

The Online Fundraising Tool: Why Use It?

- Raising money online is easy and fun!
- People who raise money online raise **twice** as much.
- Our website helps you keep track of the emails you've sent out and the donations you've received.



Online fundraising really is easy...and it can be fun too! We have seen from previous years and events that people who raise money online – using the online fundraising tool, email and social media – raise twice as much.

The Walk to Cure Arthritis website is a fantastic tool for you to use for online fundraising. It helps you keep track of the emails you have sent to make the ask, as well as tracking the amount of donations you've received.

I'm going to walk you through the site and explain just how easy it is to sign up, start a team, and manage your personal headquarters and team page.

First, you will want to navigate to www.arthritis.org, and click on the special events tab in the top navigation. Choose Walk to Cure Arthritis, and this will take you to the event landing page. Once you're on the Walk to Cure Arthritis landing page, use the map to select your state. This will take you to a drop-down menu that lists all the Walk to Cure Arthritis events in your state. Then click on the event closest to you, and you will be redirected to that event's page where you will find all the information you need to sign up and start a team.

WALK to CURE ARTHRITIS

Start a Team
I want to register as a team captain of a new team.

Join a Team
I want to join an existing team.

Join as an individual
I want to join as an individual participant, not linked to a team.

Start a Team
Please indicate whether you are starting a Team under an existing Group, or if you want to create an independent Team.

Independent Team

New Team Under Group

[What is a Group?](#)

If you form a new Team, you will be designated as the Team Captain.

*Team Name

*Team Fundraising Goal \$

*Recruiting Goal (Number of Team members)

Display icon in Team Listing notifying site visitors that you are looking for Team Members. (Note: You can disable this at any time within your login headquarters.)

ARTHRITIS FOUNDATION

When you are ready to start or join a team, click on Register Now. This page will appear, and you can choose whether you want to start a team, join a team, or join as an individual. Since you are Team Captains, you will want to start a team. You will be designated as the team captain, and be prompted to enter your Team Name, Fundraising Goal and Recruiting Goal.

The screenshot displays a personal headquarters page for the 2014 Walk to Cure Arthritis. At the top, there is a navigation bar with links for HOME, ARTHRITIS FOUNDATION, FUNDRAISING TIPS, TEAM TOOLS, and YOUR DONATIONS HELP. Below this, a progress bar indicates that \$7,218 has been raised out of a \$20,000 goal, with 392 days left to reach the goal. The page is titled "2014 Walk to Cure Arthritis - Test Site, GA" and includes a "My To Do List" with links for "Build/Edit my Webpage", "Send Emails to Friends and Family", "Enter Offline Donations", "Edit my Profile", and "Edit my Login/Password". A "Logout" button is also present. The page features the logos for WALK to CURE ARTHRITIS and AMGEN, along with a photo of Claire Brennan, a 2014 National Youth Honoree.

Once you have registered, you will have a personal headquarters page that includes all of the information about your team. This includes: a team profile, event information, a progress bar showing how much you have raised and how close you are to your goal, and how many days you have left to fundraise. You can also create a to do list to help you keep up with sending emails, submitting donations, and editing your profile.

2014 Walk to Cure Arthritis - Test Site, GA

My HQ My Webpage Email Reports Tools Volunteer Projects Gadgets

Edit Personal Page View Personal Page Logout

Edit your Personal Page

Header Text:

Line 1:


Line 2:

Do you want a Video or Image? Image

Webpage image
 You may use the default image or [select](#) an image from the library or [upload](#) your own.

Preview webpage
 View your page as others will see it!

Finish webpage
 To complete your webpage or to save changes, click Submit.

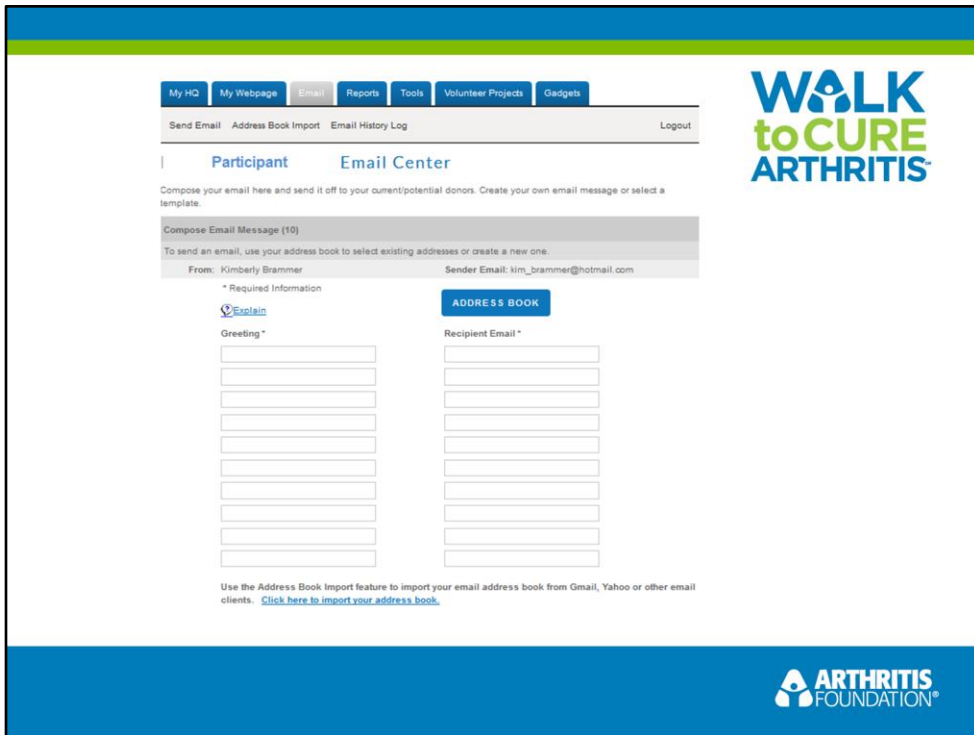


Caption under image:

WALK to CURE ARTHRITIS

ARTHRITIS FOUNDATION

Editing your personal page is also very easy. Simply click on the My Webpage tab and choose “edit personal page.” From here, you can personalize the page with your team name, photos, and more. Personalizing your page helps donors to get to know your team and makes it a more personal experience. When people get a sense of who you are and why you are raising money, they are more likely to feel good about donating to your cause!



I want to show you how to send your emails through the site. Click on the email tab on the top navigation, and this will take you to the email center. To draft your email, choose Compose Email Message. Once you have finalized your message, you can either import an address book from your email accounts or create a new one.