

Directions to set up your personalized Peer-to-Peer fundraising page for

2017 Walk for AIDS participants:

1. Click on the bold red **“Click here”** on our Walk for AIDS webpage at www.thehouseofmercy.org/WalkforAIDS.asp to get started building your personalized Peer-to-Peer fundraising page!
2. You should be directed to the House of Mercy Walk for AIDS fundraising page to get started building your personalized page. Click the light blue box that says **“Start Fundraising now!”**
3. Read directions, click **“Next”** in the light green box.
4. Read directions and click **“Create New Account”** in the light green box.
5. Type in your name, email and create a password. Then click **“Create Account”** in the light green box.
6. “Choose File” to upload your photo from your computer. Your smiling face personalizes your ask, but if you are camera shy, you can upload any photo (red ribbon, flower, whatever) that you have saved on your computer. Click **“Next”** in the light green box.
7. Tell your story by typing in your fundraising goal. Then you can edit the sample message – *Tell why is this cause important to you: Do you have direct experience with AIDS or House of Mercy as a volunteer or board member?* When finished, click **“Next”** in the light green box.
8. If all looks good, click **“Launch Your Campaign!”**
9. At the very top of your personalized fundraising page, there is a menu:

EDIT PAGE / SEND PROJECT UPDATES / DONOR ASK TEMPLATES / DONOR THANK YOU TEMPLATES

EDIT PAGE – You can go back and make changes to your page if desired.

SEND PROJECT UPDATES – You can send message updates to your donors about your campaign if you wish (I skipped this).

DONOR ASK TEMPLATES – Here is a sample email message (or shorter social media post) that you can edit, copy and place in an email (or social media post) to send to friends to let them know about your fundraising project. The **light blue bold text** contains a link to your personalized fundraising page – so do not delete that part! You may want to clarify in your email message to click the **light blue text** for more info. That will connect them to your fundraising page. Then they can give via credit card online if they wish.

DONOR THANK YOU TEMPLATES – If you wish, you can copy and send a thank you message to your donors. However, House of Mercy thanks all contributors for donations.

10. After you launch your fundraising page, you may want “bookmark” your page to easily return to it. You should also receive an email (sample below) confirming your page is ready to go with a link to your page (you will need to sign in with your password).

Hi Marjorie Storch, Congrats on creating your new fundraising page

Dear Marjorie,

Thank you for creating a fundraising page! We're so glad to have your help. You have completed the first step toward helping us meet our goal.

Your campaign is live and ready-to-go. Start spreading the word about your fundraiser today!

If you'd like to make more edits to your page, please go to: [Marjorie Storch's fundraiser](#) (Note: You will need to [log in](#) before you can access this page.)

In the meantime, don't forget to create a list of people who might support your fundraiser. Start with your family and friends, then think about other networks, such as social media connections or colleagues.

Thanks again for your support.

Best, The House of Mercy Fundraising Team

11. Please email or call me if you run into any snags. We appreciate your help very much!

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