

GETTING STARTED

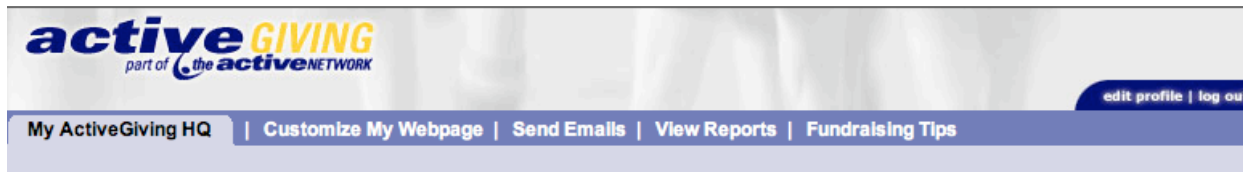
1. Go to www.active.com/activegiving
2. Login at the top right hand of the screen with your username (email) and password



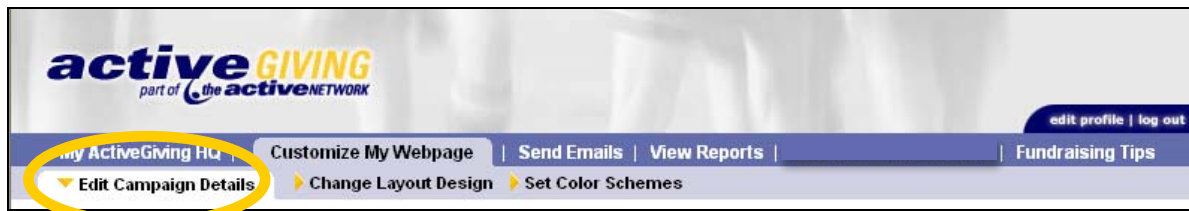
3. Once logged in, choose "Campaign Center" at the top right hand of the screen



4. Once in the Campaign Center, you will be able to choose from a number of tabs found at the top of the screen: "Customize My Webpage", "Send Emails", "View Reports", and "Fundraising Tips".



CUSTOMIZE MY WEBPAGE



Edit Campaign Details allows you to customize your webpage with as much detail as you would like. These details provide basic structure for your fundraising page.

1. Enter your Fundraising Campaign Details

- **Tagline:** slogan for your fundraising campaign.
- **Welcome Message:** description of your personal involvement in the fundraising cause and a note to your contributors.

2. Add an Image

- **Upload Images:** a logo or image to personalize your fundraising webpage.

3. Set a Goal

- **Goal Amount:** a dollar amount you would like to raise.
- **Goal Date:** the end date to your fundraising program.

4. Display Options

- **Show Total Donations Collected:** click yes to shows the total dollar amount you raised.
- **Show Top 5 Contributors:** click yes to show the name and amount of your top 5 contributors.

Note: Click **Save & Finish** to ensure all your changes are stored. You can also click **Preview** to see how your additional information affects your campaign page.

Change Layout Design shows you a screenshot of each webpage layout option. Click the radio button above the screenshot to best match the needs of your webpage.

Note: Click **Save & Finish**. You can also click **Preview** to see how the additional information affects your campaign page.

Set Color Scheme gives you complete control over the color and font shown on your campaign page. Select a color tile and the palette will show up. If you know the HTML design color you desire, enter the HTML color code in the space provided.

1. **Color Schemes:** ready prepared color themes for your whole webpage.
2. **Preview:** shows you real time changes, but the updates will not be made until you save the changes.

Note: Click **Save & Finish** to ensure all your changes are stored.

SEND EMAILS



Send an Email

1. **To: (Recipient's Email Address):** enter the desired recipients' email addresses separated by commas in the box provided or input addresses from your address book.
2. **Save New Contacts:** check the box to save the email addresses entered to your email address book.

Email Message

1. **Template:** use the email template provided in the drop down box for prewritten standard communication messages.
2. **Create/Edit Templates:** click the link to write and save new messages to use in the future.
3. **Subject:** topic of email message.
4. **Your Message:** use the text box to create a personal message to your fundraisers or contributors.

