

Steps to Creating Your Fundraising Page *Team Boomer*

In a few easy steps, you will begin to create your own personal fundraising page for Team Boomer. The following directions show you how to use the platform to build and customize your page and share it with your network through email and social media.

1. Click the **‘Join the Team’** box or click the ‘Fundraise’ tab to begin setting up your account. If you would like to make a donation to Team Boomer without setting up your fundraising page, click **‘Make a Donation’**.



The screenshot shows the Team Boomer fundraising website. At the top is the logo for TEAM BOOMER FIGHTING CYSTIC FIBROSIS. Below the logo is a navigation bar with links: HOME | ABOUT US | CONTACT | FAQ'S | FUNDRAISE | MY ACCOUNT | LOGOUT | and social media icons for Twitter and Facebook. The main content area features two large buttons: 'JOIN THE TEAM' and 'MAKE A DONATION', both with right-pointing arrows. Below these buttons is a section titled 'RUNNING? CYCLING? SWIMMING?' followed by the text: 'If you are competing in any sport, join Team Boomer and help support the cystic fibrosis community.' To the left of this text are two photographs: the top one shows a man in a blue 'TEAM BOOMER' shirt running a race, and the bottom one shows a group of people, some wearing 'TEAM BOOMER' shirts, posing for a photo. Below the photos is a small text box that reads: 'Cystic fibrosis is a life-threatening disease that causes mucus to build up and clog some of the organs in the body, particularly in the lungs and pancreas. When mucus clogs the lungs, it can make breathing very difficult. The thick mucus also causes bacteria to get stuck in the airways, which causes inflammation and infections that lead to lung damage. Visit esiason.org to learn more...'

2. For all new users, enter in your email address and select “I’m New to the Site” and click ‘Log in’.



The screenshot shows the login page for TEAM BOOMER. At the top, the logo features a stylized blue and yellow figure next to the text "TEAM BOOMER" and "FIGHTING CYSTIC FIBROSIS". Below the logo is a dark navigation bar with links: HOME | ABOUT US | CONTACT | FAQ'S | FUNDRAISE | MY ACCOUNT | LOGOUT | and social media icons for Twitter and Facebook.


On the left side, there is a security notice: "This page is 100% secure." followed by the "Authorize.Net" logo and the text "Accept Credit Cards". Below this, it says "Our Donation Service Accepts" and lists logos for Discover, MasterCard, Visa, and AMEX.

The main content area is titled "Please Enter Your Account Details". It contains a form with the following elements:

- Email Address: * johnsmith@esiason.org | [input field]
- I'm New To This Site.
- I Have An Account. My Password Is: [input field]
- [Log in button]





3. You will be prompted to **‘Create New Account’**
 - a. From here, you will enter the appropriate information requested.
 - b. All fields with a ‘*’ are required.
 - c. Once this is complete, please click ‘Create a New Account’ to proceed.

This page is
100% secure.



Accept Credit Cards

Our Donation
Service
Accepts



Please Enter Your Account Details

Create new account | Log in | Request new password

Account information

E-mail: *

Confirm e-mail address: *

Password: * Password strength: Medium

Confirm password: * Passwords match: Yes

Personal Information

First Name: *

Last Name: *

Address One:

Address Two:

City:


State/Province:



Country:

Zip/Postal Code:


Create new account

4. You will then **‘Choose Your Cause’**
 - a. There will be multiple events listed pertaining to Team Boomer, so select the event you are participating in. You may create multiple pages under the same account for the different events listed.
 - b. After event, you are then brought to choose your personal URL for your donation page.




HOME | ABOUT US | CONTACT | FAQ'S | FUNDRAISE | MY ACCOUNT | LOGOUT |  

This page is 100% secure.




