

## 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](http://www.tinyurl.com) you can create a shorter and easier to remember website. Tinyurl will allow you to create a website which will redirect users to your 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 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 e.g. <http://my.e2rm.com/TeamPage.aspx?teamID=109342&LangPref=en-CA>
- 4) In the lower box select your custom alias e.g. <http://tinyurl.com/ltnsteve>
- 5) Hit "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 of aliases as others 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!