Note: If you click Send Test Email, you can send the message to yourself. Click Send Email to deliver to your recipients. All emails automatically include a link to your campaign website. This message can also be deleted.

Manage Address Book

1. **Add New Contact Name:** name and email address for new contact.
2. **Current Address Book:** all current contacts stored in Address Book.
3. **Edit/Delete Contacts:** click the links to update contact information.

Note: Click Close Window to save updates.

Create/Edit Templates

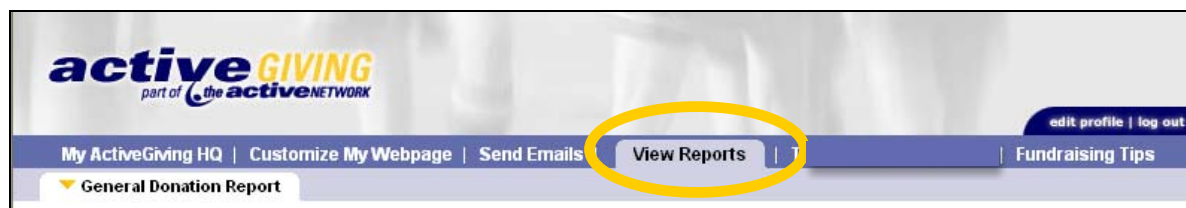
1. **Template Name:** name used to store email template. Be specific so you can easily distinguish the template in the future.
2. **Template Subject:** stored email subject line to be automatically imputed when using template.
3. **Template Message:** enter a customized message about your fundraising campaign.

Edit/Copy Email Templates shows all templates stored in your campaign email tools. All templates can be edited by clicking on the template name and copied by clicking the copy link.

Note: Click Mail Sample to save the template and receive a copy via email.

Sent Mail stores all outgoing messages and recipients. Click on **Recipient**, **Subject**, or **Message** to view more details.

VIEW REPORTS



Donation Report

1. **Donation Summary:** a real time summary of your daily progress.
2. **Filter Report:** control of your donation report details.
 - **Date Filters:** select dates for specific report data or check Use All Dates to see all your data.
 - **Donation Types:** drop-down box to report online only, offline only, or all donation data.
3. **Donation Details:** the results of the Filter Report listed by contributor.

TIPS FOR SUCCESS

Setting up your online account at ActiveGiving is the first step to supercharging your fundraising efforts. Based on our experience, we've learned it only takes a few simple steps to ensure a successful campaign. Here are a few tips:

Customize and Personalize Your Page

Your personal webpage is your chance to customize your fundraising message to your family, friends, and other donors. Generally speaking, people contribute to your cause based on the personal message you convey. Therefore, it is important to spend time customizing your ActiveGiving page.

- **Include a Message**
- **Upload Images**
- **Pick a Template** to best match your logo
- **Use Colors** to personalize your page

Remember, a more compelling site leads to better results!

Note: Once you've logged in to your ActiveGiving account, click the 'Customize your donation page' link to personalize your page further.

Have a Plan and Stick to It

The most effective way to achieve your fundraising goal is to create a detailed plan outlining the steps you'll need to complete in order to meet your objectives.

- **Set a Goal**
- **Start Early** so you can give people ample time to donate.
- **Educate your Donors** on your cause
- **Stress the Benefits** of contributing
- **Follow Through** by sending emails
- **Send Thank You** notes
- **Ask BIG** before going small
- **Stay Positive** and remember the reason
- **Never Feel Guilty** about asking for donations
- **Ask, Ask, Ask**

Remember, sticking to your plan will ensure success!

Note: Once you've logged in to your ActiveGiving account, click the 'Invite others to donate' link to send and save emails to your contacts

To contact Active by phone please call: 877-228-4881 between the hours of 7:00am and 5:00pm PST. There is also a FAQ at <http://community.active.com/community/active>