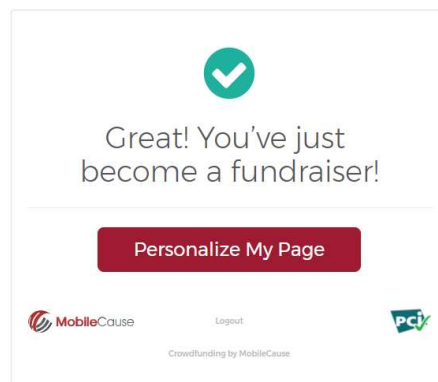


## SETTING UP A 100 NEEDIEST FUNDRAISER

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 full 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, select that you are fundraising for the “general fund.” 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 a web form titled "100NEEDIEST Personalize Your Page Johnny Kindheart". It includes an "Upload Profile Picture" section with a "Click to Upload An Image" button. Below that is a "Fundraising Goal" field set to "\$ 250". A "Message for Your Supporters" section contains a text editor with a pre-written message: "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 "Save" button is at the bottom.

- 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 features the "100NEEDIEST" logo and social media icons for Facebook, Twitter, and Email. The main heading is "Brighten the holidays for families in need" above an illustration of a family. A progress bar shows "\$0 Total Raised" and a "\$250 Goal" with a red arrow. Below the bar are counters for "0 Donors" and "0 Fundraisers", and buttons for "Donate Now" and "Become a Fundraiser". A "Impact" and "Donors" tab is visible. A message from the fundraiser is displayed, along with a small profile picture. The footer includes "© United Way of Greater St. Louis. Powered by MobileCause, Inc." and "Edit Log Out" links.

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.