

# CHOC Walk DIY Campaign Tutorial

DIY Campaigns allow participants to create their own fundraisers and manage every aspect of the event from start to finish. This is a great way to take activities you're already enjoying with friends and family and turning them into fundraising opportunities. Whether you're throwing a game night or having a potluck, DIY Campaigns allow you to create a page for your event, edit the details and set ticket prices. And the best part is it connects directly to your CHOC Walk fundraising totals through your Fundraising Dashboard. Some examples of DIY campaigns in the community include bunco nights, wine tastings, potluck BBQs, themed parties and more.

To create your own DIY Campaign, follow these easy steps below:

## Step 1: Create Campaign

Log in to your Fundraising Dashboard on [www.chocwalk.org/login](http://www.chocwalk.org/login) and click "Create DIY Campaign"

Welcome to Ashley's CHOC Walk Fundraising Page!

Ashley Loera

DASHBOARD MY PAGE EMAIL CONTACT BOOK SHARE REPORTS MY INFO MY TEAM

\$5 RAISED OF \$600 GOAL

Donations

RECENT ALL TIME

For an Effective Campaign You Should:

70% complete

- ☒ Personalize My Page
- ☐ Donate to Your team
- ☒ Upload Photo
- ☒ Post a Message to a Social Network
- ☐ Import Your Contacts
- ☐ Send a Fundraising Email
- ☒ Create or Join a Team
- ☒ Create Custom URL
- ☒ Update Account Details
- ☒ Update Goal Amount

5 TEAM PARTICIPANTS

0 EMAILS SENT

Create DIY Campaign

## Step 2: Enter Event Details

-Event Name

-Page URL (the link you will create)

-Description of event

-Goal you hope to reach for event \$

-Date & Location

**\*\*You must agree to the terms and conditions before creating your event (click "terms" to view)**

### New DIY Campaign

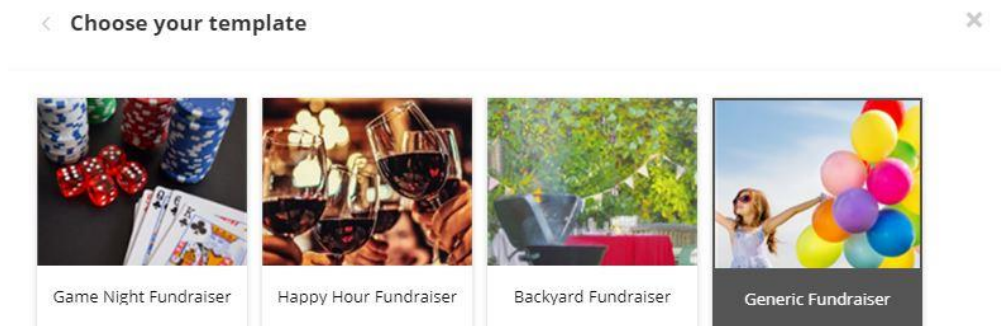
Name	1st CHOC Walk DIY Campaign	
URL	www.chocwalk.org	/ diycampaign
Description	Here is an example of the first DIY Campaign created for the :	
Goal Amount	\$500.00	
Date	05/31/2019	Add Time
Location	Orange, CA	

☒ I agree to the [terms and conditions](#)

Next Cancel

### Step 3: Choose a template

Templates have been created to get you started with titles and images, but you will have the chance to edit everything from the images to the text.



