2016 Run for the Turtles Fundraising Q & A

Question: How can I raise money for the run online?
Answer: You can set up your own fundraising page using either online fundraising platform: Active Giving or CrowdRise.

Question: If I set up a fundraising page on Active Giving, do I need to set one up on CrowdRise?
Answer: No. We encourage you to choose one or the other. The choice is completely up to you.

Question: How do I set up a page on Active Giving?
Answer:
1. Go to http://www.active.com/donate/moteturtlerun then click the red heading, “Become a Fundraiser”
2. You be taken to a login page. Click the blue link “I do not have a username or password”
3. Complete your account details
4. Create a Title and Web Address for your fundraising page.
   a. We recommend your Title states Your Name or your Team's Name with Run for the Turtles. For example, Sarah’s Run for the Turtles or Team Riverview's Run for the Turtles.

IMPORTANT NOTE: If you are 23 or under, please add “Double Your Dollars” to your title
b. We recommend your **Web Address** ends with your name or team name (no spaces)
c. Click the click the blue bar at the bottom of the page to continue when finished

5. **Customize your fundraising page under** “Fundraising Page Details”:
   a. **Tagline:** enter your tagline

**NOTE: If you are 23 or under, please enter the Tagline phrase “Double Your Dollars”**

b. **Welcome Message:** Below is some suggested fundraising language for you:

Hello and welcome to my fundraising page!

I’ve taken on a challenge for Mote Marine Laboratory and will be participating in Mote’s 30th annual Run for the Turtles. All the funds I raise will help impact Mote’s Sea Turtle Conservation & Research program.

GOOD NEWS IS: Mote partners, Positive Tracks and Gulf Coast Community Foundation, want to help youth Turtle Run participants raise funds and awareness for Mote!

BEST NEWS IS: All dollars raised here by ages 23 or under will be doubled by Positive Tracks and Gulf Coast Community Foundation.

Through my effort, I hope the raise funds and valuable awareness for Mote’s Sea Turtle Conservation & Research program. It feels great to be making a difference using my own sweat, and I’d appreciate your help and support.

To make a donation to my page, please enter your donation amount below and click Continue. Remember that every dollar you donate will be doubled for Mote Marine Laboratory by Positive Tracks and Gulf Coast Community Foundation!

Just $30 will provide protection for 15 sea turtle nests!

THANK YOU for helping me and being a part of this cool effort!

c. **Add an Image:** you can only add ONE image to your page
   1. **NOTE:** image must be smaller than 100 KB or 600 by 600 pixels and in JPG or .GIF format
   2. If your picture is too small or too large, simply resize it with a photo editing program. Most computers come with an already installed photo-editing program such as MS Picture Manager or Photoshop.
d. **Set a Goal:** you can set your own goal.
   1. Please ensure your goal amount is listed in your Welcome Message
e. **Display Options:** set to your preference
   1. You can always edit this
f. You can click Preview and a new window will open with your updated page
g. **You must click “Save and Finish” to save your fundraising page**

***Your Active Giving fundraising page should now be ready!***

**Questions? Please contact Chris Pfahler at chris@chrispfahler.com or Kate Knepper at kknepper@mote.org**
CrowdRise Page Set-Up Instructions

1. Go to https://www.crowdrise.com/moteturtlerun
2. Click Set Up Your Fundraiser to set up your team or individual fundraising page

3. Click Start Your Own Fundraiser set up your team or individual fundraising page
4. Or Click Join A Team to join a team that is already part of the event
   a. Note: Join A Team will only populate as an option to click on if there is an existing team to join. If there are no existing teams, then it will only say Start Your Own Fundraiser

5. After clicking Start Your Own Fundraiser, you will be directed to Create a Fundraiser (scroll for example)
   a. Enter a title for your fundraiser
   b. We recommend your Title states Your Name or your Team’s Name with Run for the Turtles. For example, Sarah’s Run for the Turtles or Team Riverview’s Run for the Turtles.

***NOTE: If you’re 23 or under, add “Double Your Dollars” to your title***
c. Enter your goal amount

d. Suggested verbiage for your About Fundraiser section:

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THANK YOU for helping me and being a part of this cool effort!

6. Click the green Submit button

7. Add a Photo within the photo parameters or Skip the Step

NOTE: you can Skip the Step, but add a photo later by going to Edit Your Fundraiser
8. Once your photo is complete or your skip the photo, you should see this message to indicate that your fundraiser is live!

![YOUR FUNDRAISER IS LIVE]

You just successfully created a fundraiser on CrowdRise. Here are some quick next steps...

1. Make your pics, video and text personal so that everyone knows how important your cause is to you.

2. The moment you’re ready to start raising money, email a link to your fundraising page to all your friends, family, classmates and everyone else you know. Use the Manage Campaign tab to share your fundraiser on Facebook, Twitter, etc. Ask ‘em at least three times to support you.

If you have any questions please email Quintas@CrowdRise.com and we’ll be ready to dig in.

Thanks so much.

CrowdRise

9. Within your fundraising page, you can always click on the tabs to:
   a. Edit Your Fundraiser: add or change photo and content
   b. Manage Campaign: you can share your fundraiser easily via social media
   c. Manage Team: you can send a team message, enter an offline donation or invite more people to join your team
   d. Report Center: allows you to run donation reports from your page

Any Questions?

Please contact Chris Pfahler at chris@chrispfahler.com or Kate Knepper at kknepper@mote.org