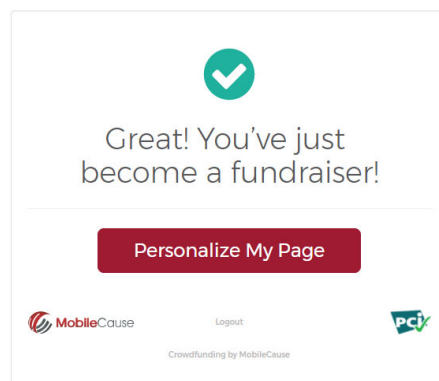


SETTING UP A 100 NEEDIEST FUNDRAISER

1. Complete the fundraiser sign-up form and click “Become a Fundraiser.”
 - a. Special note: **If you are fundraising for an organization or company**, please enter the company name in the “First Name” field and your first and last name in the “Last Name” field. For example, the first name may be ABC Company and the last name could be John Smith. This will allow potential donors to search for your fundraiser by your name or company name.
 - b. On the drop-down for “I am fundraising for:” select whether you are fundraising for the general fund or a specific case.
 - c. If you have adopted a specific case, enter the last 6 digits (after the 22-) of the 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 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.
 - i. You may also decide whether you want to designate the funds raised to things like rent, utilities, gas, or other. If you select other, you will be asked to explain how you would like the funds designated.
 - ii. Special note: **If you have adopted more than one case**, we encourage you to create a separate fundraising page for each case. When setting up the pages, please include case-identifying information in the “Last Name” field. For example, if you have adopted two cases you may put “Smith (family of 4)” in the last name field in one and “Smith (57-year-old male)” in the other. This will help potential donors find the case they want to donate to.
 - d. 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.
2. You’ll then receive a confirmation page and an email from GiveSmart – 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.



3. To personalize your fundraising page, you may 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."

The screenshot shows the 'Personalize Your Page' interface for Johnny Kindheart. At the top is the '100NEEDIEST' logo. Below it, the text 'Personalize Your Page Johnny Kindheart' is displayed. The 'Upload Profile Picture' section features a button that says 'Click to Upload An Image'. The 'Fundraising Goal' section has a text input field with '\$' on the left and '250' in the center. Below this is 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!'. At the bottom of the form is a large red 'Save' button.

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

The screenshot shows the live fundraising page for Johnny Kindheart. The header is red with the '100NEEDIEST' logo and social media icons for Facebook, Twitter, and Email. Below the header, the text 'Brighten the holidays for families in need' is displayed. The main content area features a black and white illustration of a family (a man, a woman, and two children) standing in front of a door with an 'OPEN' sign. To the right of the illustration is a fundraising progress bar showing '\$0 Total Raised' and a '\$250 Goal' with a red arrow pointing to the goal. Below the progress bar are two buttons: 'Donate Now' and 'Become a Fundraiser'. At the bottom, there is a section titled 'Impact' and 'Donors' with a small circular profile picture of Johnny Kindheart. The footer is dark gray and contains the text '© United Way of Greater St. Louis. Powered by MobileCause, Inc.' and 'Edit Log Out'.

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 my page” in the bottom right corner of the page.