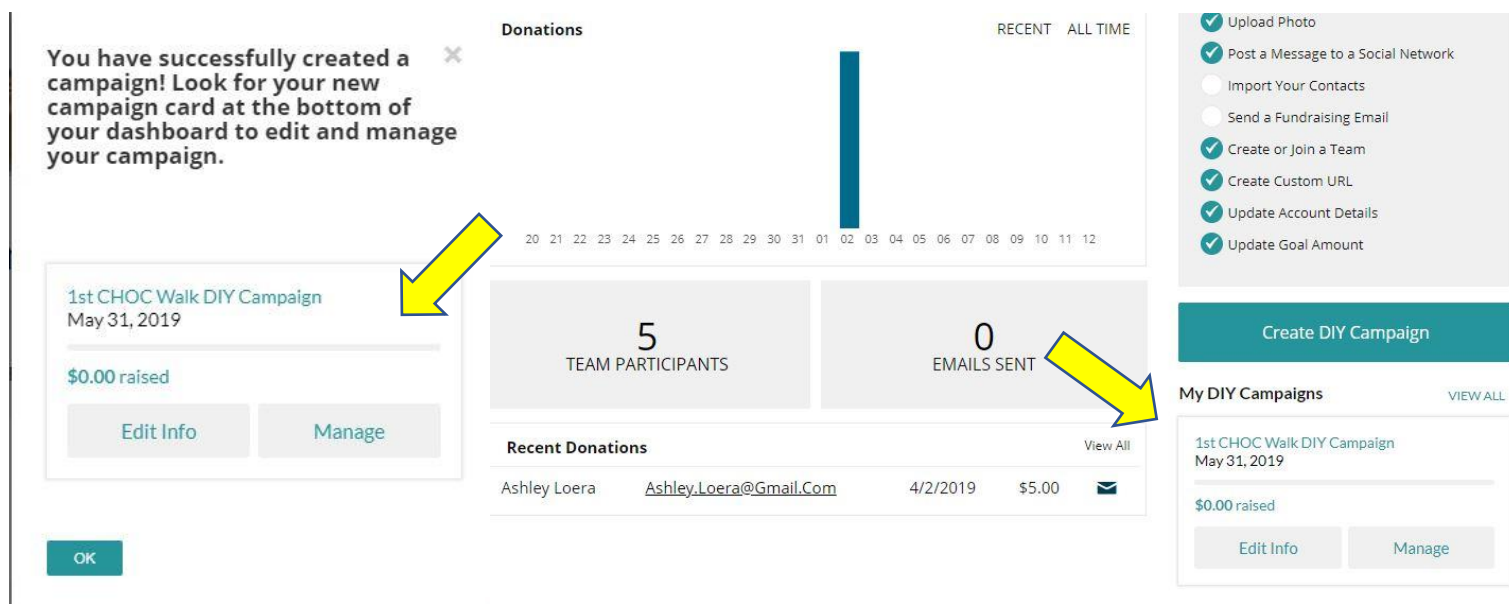
### Step 4: Access your DIY Campaign

Once complete: you can access your event by clicking the pop-up window that immediately appears or by clicking the box on the bottom right corner of your Fundraising Dashboard.

-\*\*\*Event name link: view your event webpage at any time

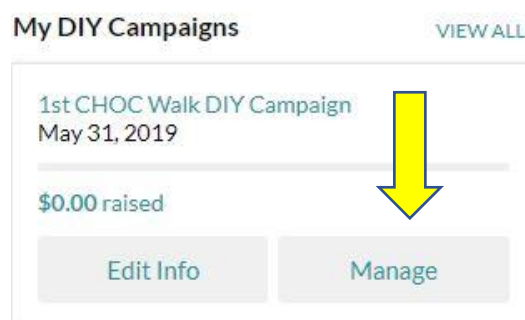
-“Edit info” button: edit the details in step 2

- “Manage” button: edit the back-end details such as ticket prices and page design



### Step 5: Access the back end of your website

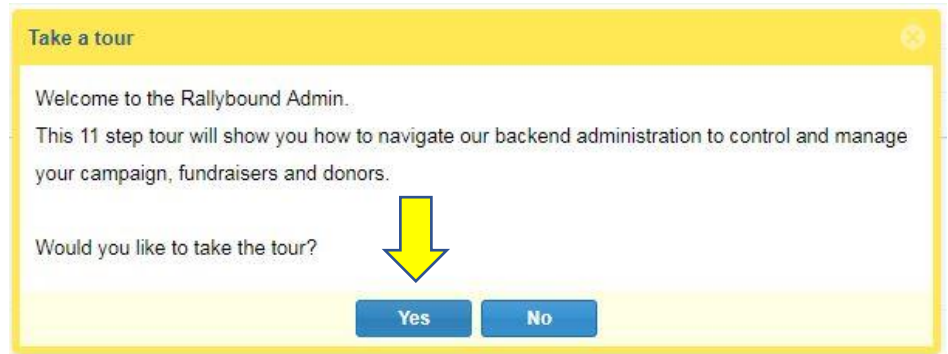
Click the “Manage” button on the bottom right corner of your Fundraising Dashboard under “My DIY Campaigns”.



