

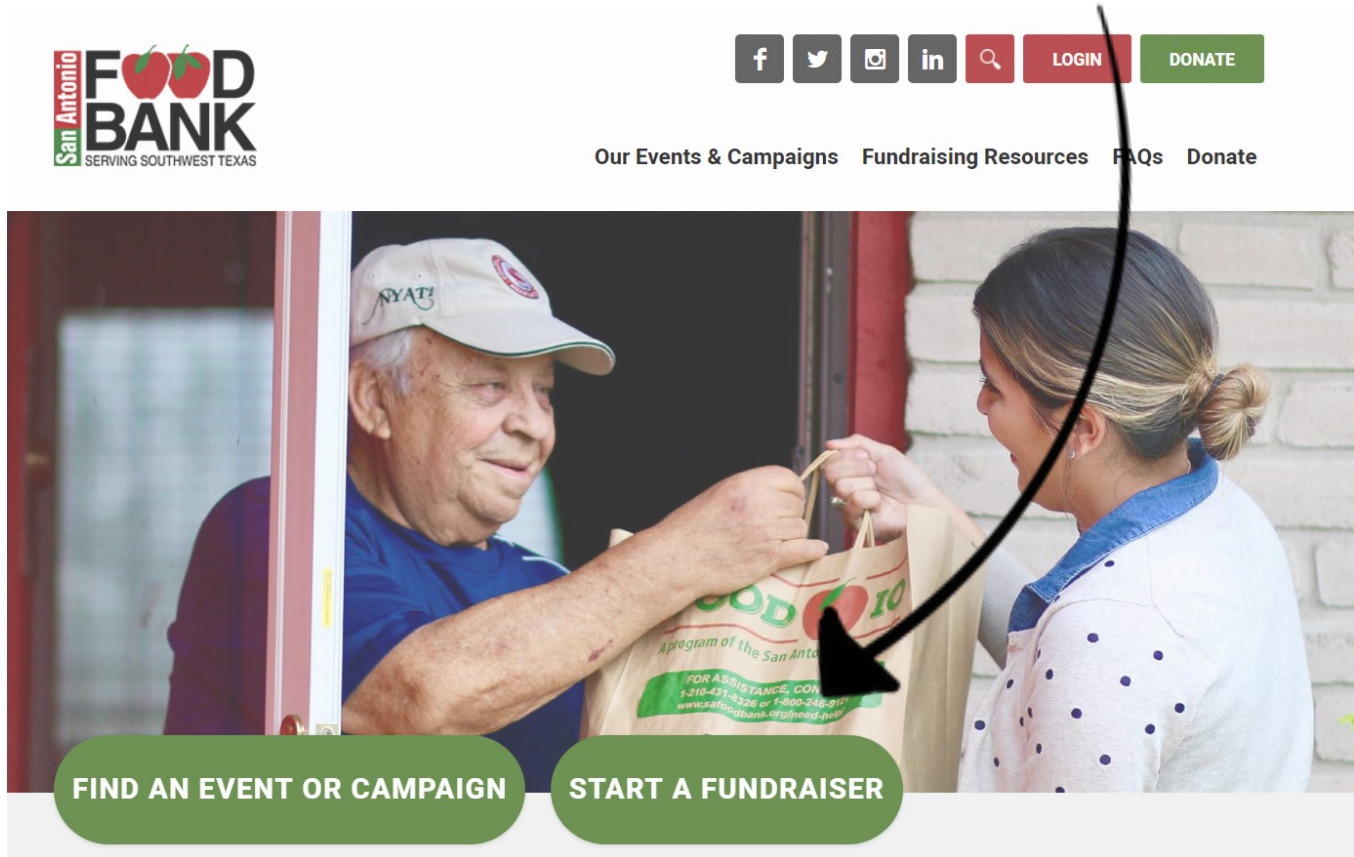
How to Create a Virtual Fundraiser for the San Antonio Food Bank



If you have any questions about this process, please contact your Food & Fund Drive Coordinator at fooddrives@safoodbank.org.

How to Create a Virtual Fundraiser for the San Antonio Food Bank

In your web browser, go to my.safoodbank.org, click on 'Start a Fundraiser'



Then fill out the quick registration form with your information or choose the Sign Up with Facebook option

Join San Antonio Food Bank

Today you can inspire others to take ownership of this campaign by asking them to donate on your own grassroots fundraising page.