Accept Credit Cards





Our Donation Service Accepts



Choose Your Cause

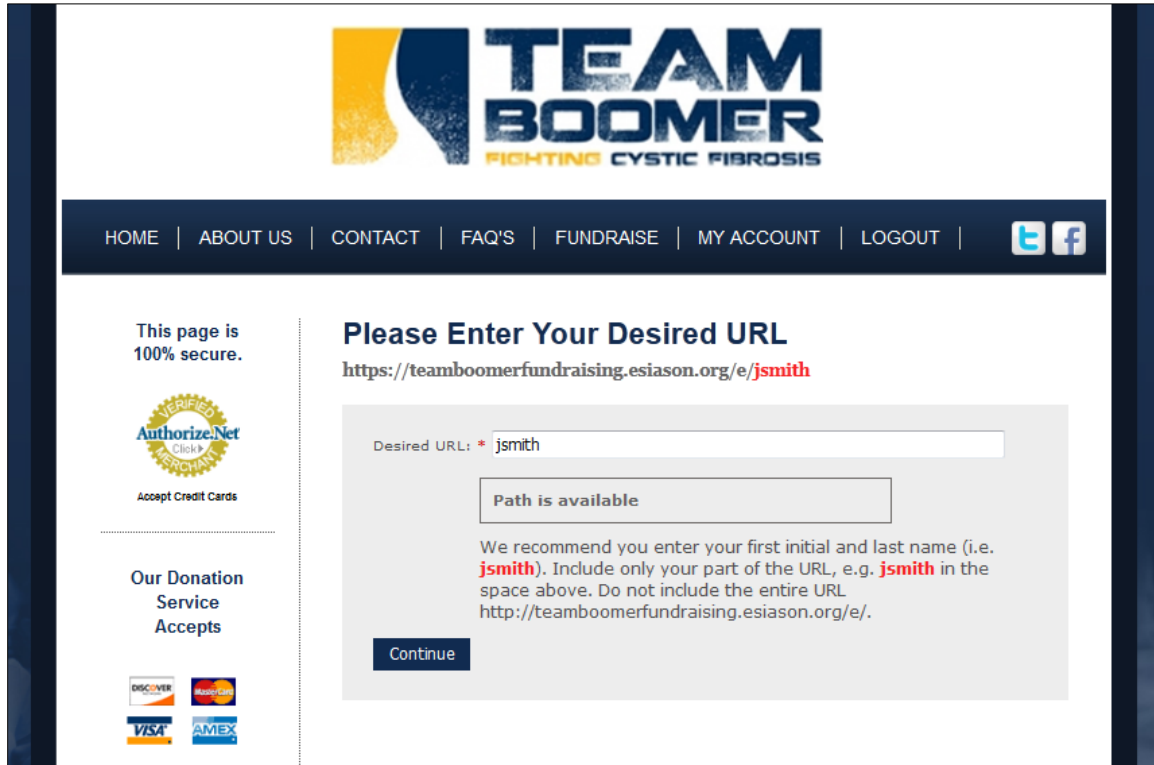
 Registration successful. You are now logged in.

Click on an Event Name to create your personal fundraising page

Event Date ▾	Name
November 04, 2012	 <p>NYC Marathon 2012</p>
October 07, 2012	 <p>Chicago Marathon</p>
July 08, 2012	 <p>NYC Triathlon</p>
July 07, 2012	 <p>Boomer's Cystic Fibrosis Run to Breathe</p>

5. Desired URL

- a. Enter the desired URL for your respective page and click 'Continue'
- b. It is recommended you use your first initial and last name (i.e. jsmith).



The screenshot shows the 'Please Enter Your Desired URL' page for Team Boomer. The page header includes the Team Boomer logo and navigation links: HOME, ABOUT US, CONTACT, FAQ'S, FUNDRAISE, MY ACCOUNT, LOGOUT, and social media icons for Twitter and Facebook. On the left, there is a security notice: 'This page is 100% secure.' with an Authorize.Net logo and 'Accept Credit Cards'. Below that, it says 'Our Donation Service Accepts' and lists logos for Discover, MasterCard, Visa, and AMEX. The main content area has the heading 'Please Enter Your Desired URL' and shows the URL 'https://teamboomerfundraising.esiason.org/e/jsmith' with 'jsmith' highlighted in red. A text input field contains 'jsmith' and a message box says 'Path is available'. Below the input field, there is explanatory text: 'We recommend you enter your first initial and last name (i.e. jsmith). Include only your part of the URL, e.g. jsmith in the space above. Do not include the entire URL http://teamboomerfundraising.esiason.org/e/'. A 'Continue' button is at the bottom of the form.

