STEP-BY-STEP GUIDE TO
REGISTERING AND FUNDRAISING FOR
ADAPTIVE AWARENESS DAY

STEP 1: Register for the Event
- If you are not already there, go to the secure fundraising service for this event: https://secure.qgiv.com/event/aad2025/ (You can also get there from www.centralcaladaptive.org/awareness.) Then, click on the "Register" tab at the top.
- Select how you would like to participate.
    - Do you want to join us in person on March 1? Then select <u>General in-person</u> $40, <u>Kids in-person (12 and under)</u> $20.
    - Can't make it in person? Try virtual fundraising by selecting the <u>Online Fundraising</u> option. **(It's free!)**
    - A guardian/parent can register everyone in their family at one time.
- Choose whether you would like to participate as an individual or start/join a team.
- Decide on a fundraising goal!
- Fill out registration details.
    - Select whether you want to purchase a $45 lift ticket as an "add on."
    - Add an optional donation
    - Complete your registration!

STEP 2: Once you have registered, go to your fundraising dashboard and set up your profile.
- Select "My Fundraising Dashboard", set up a password and personalize your page.
- Complete your profile by selecting "Get Started." Click on the circle on the left side to change your profile image and save.
- Select "Continue" and edit how your personal fundraising page will be seen by your contributors.
    - Change the default title "My Fundraising Page" by clicking on the tiny gear icon to the right of that text. Edit the text by, for example, changing "my personal" to your own name. Example "Jane's Fundraising Page". Then click "update."
    - Add a personal statement by clicking the gear icon next to "personal statement." Then add text to the large "content" box. Finally, click "update" again.
    - Add pictures and/or videos by editing those boxes accordingly.
- Click "save page" at the lower left of the screen.

Step 3: Announce your fundraiser on email AND social media.
- EMAIL:
    - Template emails are available in the "Resources" section of your online fundraising dashboard.
    - Attach photos or include videos in email communications to grab your reader. All are available in the "Resources" section of your online fundraising dashboard.

- o Using your own email program, send a simple email to friends and family telling them about your fundraiser. Include a link to your personal fundraising page that can be found at the bottom of your dashboard. Copy the web address and paste the link into an email or social media post.
  - o You can also use QGIV's built in email system but we do not recommend this option unless you are experienced with computers. Click "send a fundraising email." Title your email, select the participation template (you can change or edit the email to your preference), add email addresses you would like to share the email with, select when you would like to send out the email, save and preview email, send **the email.**
- SOCIAL MEDIA:
  - o Use the built-in buttons on your fundraising dashboard to share on Facebook, Instagram, or X.
  - o Template social media posts and photos are available in the "Resources" section of your online fundraising dashboard.

Step 4: Thank your donors
- Promptly thank your donors as soon as a donation comes in.
- A template "thank you message" is available.

Step 5: Use email & social media to continue to fundraise through the end of day on March 18th.

Email brady@centralcaladaptive.org if you have questions.
We can set up a time to walk you through the process.