### **Step 6: Take a tour of the back end**

A pop-up window will appear asking you to take a tour.

This will help you navigate through the back end of the website.



### **Step 7: Editing back end details**

Donations tab: View all the donations that were made to the event

Tickets/Ticket Builder tab: (see step 10)

Contacts tab: information on the attendees that have purchased tickets/made donations, and email contacts you upload in the system on your own

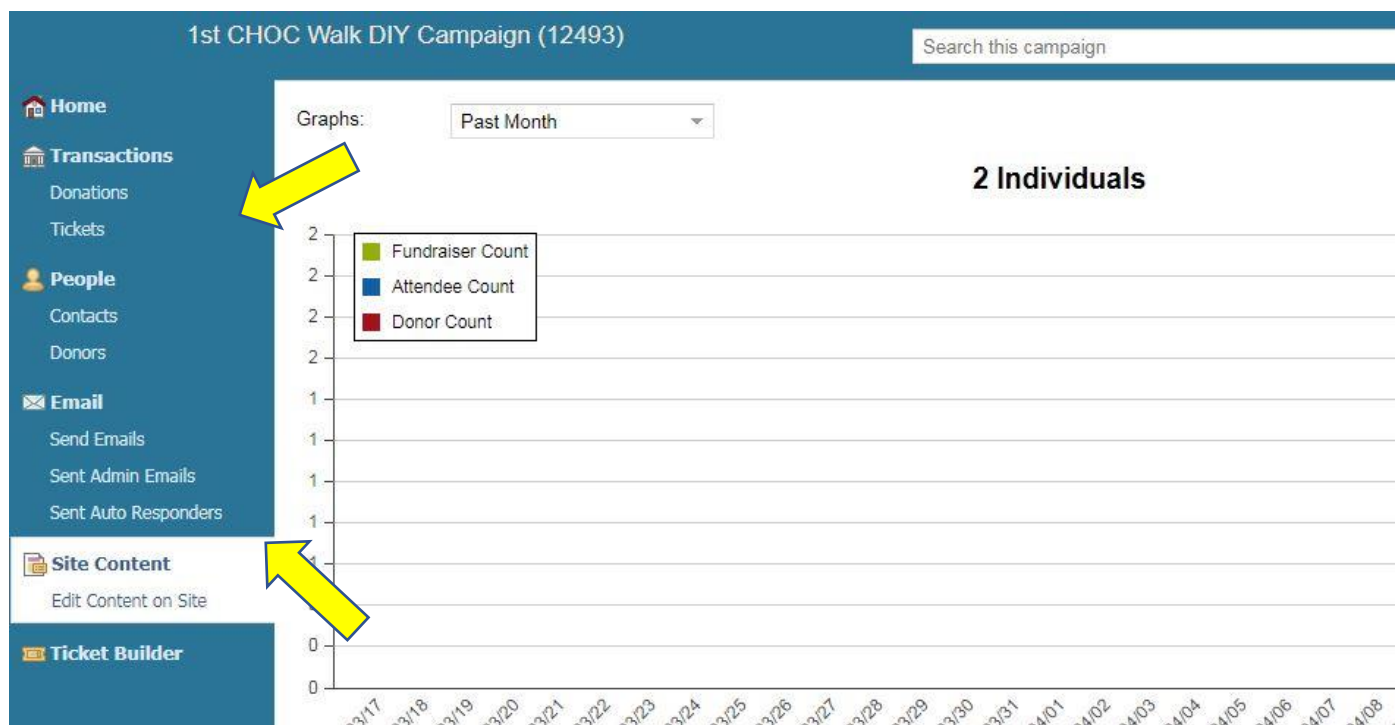
Donors tab: people that have donated to the event