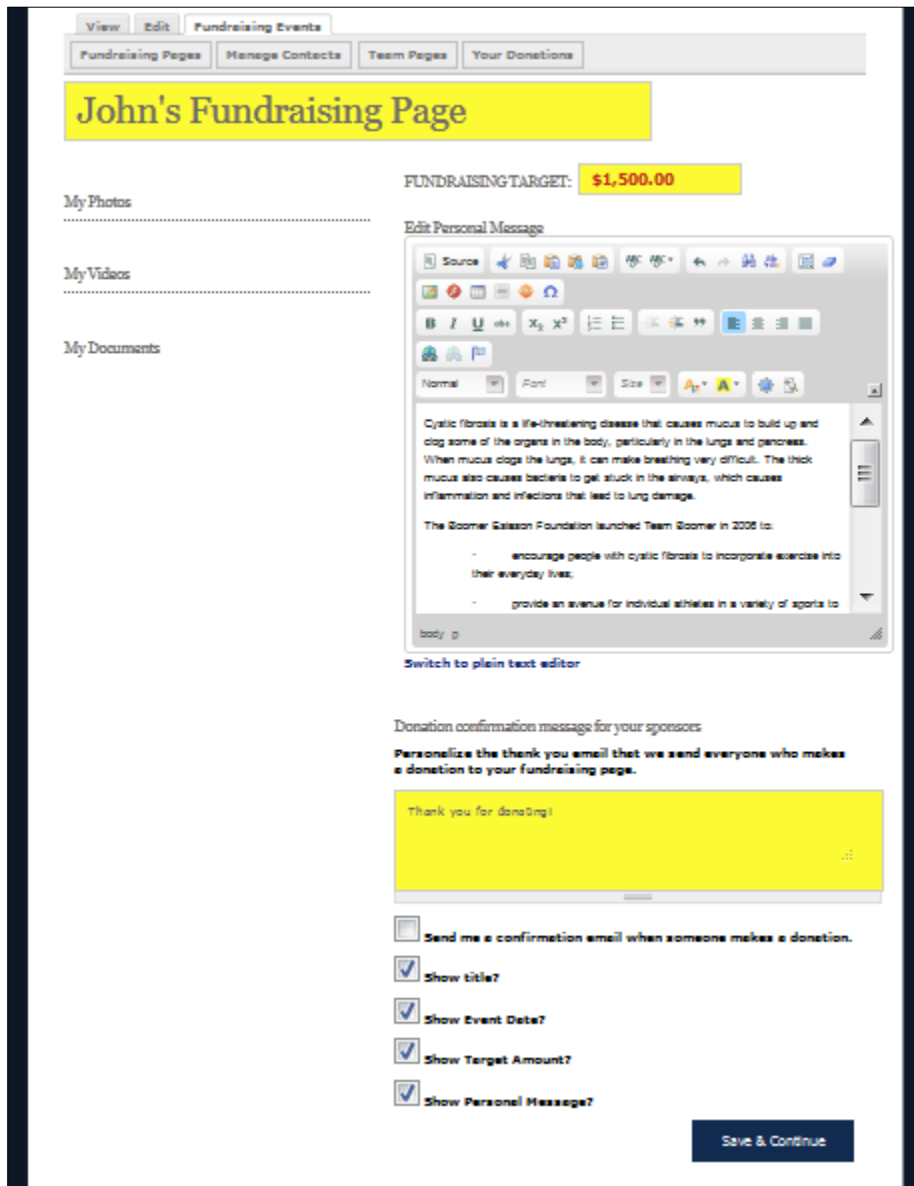
Steps to Customize Your Donation Page and Reach Out to Your Contacts

Now that you've created your fundraising page, you can customize it by adding photos, videos and more. You will then also be able to email your family, friends and network to start fundraising for your organization in minutes!

6. Customize your Donation Page

- a. You will now have the ability to customize your own page
- b. The key sections in yellow can be edited with specific content. These include:
 - i. Page Title
 - ii. Fundraising Target
 - iii. Personal Message
 - iv. Donation confirmation message for your sponsors
 1. Here you can personalize the thank you email that is sent to everyone who makes a donation to your fundraising page.