Sign Up with Facebook

Create an account to get started — your page includes all the tools you need.

A few things you can do once logged in:

- RSVP for San Antonio Food Bank
- Create a team
- Create a personal fundraising URL

First Name

Annie

Last Name

Apple

Email Address

fooddrives@safoodbank.org

Password

.....

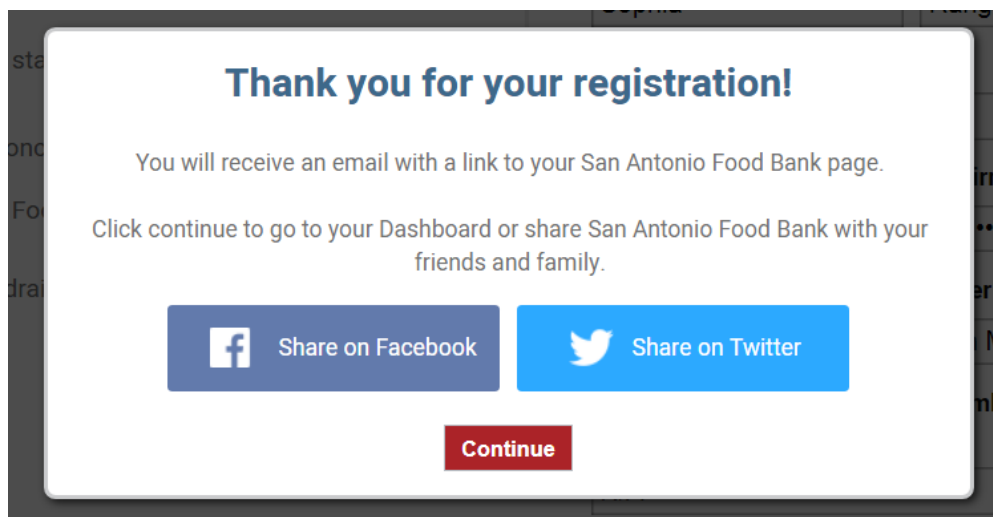
Confirm Password

.....

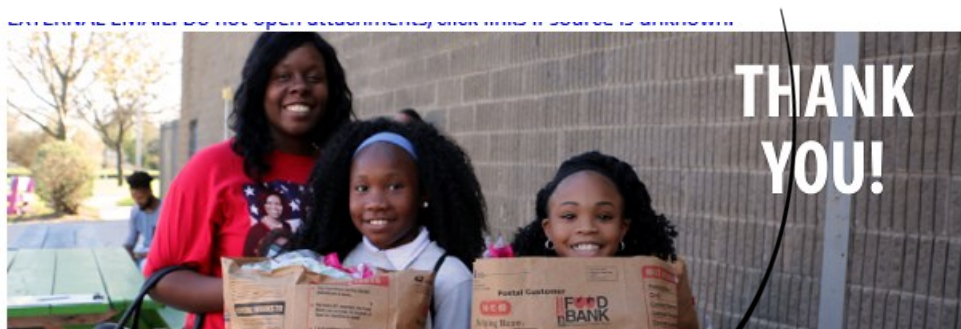
That was quick!

How to Create a Virtual Fundraiser for the San Antonio Food Bank

You should see the confirmation screen next



Check your email for a confirmation message, click on the link to verify your account



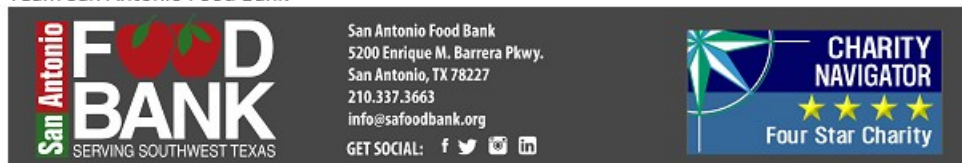
Dear Annie Apple,

Thank you for registering for San Antonio Food Bank. Please [click here](#) to verify your account. Verifying your email address will give you access to email promotion tools on <https://my.safoodbank.org>.