Send Emails tab: tool to email all attendees messages and updates about the event

Sent Admin Emails tab: shows all emails that were sent from above tab

Sent Auto Responders tab: all ticket & donation confirmation emails sent to attendees

Edit Content on Site tab: edit page details (see step 8)



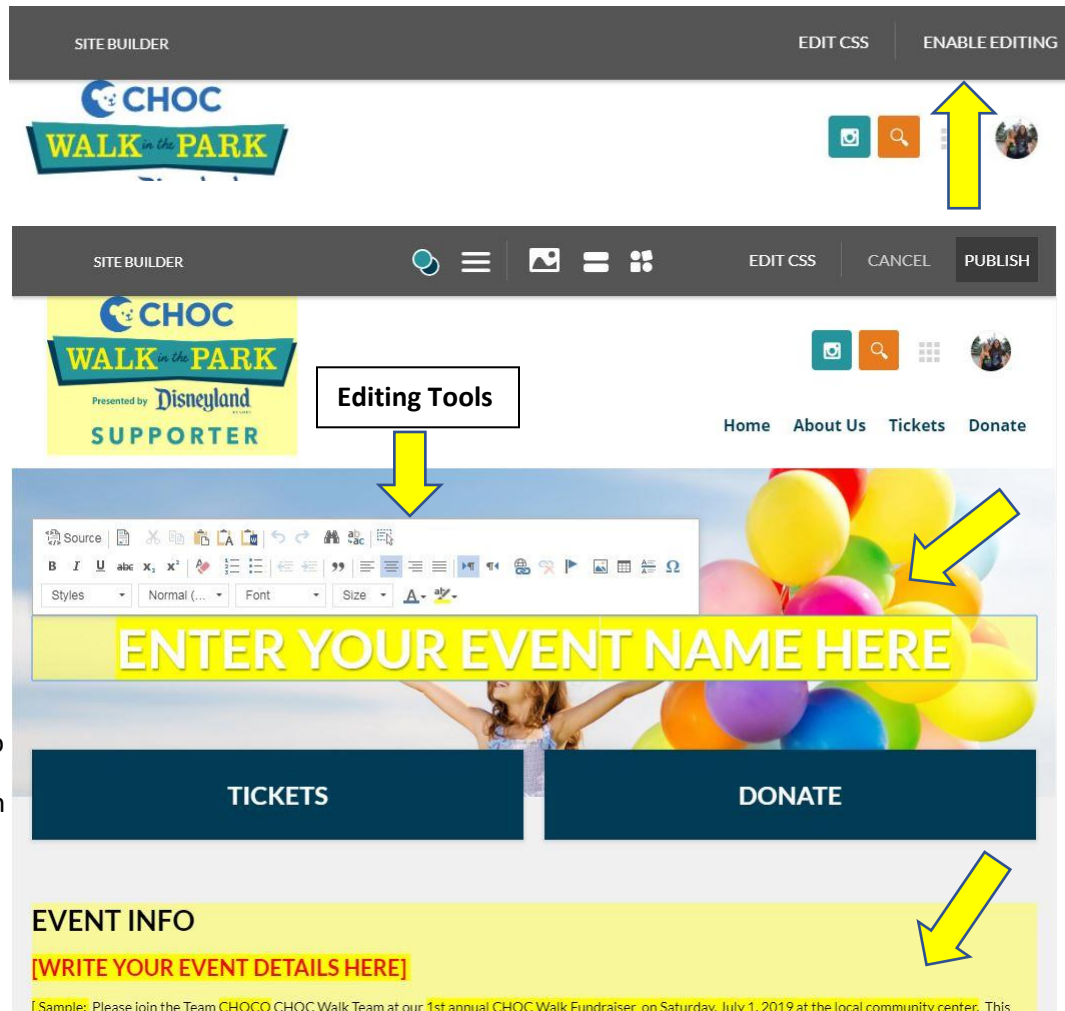
### **Step 8: Edit your event webpage**

Click the "Site Content" tab and select the "Edit Content on Site" button



## Editing your webpage

- Click “Enable Editing” on top right
- Any highlighted area can be edited
- Click in a yellow box to edit
- A box will appear over the editable area showing you the available tools, such as changing the font, inserting photos, and more
- \*\*Every area that is highlighted in yellow needs to be edited to include your event details: ex. Event name, event description, etc.
- \*Tip – insert photos in the event info box of your past events or your team to help promote the event.