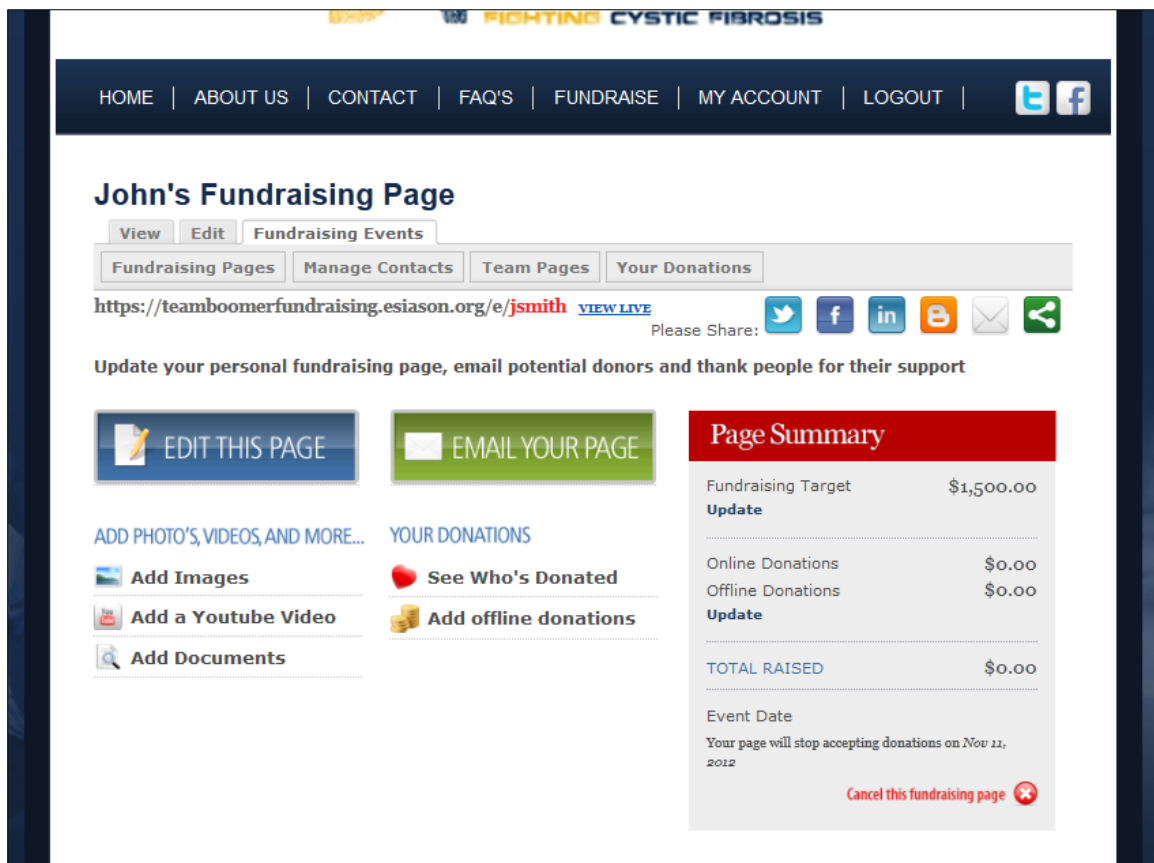
- c. There are check boxes below that allow you to display or not display the following:
- Send me a confirmation email when someone makes a donation.
 - Show Title?
 - Show Target Amount?
 - Show Personal Message?
 - Show Event Date?
- d. Once complete, click the 'Save & Continue' button. NOTE: You will add pictures, videos, a blog feed and related documents on the *next* screen.





