchable and complete your personal fundraising.

Should you wish to make your event annual you can sign in with the same information and change the event dates. Remember to go back into 'Edit My Event Details' and check the 'I would like to make my event public...' option.

New Registrants:

[Sign Up](#)

Returning Registrants:

Username:

Password:

[Sign In](#)

[Forgot your username or password?](#)

Thank you for your interest in fundraising or making a donation to the Toronto People With AIDS Foundation.

It is easy for you to create a personalized event and raise vital funds to help people living with HIV/AIDS in need of practical direct support services.

WELCOME!

From the menu on the left choose one of the following options:

NEW REGISTRANTS:
Register by clicking on "Sign Up"

RETURNING REGISTRANTS:
Sign-in to fundraise and review results

SUPPORTERS, you can:

1. Search for an event to sponsor or attend
2. Make a direct donation to the Toronto People With AIDS Foundation

Need Help?
Please contact us at 416-506-1400 ext. 239 or donate@pwatoronto.org

FUNDRAISING **PROFILE** **REGISTRATION**

Home
Signed in as:
HOW TO
[Sign Out](#)

FUNDRAISING MENU

- [Check Results](#)
- [Get Sponsors](#)
- [Manage Sponsors](#)
- [Edit Your Event Details](#)
- [Customize Your Page](#)
- [Sponsor Yourself](#)
- [Tell-A-Friend](#)

Fundraising Results

Using the menu on the left, you can:

- Get Sponsors: Send emails to friends & family asking for their support
- Manage Sponsors: View a list of your sponsors & donations
- Manage Cash & Cheques: Record your cash & cheque donations
- Customize Your Page: Update your photos, videos and messages

As of Jan 6, 2011 2:59 PM

HOW TO

MY EVENT FUNDRAISING RESULTS:

Total Amount Raised: **\$0.00** [0 % of goal]
Fundraising Goal: **\$2,000.00**

SET YOUR EVENT OPTIONS

Find my event!

I would like to make my event public so that anyone can search for and sponsor me

Find Event - additional text field (optional)

Invite people to my event!

I would like to send invites to people about my event and track their responses

Event Invite - additional text field (optional)

[Submit](#)

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Thank you for raising funds for the Toronto People With AIDS Foundation!

If you have any questions about this process or encounter problems setting up your personal pledge page, try refreshing the page or contact PWA at donate@pwatoronto.org or by calling 416-506-1400 ext. 239.