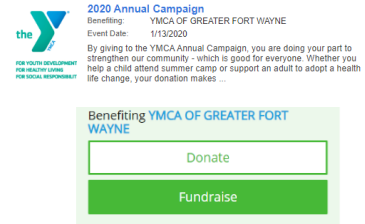


HOW TO SET UP A NEW ACCOUNT FOR FIRST GIVING FUNDRAISING PAGE

Please use the following instructions to set up your page.

1. Go to www.firstgiving.com
2. Search for 2020 YMCA Annual Campaign-Fort Wayne. Click on YMCA Annual Campaign benefiting YMCA of Greater Fort Wayne.
3. Scroll down to the bottom of the page. Choose "FUNDRAISE"
4. Create your FirstGiving Account by completing the information and creating a password. Then select NEXT.
5. Select "I Want to Join An Existing Team"
6. Scroll down and select the branch you wish to join.
7. Click Next.
8. Create your page title, select or upload an image, type your story about why you give.
9. Indicate how much you plan to raise (Must be at least \$25)
10. Make your own donation
11. Submit.



HOW TO LOGIN TO YOUR EXISTING ACCOUNT AND SIGN UP FOR 2020

Please use the following instructions if you have an account.

1. Follow steps 1-3 above.
2. Instead of creating a new account, either sign in with your email or with your Facebook account.
3. Follow steps 5-12.

TO EDIT AN EXISTING ACCOUNT ONCE YOU'RE ON THE 2020 ANNUAL CAMPAIGN TEAM

Go to www.firstgiving.com and click on Login in the top blue bar on the left.

You can use the Share links on your fundraising page to post to social media sites.

BEST PRACTICE: Send an email to yourself to see how it will look before sending out.

- You can import email addresses from your email provider if you use the following services:



- Any address you have already emailed, as well as those of people who have already donated to one of your FirstGiving pages, will already be saved for you in your FirstGiving address book.
- When you've entered all the email addresses you would like to send to, click the **I've added all my contacts** button.
- This will bring you to a screen with a pre-written email. You can edit this message if you'd like. You can also use the placeholder variables that are on the right-hand side to pull information automatically. These variables include [Donor First Name], [Donor Last Name], [Page Address], [NonProfit Name], [Total Raised], [Page Title]
- Wherever you insert one of these, FirstGiving will automatically insert the customized text in the email your prospective donors receive. So if you use the [First Name] variable to say "Hello [First Name]," that will fill in the first name of your donor in the email they receive, if that name is on file. If there is no first name on file the variable will come in blank; it won't say [First Name] on the email they receive. When you're done customizing your message, click **Send (at the bottom of the page)**, and the message will go out to all the contacts you have selected.

You can also add offline donations on your home page to keep a tally of your total raised compared to your goal.

If you have any questions regarding setting up a personal page or using First Giving please contact Jane Horwedel at 260.918.2141 or email jane_horwedel@fwymca.org.