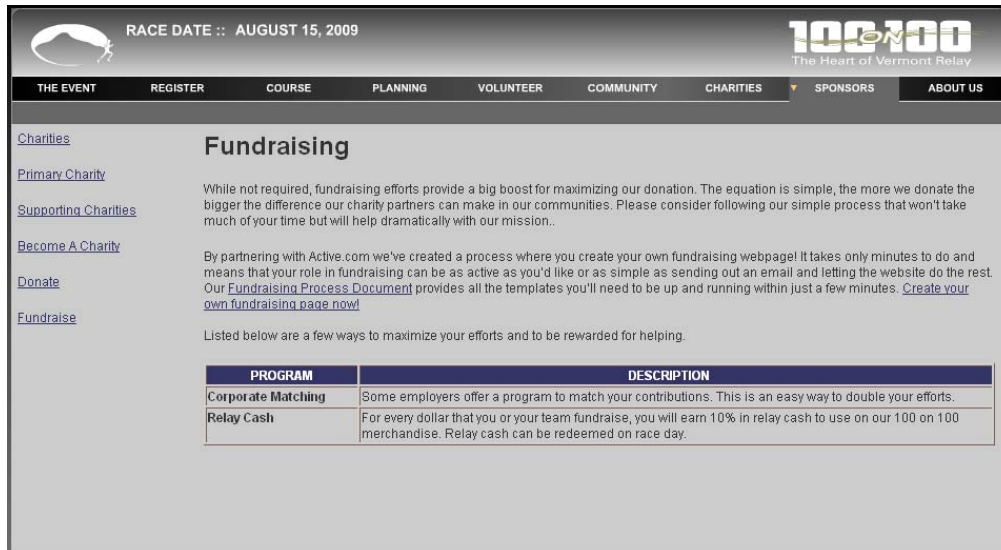


## Creating a team fundraising page

1. From the 100on100.org site select CHARITIES and then select FUNDRAISING. Once on the Fundraising page select the CREATE YOUR OWN FUNDRAISING PAGE NOW link to start the process.



RACE DATE :: AUGUST 15, 2009

THE EVENT REGISTER COURSE PLANNING VOLUNTEER COMMUNITY CHARITIES SPONSORS ABOUT US

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### Fundraising


While not required, fundraising efforts provide a big boost for maximizing our donation. The equation is simple, the more we donate the bigger the difference our charity partners can make in our communities. Please consider following our simple process that won't take much of your time but will help dramatically with our mission.

By partnering with Active.com we've created a process where you create your own fundraising webpage! It takes only minutes to do and means that your role in fundraising can be as active as you'd like or as simple as sending out an email and letting the website do the rest. Our [Fundraising Process Document](#) provides all the templates you'll need to be up and running within just a few minutes. [Create your own fundraising page now!](#)

Listed below are a few ways to maximize your efforts and to be rewarded for helping.

PROGRAM	DESCRIPTION
<b>Corporate Matching</b>	Some employers offer a program to match your contributions. This is an easy way to double your efforts.
<b>Relay Cash</b>	For every dollar that you or your team fundraise, you will earn 10% in relay cash to use on our 100 on 100 merchandise. Relay cash can be redeemed on race day.

2. If you do not have an existing Active.com login, select **No. I do not have a username and password**, and then click **Continue**



active GIVING  
part of the active NETWORK

Step 1: Login or Create an Account Step 2: Create Campaign Pages

RETURNING USERS  
**login**  
to proceed

Do you have an Active.com username and password?

Yes. My username is:   
My password is:

No. I do not have a username and password.

[Forget your password?](#)

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3. Create your profile including a username and password, and then click **Continue**.

Joining is easy, just fill in the information below.

(\* Indicates required information.)

**Personal Information:** [ [Read our Privacy Policy](#) ]

First Name:\*

Last Name:\*

Birthdate:\*  /  /  (mm/dd/yyyy)

Gender:\*  Male  Female

Email Address:\*

Address 1:\*

Address 2:

City:\*

State:\*  Outside USA:

Country:\*  USA

Zip:\*

**Create your Active.com account access:**

Username:\*  (6 - 12 characters)

Password:\*  (6 - 12 characters)


Repeat Password:\*

**Keep informed:**

Yes! Send me health and fitness news, information about local events and special offers.

GET A  
**FREE**  
ACTIVE ADVANTAGE  
MEMBERSHIP  
WITH YOUR  
FIRST ORDER!