## Using the Site Builder Toolbar

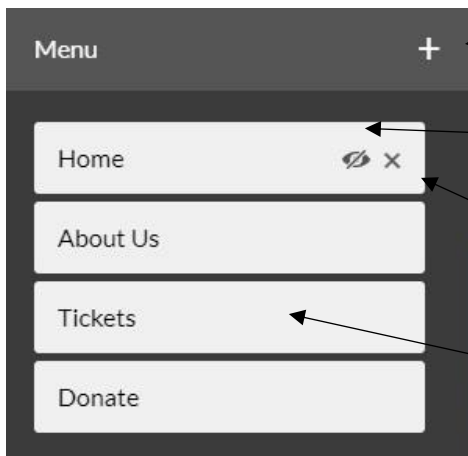
The top header bar also has tools to help you edit your site, including:



**The Color Editor | The Navigation Bar Editor | The Hero Image Editor | The Button Editor | The Widget Editor**

**The Color Editor:** Allows you to choose the colors for your website

**The Navigation Bar Editor:** Allows you to add/delete tabs on your website



Click the '+' mark to add a new page

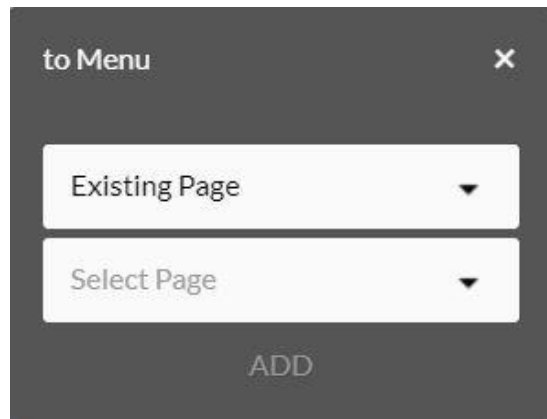
Click the eye symbol to hide the page

Click the 'x' symbol to delete the page

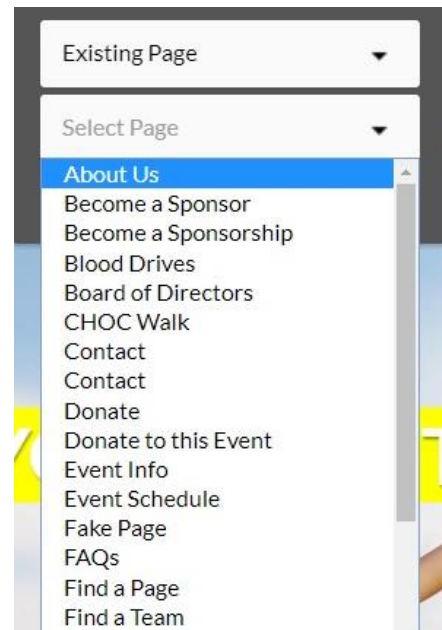
Hold down and drag the page title to change the order

**You have 3 options when adding a new page:**

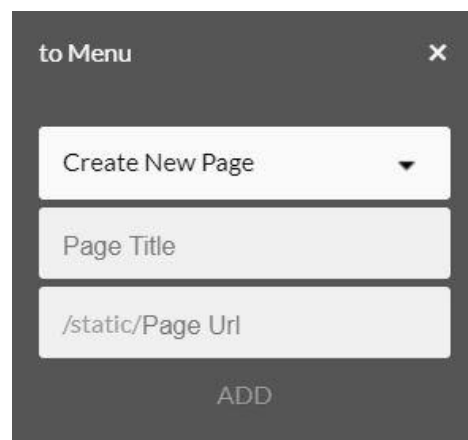
Add an existing page: select a page from the template pages available



The 'to Menu' dialog box has a close button (X) in the top right corner. It contains two dropdown menus: the first is labeled 'Existing Page' and the second is labeled 'Select Page'. At the bottom center is an 'ADD' button.