You may also try copying the following link into your browser's address bar.
<https://my.safoodbank.org/Account/VerifyEmail?id=3337443&h=Temijhy6wK4HYkAt2H2UAg%3d%3d>

Your login information is as follows:
Email: fooddrives@safoodbank.org

Thank you for participating!
Team San Antonio Food Bank

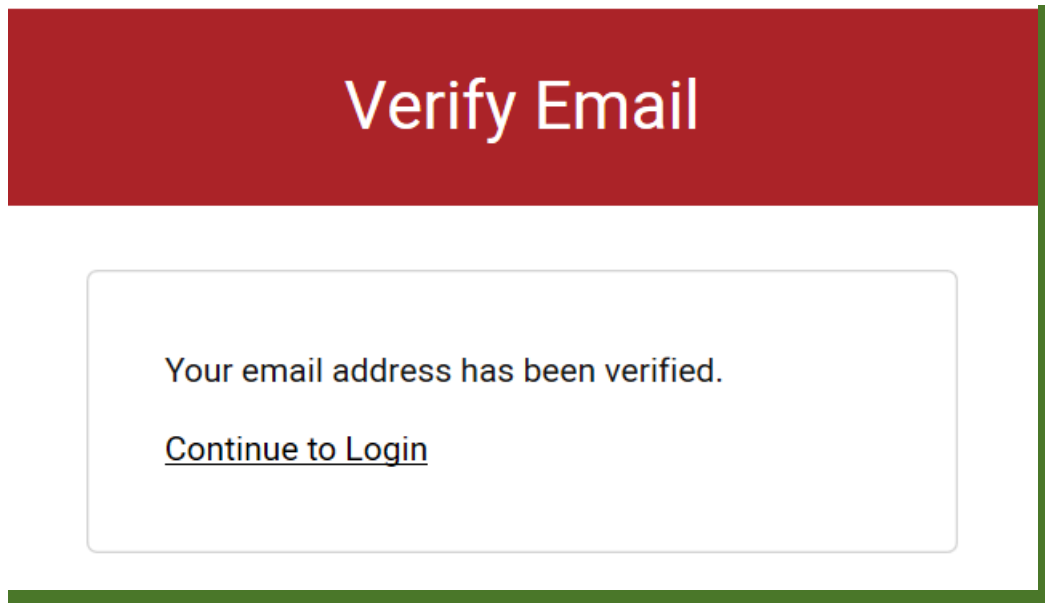


Tip: If you do not see the email in your Inbox, try your Junk, Clutter or Spam folder

How to Create a Virtual Fundraiser for the San Antonio Food Bank

In a new window, a verification message will pop-up

Click on 'Continue to Login'

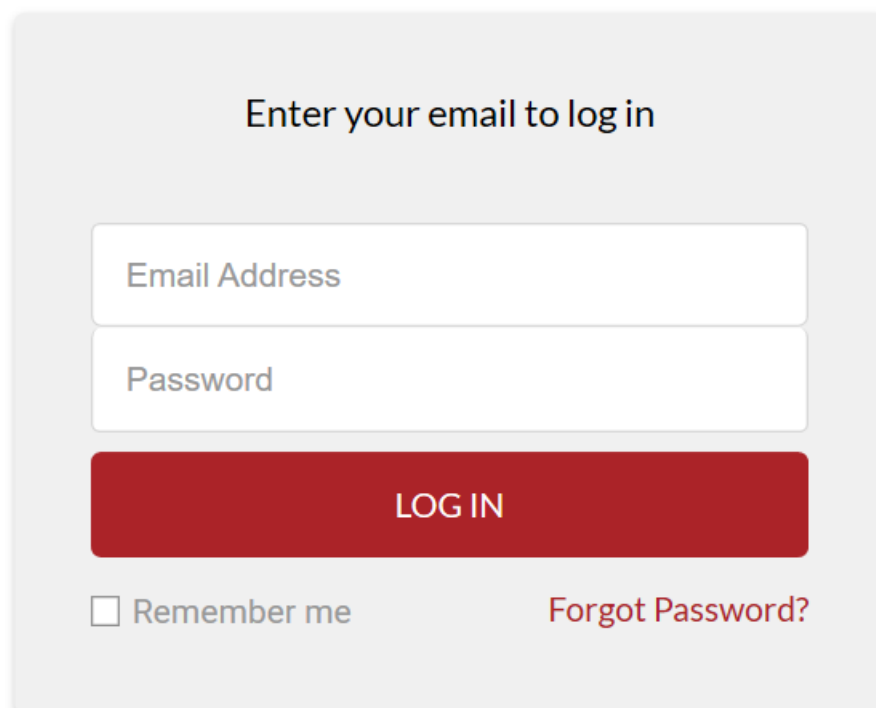
A red rectangular pop-up window with the title "Verify Email" in white text. Below the title, inside a white rounded rectangle, is the message "Your email address has been verified." followed by a blue underlined link "Continue to Login".