A \$49.95  
VALUE



4. Once registered you will automatically return to the login page. Your username is the email address you used in the Active.com registration process. Your password is the same that was used in the Active.com registration process as well.

5. The “Create Your Own Fundraising Web Page” window appears.
6. In the title field, create the title for your fundraising page.
7. In the Create your web address field, create your url for your fundraising page. We recommend using your team name here.
8. Click **click to continue**.

The screenshot shows a web browser window displaying the 'activeGIVING' website. The header includes the logo 'activeGIVING part of the activeNETWORK' and navigation links 'edit profile | log out'. Below the header, there are two progress indicators: 'Step 1: Login or Create an Account' and 'Step 2: Create Campaign Pages'. The main heading is 'Create Your Fundraising Web Page'. A section titled 'Fundraising Page Details' contains a note: 'NOTE: You are only required to fill out Title and Web Address.' There are two input fields: one for 'Title' with the text '100on100 Relay's Fundraising Page' and a sub-note 'i.e. Jon's Race for a Cause, Team Ruff Riders, etc...', and another for 'Create your web address' with the text 'http://www.active.com/donate/relay100on100\_06/' and a sub-note '(no spaces)'. A blue button labeled 'click to continue' is located at the bottom right of the form area.

9. Create a tagline and welcome message specific to your team.

Text Template (if you prefer): Hi Friends and Family! I am currently training for a 100-mile 6-person relay running race across Vermont named the 100on100 Relay ([www.100on100.org](http://www.100on100.org)). This event takes place in August and donates a large portion of their proceeds to charity. I've decided to help them raise money and am asking you to donate. Follow this link to learn more about the charities they support [www.100on100.org/charities.html](http://www.100on100.org/charities.html). To donate on-line please follow the web address listed below or mail checks directly to me. Thank you for helping!

The screenshot shows the 'activeGIVING' website interface. The main heading is 'Customize Your Fundraising Web Page' for a campaign titled 'Fundraising Campaign - Heavy Breather's Fundraising Page'. Below this, there are navigation tabs: 'My ActiveGiving HQ', 'Customize My Webpage', 'Send Emails', 'View Reports', 'Track Offline Donations', and 'Fundraising Tips'. Under 'Customize My Webpage', there are sub-tabs: 'Edit Campaign Details', 'Change Layout Design', and 'Set Color Schemes'. The main content area is titled 'Fundraising Page Details' and includes a note: 'NOTE: You are only required to fill out Title and Web Address.' There are three input fields: 'Title' (with a dropdown menu showing 'Heavy Breather's Fundraising Page' and a sub-note 'i.e. Jon's Race for a Cause, Team Ruff Riders, etc...'), 'Tagline' (with a sub-note 'i.e. Racing to save lives...'), and 'Welcome Message' (with a sub-note 'TIP: Here's your chance to introduce your cause, give details on why you're raising money and how it will benefit your cause. (2,000 chars max)'). Below these is a 'Create your web address' field with the URL 'http://www.active.com/donate/relay100on100\_06/fundheavybreathe' and a note '(no spaces)'. At the bottom right, there are links for 'edit profile | log out'.

10. Upload a team photo and supply a caption

11. Set your team fundraising goal

12. Click **Save and Finish**.

The screenshot shows the 'Add an Image' and 'Set a Goal' sections of the fundraising page customization interface. The 'Add an Image' section has a heading 'Add an Image' and a sub-heading 'Personalize your welcome page with a logo, photo, or any online image. Images must be in \*.JPG or \*.GIF format.' It includes a 'Select an image:' dropdown menu (set to 'None'), an 'Image Caption:' text box, and an 'Upload Images' button. To the right is a placeholder box labeled 'NO IMAGE SELECTED'. The 'Set a Goal' section has a heading 'Set a Goal' and a sub-heading 'Setting a goal allows your supporters to have a sense of ownership with each contribution. This will also place a goal thermometer on your donation page to track your progress!'. It features a 'Goal Amount:' input field with the value '0.00' and a progress bar showing '\$0' on the left, '0%' in the middle, and '\$0 Goal' on the right. Below this is the 'Display Options' section with a heading 'Display Options' and a sub-heading 'Give your contributors the recognition they deserve by posting your top donors and fundraisers!'. It includes two radio button options: 'Show Total Donations Collected:' (with 'Yes' selected) and 'Show Top Contributors and Fundraisers:' (with 'No' selected). At the bottom right, there are links for 'preview | save & finish'.