Create a new page: create a blank page by selecting a title and page URL



The 'to Menu' dialog box has a close button (X) in the top right corner. It contains three input fields: the first is a dropdown menu labeled 'Create New Page', the second is a text field labeled 'Page Title', and the third is a text field labeled '/static/Page Url'. At the bottom center is an 'ADD' button.

Custom Link: link to a page outside the CHOC Walk website, such as your personal website

**The Hero Image Editor:** allows you to change the main header image on your site

-Click the '+' button to upload a new image or video from your computer

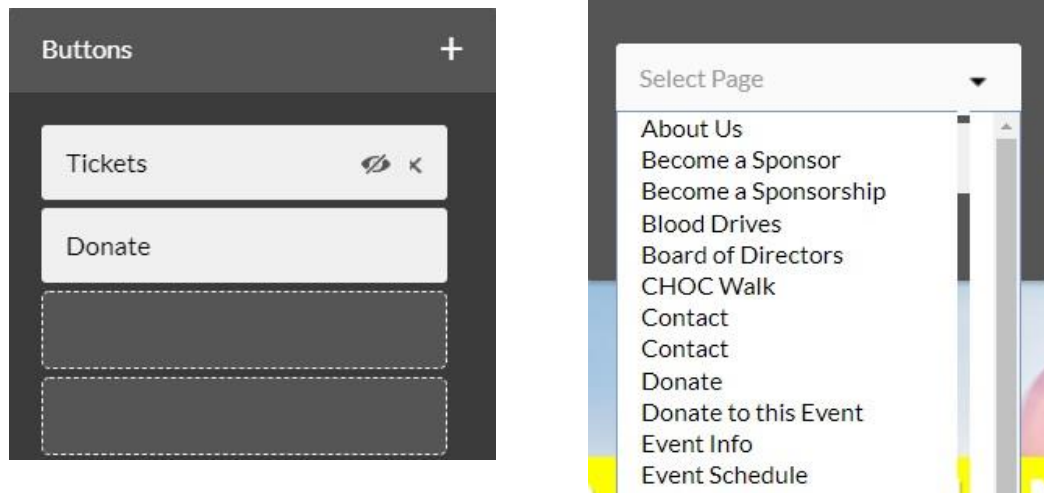
-Click the trashcan icon to delete the current image





**The Button Editor:** allows you to change the two large link buttons in the middle of your event page

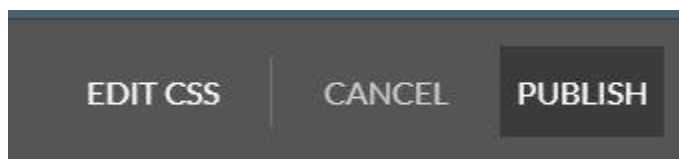
-You can only add new buttons from preexisting options



**The Widget Editor:** allows you to control what shows up under your header image

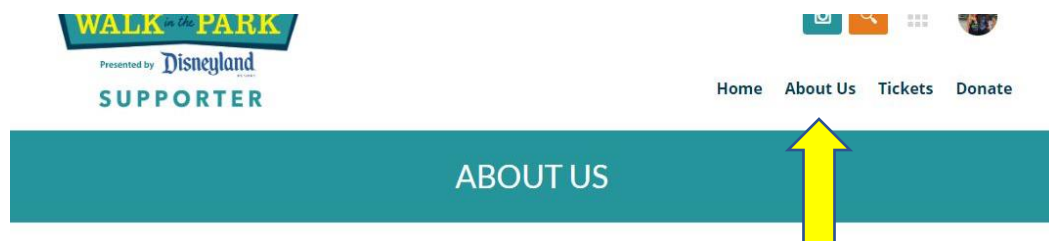
-Default widgets have been selected but feel free to customize the look to include the widgets you want, including editable text areas, the event info area and more. Follow the same steps outlined above to move areas, hide or delete them and add new ones