The screenshot shows the Mercury Communications Group fundraising page editor. At the top, there are navigation tabs: 'View', 'Edit', and 'Fundraising Events'. Below these are sub-tabs: 'Fundraising Pages', 'Manage Contacts', 'Team Pages', and 'Your Donations'. The main heading is 'John's Fundraising Page' in a yellow box. To the right, the 'FUNDRAISING TARGET' is set to '\$1,500.00'. On the left side, there are sections for 'My Photos', 'My Videos', and 'My Documents'. The central area is titled 'Edit Personal Message' and contains a rich text editor with a toolbar and a text area. The text in the editor reads: 'Cystic fibrosis is a life-threatening disease that causes mucus to build up and clog some of the organs in the body, particularly in the lungs and pancreas. When mucus clogs the lungs, it can make breathing very difficult. The thick mucus also causes bacteria to get stuck in the airways, which causes inflammation and infections that lead to lung damage. The Sommer Galsion Foundation launched Team Sooner in 2006 to: - encourage people with cystic fibrosis to incorporate exercise into their everyday lives. - provide an avenue for individual athletes in a variety of sports to'. Below the editor is a 'Switch to plain text editor' link. Further down, there is a section for 'Donation confirmation message for your sponsors' with a text area containing 'Thank you for donating!'. At the bottom, there are five checkboxes: 'Send me a confirmation email when someone makes a donation.' (unchecked), 'Show title?' (checked), 'Show Event Date?' (checked), 'Show Target Amount?' (checked), and 'Show Personal Message?' (checked). A 'Save & Continue' button is located at the bottom right.

7. Edit Your Page and More Customization (My Account)

- a. By clicking Fundraising Projects → Fundraising Pages under My Account, you are taken to the main account information page where you can update your personal fundraising page, email potential donors and thank people for their support
- b. Edit This Page
 - i. This allows you to go back and edit specific content on your page
 - ii. You can also:
 1. Add images
 2. Add videos
 3. Add documents
- c. Your Donations/Offline Donations
 1. You can see all those who have donated simply by clicking the Your Donations tab.
 2. You may also track offline donations under the Your Donations tab.









HOME | ABOUT US | CONTACT | FAQ'S | FUNDRAISE | MY ACCOUNT | LOGOUT |  

John's Fundraising Page


View Edit Fundraising Events


Fundraising Pages Manage Contacts Team Pages Your Donations

<https://teamboomerfundraising.esiason.org/e/jsmith> [VIEW LIVE](#)      


Please Share:


Update your personal fundraising page, email potential donors and thank people for their support


 EDIT THIS PAGE

 EMAIL YOUR PAGE


ADD PHOTO'S, VIDEOS, AND MORE...


 Add Images

 Add a Youtube Video


 Add Documents

YOUR DONATIONS

 See Who's Donated

 Add offline donations

Page Summary

Fundraising Target	\$1,500.00
Update	
Online Donations	\$0.00
Offline Donations	\$0.00
Update	
TOTAL RAISED	\$0.00
Event Date	
Your page will stop accepting donations on Nov 11, 2012	
Cancel this fundraising page 	

8. Updating or Deleting Information:

- a. To remove photos, video or documents click on 'Fundraising Pages' Tab
- b. Under 'Edit This Page' select the type of file you would like to remove.
- c. Once page with desired file you want to remove opens, scroll until you see the file. Select the square 'Remove' box to the right of file. Do this for all files you would like to remove.
- d. After selecting the file(s) you would like to delete click on 'Add Image(s)' (Note: For video or documents the button will read 'Add Video(s)' or 'Add Document(s)')
- e. Files should be successfully removed.

Upload a photo to your personal fundraising page

Images

Please note: Only the first 6 images will be displayed.


Image Title	Uploaded Image	Remove Image
<input type="text"/>		<input type="checkbox"/>

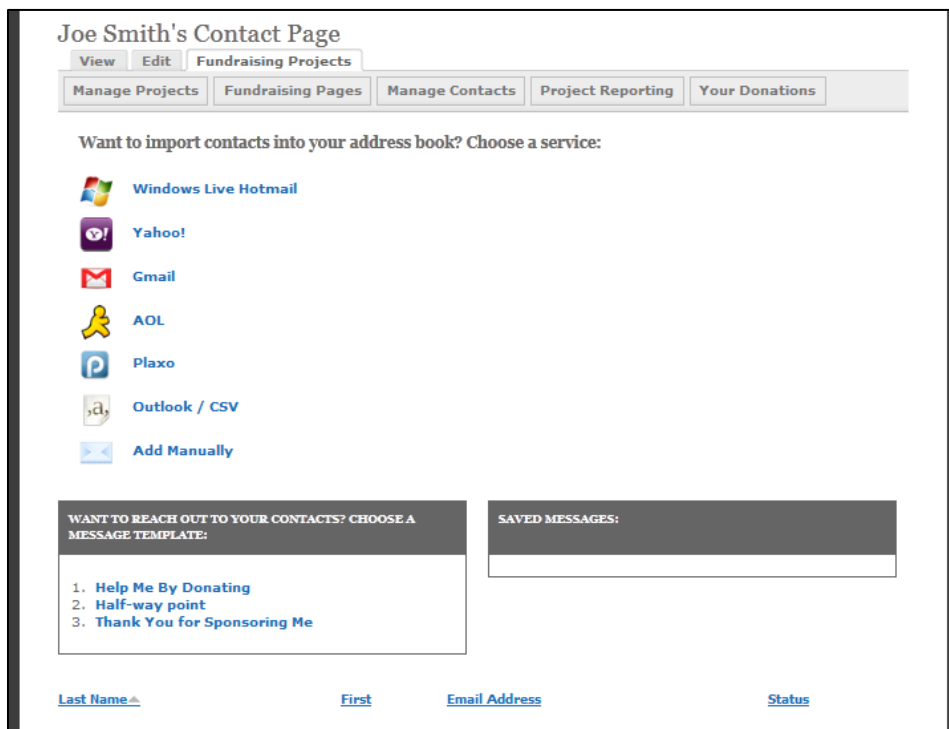
Image Title:

Upload File:

Attach your file for upload.

9. Email your Page

- a. This allows you to import contacts and then email them your message and page link.
- b. You may import contacts into your address book using these email systems:
 - i. Windows Live / Hotmail
 - ii. Yahoo!
 - iii. Gmail
 - iv. AOL
 - v. Plaxo
 - vi. Outlook / CSV
- c. Choose your email provider, enter in your account information and click submit.
- d. On the next screen check the box next to each person you would like to send the email to and click 'import contacts'.
- e. Once you have your address book setup, you can then send a personalized and customized message by choosing the appropriate template near the bottom of the page under the Manage Contacts tab.

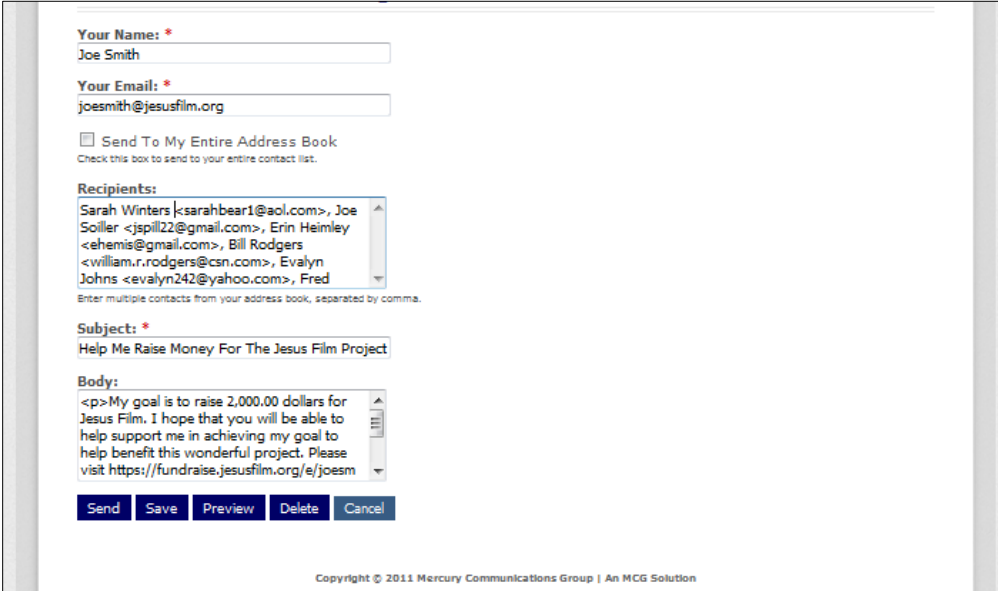


The screenshot shows a web interface for "Joe Smith's Contact Page". At the top, there are tabs for "View", "Edit", and "Fundraising Projects". Below these are several buttons: "Manage Projects", "Fundraising Pages", "Manage Contacts", "Project Reporting", and "Your Donations". The main content area is titled "Want to import contacts into your address book? Choose a service:" and lists several options with icons: "Windows Live Hotmail", "Yahoo!", "Gmail", "AOL", "Plaxo", "Outlook / CSV", and "Add Manually". Below this list are two boxes. The left box is titled "WANT TO REACH OUT TO YOUR CONTACTS? CHOOSE A MESSAGE TEMPLATE:" and contains a list of three templates: "1. Help Me By Donating", "2. Half-way point", and "3. Thank You for Sponsoring Me". The right box is titled "SAVED MESSAGES:" and is currently empty. At the bottom of the page, there are four columns of text: "Last Name", "First", "Email Address", and "Status", each with a small arrow icon next to it.