Verify Email

Your email address has been verified.

[Continue to Login](#)

Log in to your profile

A light gray rounded rectangular login form. It contains the text "Enter your email to log in" at the top. Below this are two white input fields: "Email Address" and "Password". Under the "Password" field is a red "LOG IN" button. At the bottom left is a checkbox labeled "Remember me", and at the bottom right is a red link "Forgot Password?".

Enter your email to log in

Email Address

Password

LOG IN

☐ Remember me [Forgot Password?](#)

How to Create a Virtual Fundraiser for the San Antonio Food Bank

Fill out some more specific information about your fundraiser

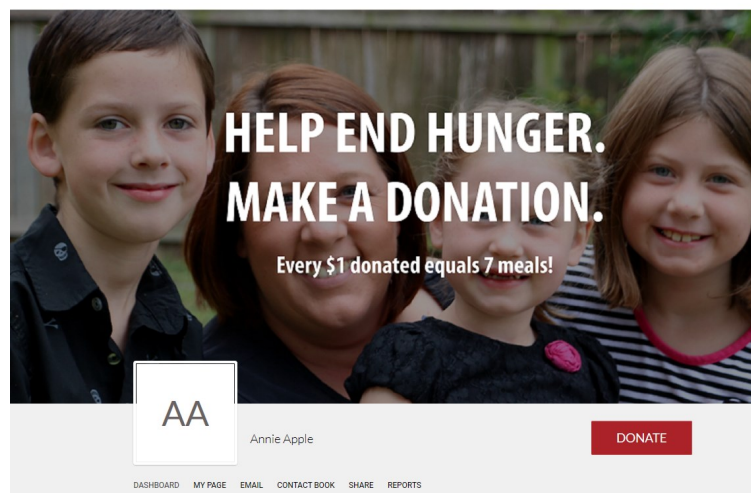
Getting Started Update Account Details



First Name	Last Name	
<input type="text" value="Annie"/>	<input type="text" value="Apple"/>	
Email		
<input type="text" value="fooddrives@safoodbank.org"/>		
Password	Confirm Password	
<input type="password" value="••••••••"/>	<input type="password" value="••••••••"/>	
Address	Apt/Ste/Unit	
<input type="text" value="5200 Enrique M Barrera"/>	<input type="text"/>	
Country		
<input type="text" value="UNITED STATES"/>		
City/State	State	Zip
<input type="text" value="San Antonio"/>	<input type="text" value="TX"/>	<input type="text" value="78227"/>
Phone Number		
<input type="text" value="210-431-8310"/>		
<input type="button" value="SAVE"/>		



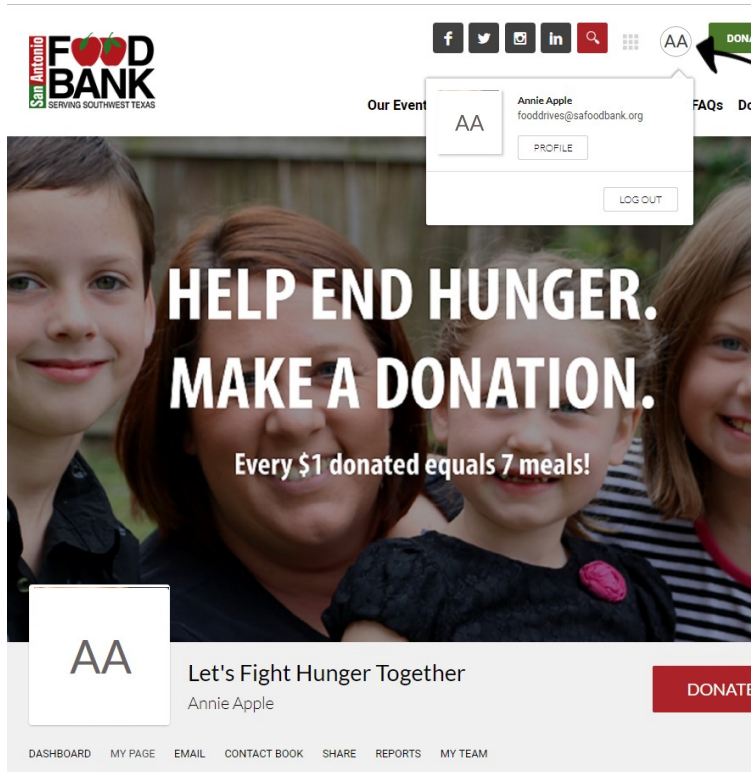
Once saved, your browser will reload, showing you the front page of your fundraiser



