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.

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.

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.

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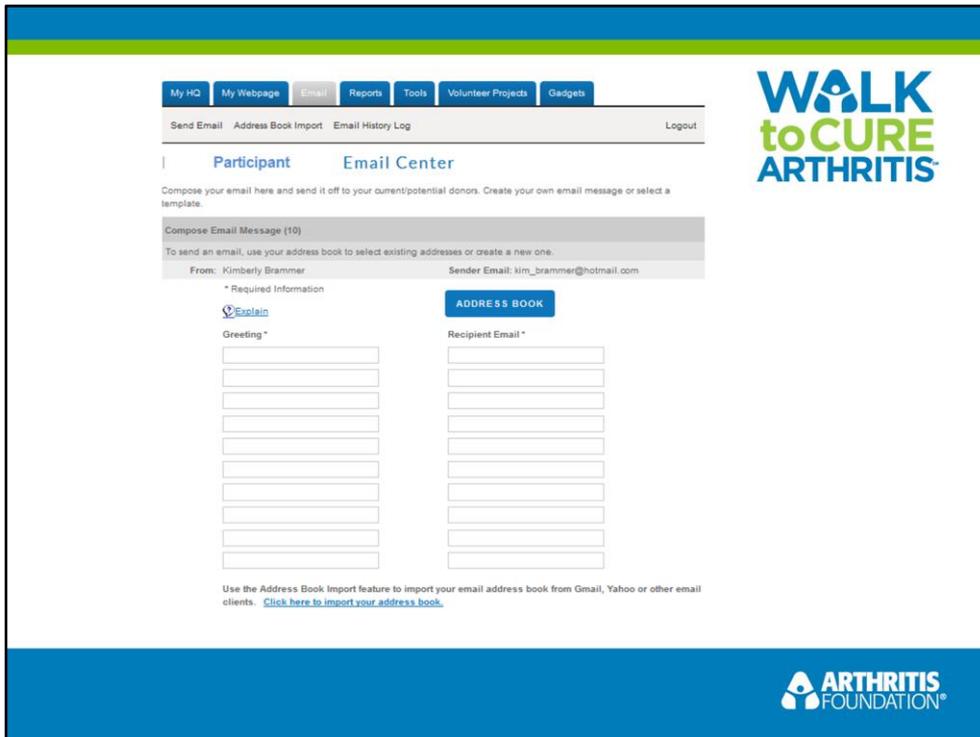
I want to show you how to send your emails through the site. Click on the email tab on the top navigation, and this will take you to the email center. To draft your email, choose Compose Email Message. Once you have finalized your message, you can either import an address book from your email accounts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