

TINY URL PROCESS

Make your Fundraising Page Easier to Reach!

Sometimes the URL to get sponsors to donate to your Light The Night team can be cumbersome. By using a website called www.tinyurl.com you can create a shorter and easier to remember website. Tinyurl will allow you to create a website address which will redirect users to your fundraising site quickly and easily.

It's as simple as following the steps below:

1. Think of a name for your tinyurl, such as a nick name or your team name.
2. Using the web browser browse to <http://tinyurl.com>
3. In the box called "Enter your Long URL" paste or type your fundraising link for the Light The Night site eg.
<http://my.e2rm/TeamPage.aspx?teamID=1093242&langPref=en-CA>
4. In the lower box select your custom alias eg. <http://tinyurl.com/ltnlisa>
5. Click on "Make tinyurl"
6. Now you can say "If you want to sponsor me go to tinyurl.com/ltnlisa", which is easier to remember!

Note: Sometimes you may need to try a couple of aliases as other may already have the one you want.

Another great fundraising tip is to print your tinyurl address on business cards and hand them out to prospective sponsors so that they won't forget your url.

Don't forget your Campaign Staff are here to help:

CALGARY – 403.263.5300 EDMONTON – 780.758.4261 SASKATOON – 306.242.6611