- f. Click the template you would like to use to email your contacts, and you are brought to the message screen. Here you may customize the selected template and take off any names that have already made a donation (You do not want to keep sending people your page if they have already made a donation. This gives the recipient a feeling that you have not noticed their donation on the page.)

10. Deleting Names

- i. Check off 'Send to My Entire Address Book' and click 'Preview'
- ii. Your message will pop-up in a separate window. Click back on the page, and now uncheck the 'Send to My Entire Address Book' box. The individual names should appear in the 'Recipients' box as they do below.
- iii. You may now manually delete any names that have already made a donation or who have asked personally not to be emailed.
- iv. Once you have all of the names you want to include, click 'Send' and your message will be sent. Please note that if you are sending to a large list, this step may take a minute or so to go through so do not click the 'Send' button again. You will see a confirmation message when everything has been sent.



The screenshot shows an email composition interface. At the top, there are two text input fields: 'Your Name: *' with the value 'Joe Smith' and 'Your Email: *' with the value 'joesmith@jesusfilm.org'. Below these is a checkbox labeled 'Send To My Entire Address Book' with the instruction 'Check this box to send to your entire contact list.' The 'Recipients:' field is a scrollable list containing several email addresses: Sarah Winters, Joe Soiller, Erin Heimley, Bill Rodgers, Evalyn Johns, and Fred. Below the recipients is a note: 'Enter multiple contacts from your address book, separated by comma.' The 'Subject: *' field contains the text 'Help Me Raise Money For The Jesus Film Project'. The 'Body:' field is a rich text editor containing the message: '<p>My goal is to raise 2,000.00 dollars for Jesus Film. I hope that you will be able to help support me in achieving my goal to help benefit this wonderful project. Please visit <https://fundraise.jesusfilm.org/e/joesm>

'. At the bottom of the form are five buttons: 'Send', 'Save', 'Preview', 'Delete', and 'Cancel'. A copyright notice at the very bottom reads 'Copyright © 2011 Mercury Communications Group | An MCG Solution'.

Your page is now complete! Click the 'view live' link on the fundraising dashboard, or copy the link in your browser. Your URL will always follow the template <http://teamboomerfundraising.esiason.org/e/>.



HOME | ABOUT US | CONTACT | FAQ'S | FUNDRAISE | MY ACCOUNT | LOGOUT
 

PAGE CREATOR: JOHN SMITH CHARITY: TEAM BOOMER EIN: 11-3342733 EVENT: NYC MARATHON 2012

John's Fundraising Page

Please Share:     

MY TARGET: \$1,500.00 RAISED TO DATE: \$0.00

0%

Please Help Me Reach My Target

DONATE NOW

My Personal Message

Cystic fibrosis is a life-threatening disease that causes mucus to build up and clog some of the organs in the body, particularly in the lungs and pancreas. When mucus clogs the lungs, it can make breathing very difficult. The thick mucus also causes bacteria to get stuck in the airways, which causes inflammation and infections that lead to lung damage.

The Boomer Esiason Foundation launched Team Boomer in 2006 to:

- encourage people with cystic fibrosis to incorporate exercise into their everyday lives;
- provide an avenue for individual athletes in a variety of sports to raise money for cystic fibrosis;
- and offer assistance to grassroots athletic events looking for a cause to support.

Since then, more than 10,000 athletes have competed on behalf of Team Boomer. By the end of 2011, Team Boomer will have raised \$2.5 million in support of efforts to find a cure for cystic fibrosis, a scholarship program specifically designed for scholar-athletes with CF, and other programs directly benefiting the CF community.

Thank You for Donating

ABSOLUT™	NAME
\$0.00	Offline Donations

My Photos



My Videos



My Documents

I Would Like To Raise Money Too

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