**\*\*Whenever you make any changes to the website, you must click the “Publish” button at the top right corner for it to save to your page.**



### Step 9: Edit the “About Us” Page

Click the “About Us” tab to add details about your team/family, why you walk, and any previous events you might’ve done in the past. Be sure to add your own photos as well!



**Share pictures/information about your team or cause here!**



## Step 10: Create your tickets

### Ticket Builder tab:

This is where you will set your ticket types and ticket prices. When you first select the tab it will show the two placeholder ticket types like below:

\*To add a third ticket type (or more) click “New Ticket”

The screenshot shows the Ticket Builder interface for the "1st CHOC Walk DIY Campaign (12493)". The sidebar on the left contains navigation links: Home, Transactions (Donations, Tickets), People (Contacts, Donors), Email (Send Emails, Sent Admin Emails, Sent Auto Responders), Site Content (Sponsors, Media Library, Edit Content on Site), and Ticket Builder (highlighted with a yellow arrow). The main content area displays two ticket types in a table:

Ticket Type	Expiration Date	Price	Availability	Status
General Admission	No Expiration Date	\$35.00	141 available	ACTIVE
Kids Admission	No Expiration Date	\$25.00	91 available	ACTIVE

Below the table is a "New Ticket" button, which is highlighted with a yellow arrow.

### Editing Ticket Details:

When you click on one of the ticket types, the box will expand to show more details. This is where you will select the name of the ticket (i.e. general admission, wine ticket, bunco ticket, etc.), price, tax deductible amount\*, and quantity of tickets available.

The screenshot shows the Ticket Builder interface with the "General Admission" ticket type selected. The sidebar is the same as in the previous screenshot. The main content area displays the details for the "General Admission" ticket type:

**General Admission** (highlighted with a yellow arrow) **Edit ticket name** (boxed text) **DEACTIVATE** **DONE**

Api Name: TicketOptionone

Description: General admission ticket.

Expiration Date: No Expiration Date

Price: 35

Tax Deductible Amount: 25

Quantity: 150 Total 141 Available 9 Used

**\*\*To find the tax-deductible amount:**

**Total ticket price – Fair Market Value = Tax Deductible amount**

- ➔ The fair market value is the total amount of goods and services provided to each attendee at the event, regardless of if it was donated or not. This amount is what you would normally pay for the same goods or services somewhere else (i.e. if you are providing food at the event – the price you would pay somewhere else for that food).
- Example: if you were throwing a bunco event with food and drinks available for your guests, the fair market value might be \$10 because that's what you would pay to go out for food and drinks (you wouldn't pay for bunco so that doesn't need to be added in the total). **\*\*Note:** even if food or other items are donated you still need to add what the value would be.

### **Step 11: View ticket details**

#### **Transactions tab:**

-Click the “Tickets” tab to show all the tickets purchased for your event

-Double click on a specific line to view additional details

-Click the “Download Full Report” button at the top to download an Excel grid of all the purchased tickets with info.

