



# Online Fundraising Quick Start Guide

## Step 1: Sign Into Your Fundraising Page

Visit <http://www.lightthenight.ca/ab>

Click on the **Sign In** tab at the top right corner, and select your walk region. Enter the Username and Password that you received in the Welcome email after registering to access your fundraising page.

## Step 2: Customize Your Page

Before you get started on your fundraising, make sure your online profile is complete, as it will encourage people to donate to you. Click on your **Welcome Page** link on the left side of the page and scroll down.

Under **My Fundraising Profile**, click on “**edit personal message**”. The page will default to the “Message” tab. However, after you finish editing your message, click on the “Image” tab and add photos. You can also click on “Widgets” and choose your fundraising tracker, and enable (or disable) your message board.

Your **Fundraising Menu**, on the left side of the screen, also allows you to edit your goal, manage your sponsors, and download forms, among many other things. Once you have finished making changes to your page, make sure to click **Save**.

## Step 3: Send Emails

After personalizing your fundraising page, send emails to family, friends and co-workers.

- Click on your **Fundraising** tab.
- Click on “Get Sponsors” under your **Fundraising Menu** on the left-hand side of the page.
- Select **Option One** to select your own email account. Click on **Email Me**, and you’ll receive the email in your inbox, ready to be forwarded to everyone in your Address Book!
- By selecting **Option Two**, you will be able to use our email system, all you have to do is type the email addresses of those people you’d like to contact.
- You may customize your donation request by typing a little bit about yourself (or the reason why you are walking) in the Personal Introduction section.

## Step 4: Updating Your Page

Be sure to access your page often to check on donations, update your page’s message and send additional donation requests.

You can also send thank you emails to those that have donated by going to the **Compose Message** tab and selecting **Thank-You Note** in the Message Type option. Then, click on your Address Book icon and choose the “Donors to be thanked” option that will automatically select only those donors that you have yet to email a thank-you note.

Also, be sure to invite others to walk with you on your team by emailing the **Team Invitation** Message Type to those who might be interested in joining you. They will receive an invitation with a link to the Light The Night registration webpage and will automatically be added to your team after they complete their registration.

Team Captains can also email their team members easily by clicking on **Email Team**. Just enter your message and click on **Send Email**. They can also view all of the contact information and funds raised for all members on the team by clicking on “Team Results.”

Questions? Please contact your local chapter office:

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