

## SETTING UP A 100 NEEDIEST FUNDRAISER

1. Complete the fundraiser sign-up form and click “Become a Fundraiser”
  - a. If you have adopted a case, enter the 16-digit case ID number provided to you by United Way in the appropriate box. Please note, you will not be able to add or edit the 16-digit case number you enter once the page is finalized. This ensures all the donations you raise will go directly to the family or individual you adopted.
  - b. If you have not adopted a case, leave the case number field blank. The money raised through your fundraising page will benefit the thousands of local families in need during the holidays.

# 100NEEDIEST

Sign up as a fundraiser to quickly start raising money for families and individuals in need through 100 Neediest Cases.

First Name

Last Name

Mobile Number

Email \*

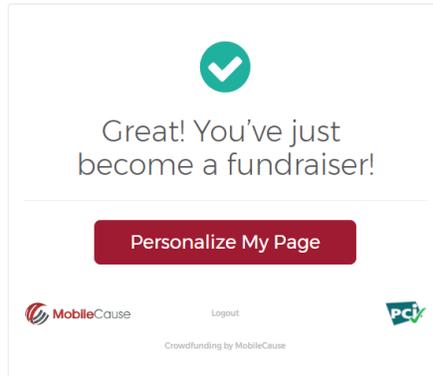
If you adopted a family or individual, please enter their case number below to ensure your donations are sent to that family. If you do not have a case number, please contact our volunteers at [100neediestcases@stl.unitedway.org](mailto:100neediestcases@stl.unitedway.org) or 1-800-222-2222. If you did not adopt a family, donations will go to support all families helped through the 100 Neediest Cases campaign.

Adopted Case Number

[Become a Fundraiser](#)

- You'll then receive a confirmation page and an email from MobileCause inviting you to "Personalize My Page". This is when you will have an opportunity to create a profile and share why you're fundraising through 100 Neediest Cases.

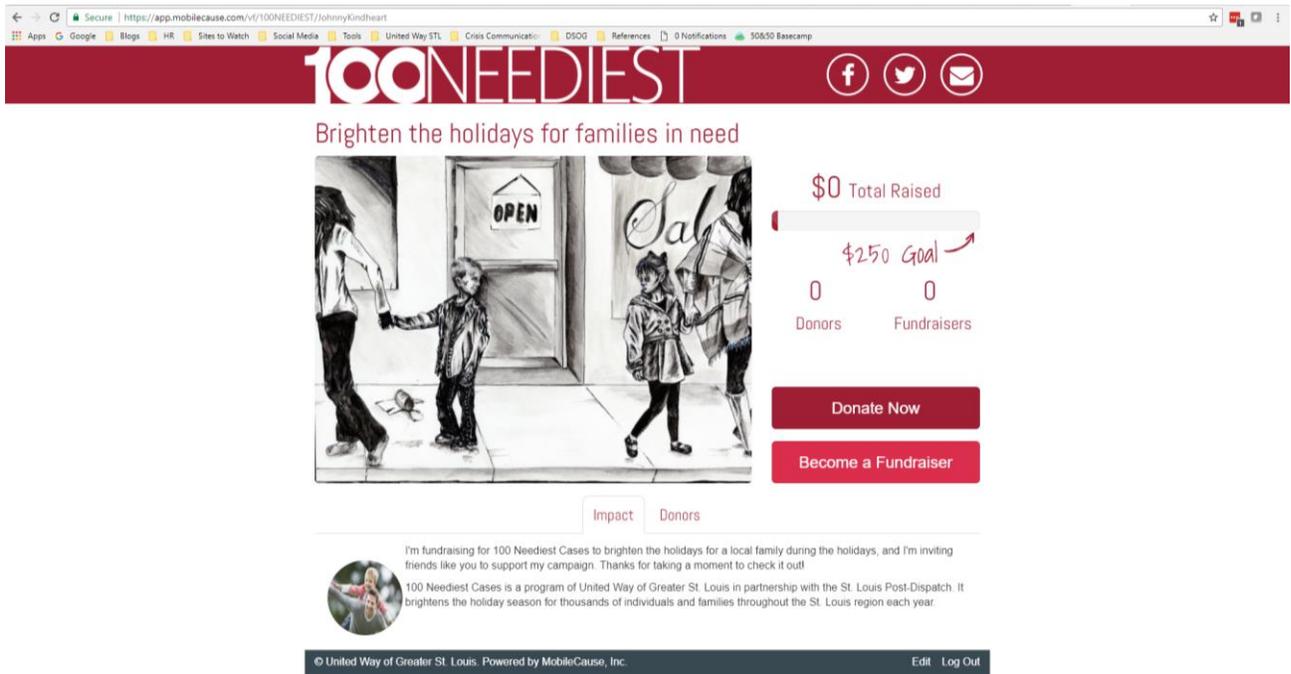


- To personalize your fundraising page, upload a profile picture (600 pixels or larger), set a fundraising goal {we suggest starting with \$250} and share a message with your supporters. If you adopted a specific case, this is a great opportunity to tell them about who they're helping. Then, click "Save."

A screenshot of a web form titled "100 NEEDIEST Personalize Your Page Johnny Kindheart". The form includes:

- An "Upload Profile Picture" section with a button that says "Click to Upload An Image".
- A "Fundraising Goal" section with a dropdown menu set to "\$" and a text input field containing "250".
- A "Message for Your Supporters" section with a rich text editor. The editor contains the text: "I'm fundraising for 100 Neediest Cases to brighten the holidays for a local family during the holidays, and I'm inviting friends like you to support my campaign. Thanks for taking a moment to check it out!".
- A red "Save" button at the bottom.

4. You're ready to start raising money to help brighten the holidays for families in need!



5. Share your fundraising page with your family and friends on your social media or via email. Share buttons at the top of the page make it easy for you (and your friends and family) to help expand your reach and raise the most money to support local families in need through Facebook, Twitter or via email.



You can also simply copy the URL in the browser bar and paste it to share on your preferred social media accounts. (You'll notice that your fundraising page has a unique URL that reflects your name.)



**Need to edit your page?**

To update your page photo, goal or text description, click "Edit" in the bottom right corner of the page.

