



## How to use TinyURL

### 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 <http://tinyurl.com>, you can create a shorter and easier to remember URL. TinyURL will allow you to create a link which will redirect users to your team's fundraising site quickly and easily.

Just follow the steps below:

- 1) Think of a name for your TinyURL, such as your team name.
- 2) Using a web browser, enter <http://tinyurl.com> into the address bar.
- 3) In the box labeled "Enter a long URL to make tiny", paste (or type) your fundraising link for the Light The Night site. (e.g. <http://my.e2rm.com/TeamPage.aspx?teamID=109342&LangPref=en-CA>)
- 4) In the second box, select your custom alias. (e.g. <http://tinyurl.com/ltnsteve>)
- 5) Click "Make tinyURL!"
- 6) Now you can say "If you want to sponsor me, go to [tinyurl.com/ltnsteve](http://tinyurl.com/ltnsteve), which is really easy to remember!"

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

Another great fundraising tip is to print your tinyURL address on business cards and hand them out to prospective sponsors so they won't forget your URL!