Fundraisers' Guide/Manual for the Website

We at the National Foundation for Autism Research would like to thank you ever so much for volunteering to enlist others in support of the 6th Annual San Diego Race for Autism.
In this e- mail we would like to give you some ideas and tips that might be useful in getting started. You may want to print this e-mail out or save it for easy access later.

Tips on Fundraising

The first step in this process is to identify the people you would like to solicit. Since the process is so simple and automated, and you can send 30 emails at a time, we are hoping that you might be able to contact most of your friends and family, as well as other potential contributors, such as business contacts. You should do an initial inventory of how much you think each person is likely to give. This will help you with developing a fundraising goal for yourself (you can change this at any time). When possible, it's a good idea to ask people for a specific amount, and that amount should be a "stretch." If possible, it's a good idea to make personal contact with the people on your list, especially in person, or through a phone call. If you're emailing to a large group, this may not be feasible, but then you should identify key prospects and try to have direct contact with them, including meeting one-on-one.

After your initial email goes out, you should track what each person does. You can do this through checking your reports. If you've checked the appropriate box in your profile, then you will receive notification whenever anyone makes a gift whom you have contacted. If someone has not responded after a few weeks, we would recommend emailing them again to encourage them to make a gift.

My pages (personal fundraising headquarters)

When you enter your "HQ" or "HeadQuarters," after you initially set up your site, you will have to login with your username and password, so don't forget these (if you do, please call or email us for help). After logging in, you will see six tabs across the top of the page. We'll discuss each of these in turn.

The HQ tab is fairly self-explanatory. It gives you basic information on your status, including:
- Your personal page link (URL)
- Your To Do List (these will be dealt with below, each in their turn)
    o Build/Edit Your Webpage - see below
    o Send Emails to Friends and Family - see below

- o Enter Offline Donations - this is where you enter checks and cash from those not using your web page – off- line donations will not show up as a gift if they are pending.
- o Edit Your Login/Password
- Email Statistics – please note that the Kintera system does not keep a copy of each email sent, only a record of the fact that an email was sent to a particular person on a particular date

My Webpage - Web-Site Building & Customization

By the time you get this e-mail, you will already have set up a rudimentary web site of your own. This site is provided by Kintera, with whom we have contracted for this campaign. They are very well known, have an excellent reputation, and are absolutely trustworthy in terms of handling the gifts you generate. You can check them out at www.kintera.org .

You should note your friendly "URL," which will always start out with http://NFAR.kintera.org/RaceforAutism/, and then have at the end whatever name you gave your site during the setup (without your site name, the link to the left will take you to our campaign home page). The link with your web site page name at the end is the link you will give to all your friends and family when you e-mail them about giving. In general, you don't have to worry about this, because the bottom of virtually every e- mail that you do from inside Kintera your web site will have a "Follow This Link" at the bottom of the page, and that link will take everyone to your site.

Replacement of Default Image

The first thing you'll probably notice is that you can "select" another image for your site instead of the default, or you can "upload" your own. We have uploaded a number of images that you can use. If you use your own, be sure that the image conforms to the criteria set by Kintera—the image must generally be no larger than 300 x 234 pixels with a maximum size of 50KB. If you have a photograph or image you would like to use but don't know how to edit it so that it meets the above specs, please send it to us, and we'll edit it and upload it or send it back to you for uploading. You can have up to two images side-by-side on your web site, if you would like. You can also add videos

"Choose a Theme" - Changing the Default Background

Where it says that you can "Choose a Theme," Kintera is talking about a background that will replace the white that is the default. You should try out some of the themes and see if you like them. At some point, we may try to find ones that are relevant for autism.

Changing the Default "Caption under Image"

Under the picture, you will see the "Caption under Image" and customize it to your liking.

Editing the Default Text under the Image

The immediate text under the image can be changed. We have provided you with default content. Here's a chance to be creative to really draw people to your site and make them excited about it, and about giving to the autism cause.

E-mail
Sending E-mails and Using the "Address Book" Feature
When you click on "Email Friends," you will see that the next screen, which is the email center, has a number of different elements. Near the top are three headers for the email center. On the left is "Send Email," which is where you are initially. The middle section is "Address Book Import," which is a very handy feature. The third is the "Email History Log," which tracks every email that you send. You can send up to 30 emails at a time.

"Address Book Import." Kintera allows you to import almost any address book that you use for your regular e- mail, including Outlook, Yahoo, etc. You can find detailed instruction on our website at www.RaceforAutism.org

"Address Book." In addition to importing email addresses, you can add them manually to your "Address Book." We recommend doing this, because the address will be available when you want to email someone a second or third time to follow up on how their gift is coming.

Default E-mail Templates
Kintera has provided space for six default system e- mail templates. We have prepared six different templates that should cover most of your needs. You can edit these as you wish and then save them as a personal template that perfectly suits your own needs. You can have six personal templates, as well as the six system templates.

Gift Thanks. Please follow-up with thank you notes, email or calls to those who have made a gift. Thanks them for their gift and then asks if they would like to become a fundraiser, and tells them how to do so.

Reports
This tab allows you to see how your fundraising is going. It lists your goal and the amount needed towards it. In terms of progress towards your goal, it tells you the following:
- Confirmed amount raised
- Online amount
- Offline amount
- Pending donations raised
- Outstanding balance on recurring donations
- Current balance

It then shows you a list of all donors in spreadsheet format with the ability to sort the table by each column. The default information can be changed by clicking on the "Choose Columns" link above the table. You can also export the data or print it through the "Printable" link, which will turn it into a graphically clean spreadsheet.

Tools
The "Tools" tab has four subtabs:

Pledge Entry
This is where you enter noncredit card transactions - either check or cash. Most of the time, the contributor will write a check and you will record that by clicking on the "Enter Pledge" button. You can ask the contributor to go to your web page and print the Pledge Card (by clicking on the menu item on the left of your page that says "Pledge Card for Checks & Cash"), or you can print it for the contributor and send it to him or her.

Print Donation Form
Clicking on this tab brings up the pledge form, which should be printed, completed and mailed.

Edit Profile
Here's where you can change your contact information, check whether or not you want to display the gifts you have raised to date, change your fundraising goal, and check whether or not you want an email sent to you every time someone you have contacted sends a gift (we urge you to check this box).

Edit Login
Here you can edit your login name, password and security question.