1st CHOC Walk DIY Campaign (12493)				
Search this campaign				
Home	Download Full Report			
Transactions	Date	Ticket Name	Purchaser	Cost
Donations	<input type="checkbox"/> 04/12/2019 05:27 pm	General Admission	Ashley Loera	\$0.00
Tickets	<input type="checkbox"/> 04/12/2019 05:27 pm	General Admission	Ashley Loera	\$0.00
	<input type="checkbox"/> 04/12/2019 05:27 pm	General Admission	Ashley Loera	\$0.00
	<input type="checkbox"/> 04/12/2019 05:27 pm	General Admission	Ashley Loera	\$0.00
	<input type="checkbox"/> 04/12/2019 05:27 pm	General Admission	Ashley Loera	\$0.00
	<input type="checkbox"/> 04/12/2019 05:27 pm	Kids Admission	Ashley Loera	\$0.00
	<input type="checkbox"/> 04/12/2019 05:27 pm	Kids Admission	Ashley Loera	\$0.00
	<input type="checkbox"/> 04/12/2019 05:27 pm	Kids Admission	Ashley Loera	\$0.00
	<input type="checkbox"/> 04/12/2019 05:27 pm	Kids Admission	Ashley Loera	\$0.00
	<input type="checkbox"/> 04/12/2019 05:27 pm	General Admission	Robby Facer	\$0.00
	<input type="checkbox"/> 04/12/2019 05:27 pm	General Admission	Robby Facer	\$0.00
	<input type="checkbox"/> 04/12/2019 05:27 pm	General Admission	Robby Facer	\$0.00
	<input type="checkbox"/> 04/12/2019 05:27 pm	General Admission	Robby Facer	\$0.00
	<input type="checkbox"/> 04/12/2019 05:27 pm	Kids Admission	Robby Facer	\$0.00
	<input type="checkbox"/> 04/12/2019 05:27 pm	Kids Admission	Robby Facer	\$0.00
	<input type="checkbox"/> 04/12/2019 05:27 pm	Kids Admission	Robby Facer	\$0.00
	<input type="checkbox"/> 04/12/2019 05:27 pm	Kids Admission	Robby Facer	\$0.00



### Step 12: Publish Event

-When you've finished editing all the details on your event page and are ready to begin sharing, go back to your Fundraising Dashboard and click "Edit Info" on the bottom right corner

-Once the editing pop up appears, click the teal "Publish" button on the bottom left

**1st CHOC Walk DIY Campaign**  
May 31, 2019

\$0.00 raised

Edit Info Manage

OK

**My DIY Campaign**

Name 1st CHOC Walk DIY Campaign

URL www.chocwalk.org / diycampaign

Description Here is an example of the first DIY Campaign created for the 2

Goal Amount \$500.00

05/31/2019 12:00 AM

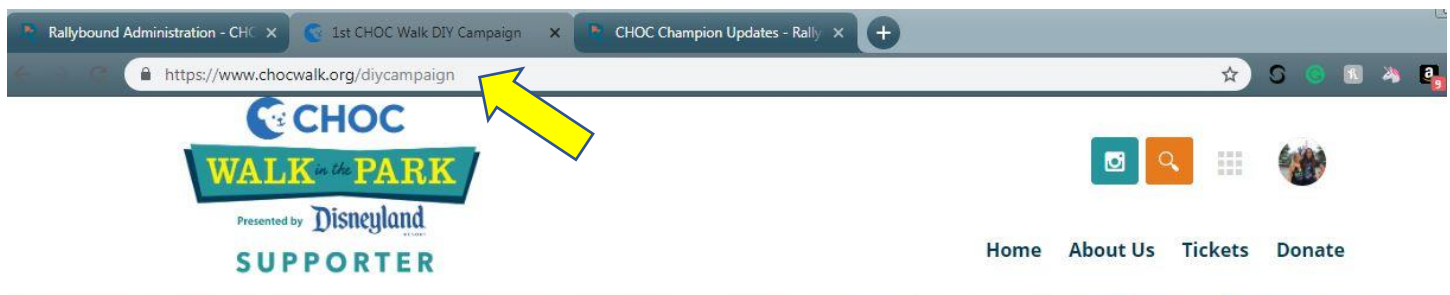
Location Orange, CA

☒ Enable fundraising on my event

Publish Save Cancel

### Step 13: Start Promoting

Now that your website is live start promoting! Copy the page URL from your website and share it in emails, social media posts and messages to invite your friends and family to join. Or send email directly from the back end of your website (step 11).



If you have any questions, please feel free to call our CHOC Walk office at 714-509-4000  
or by emailing us at [chocwalk@choc.org](mailto:chocwalk@choc.org).

**Happy Fundraising!**  
**The CHOC Walk Team**