How to Create a Virtual Fundraiser for the San Antonio Food Bank

Now let's make your fundraiser more unique to you!

Update your profile photo so that everyone knows it's your fundraiser

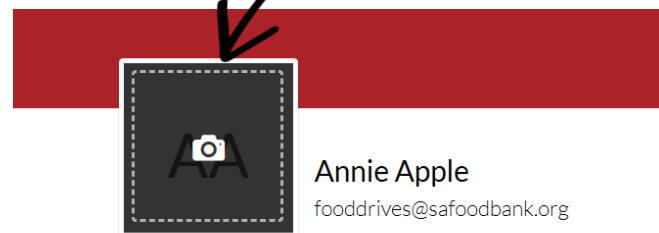


In the toolbar at the top of the page, click on your initials in the circle

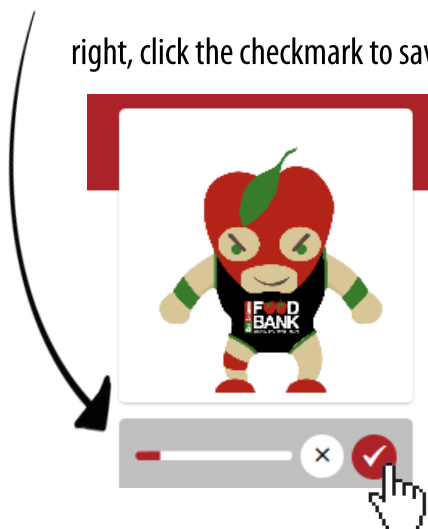
Then click 'Profile'

Hover over your initials and it will allow you to click on the camera icon to upload a new profile photo

For the best quality, use a photo that is
170 pixels x 170 pixels



Use the slider to zoom in or out, and when it looks just right, click the checkmark to save



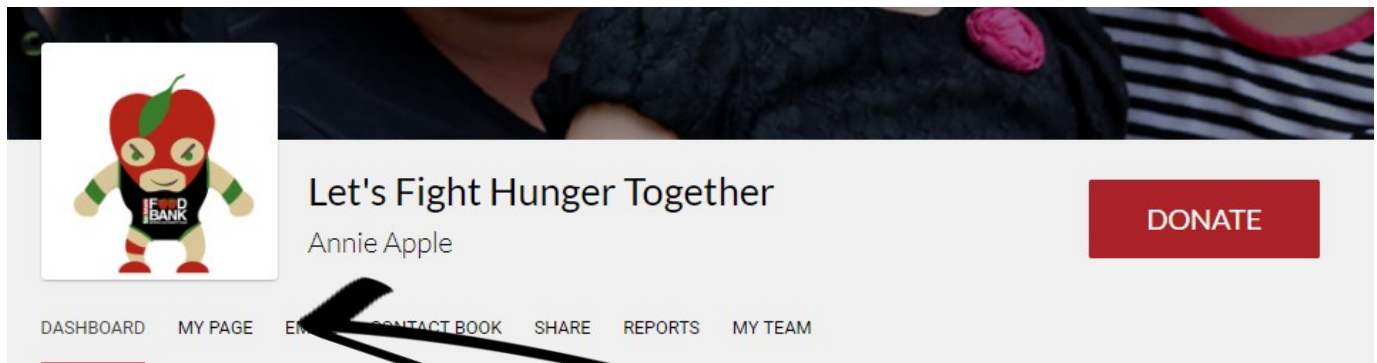
PROFILE PAYMENTS MY CAMPAIGNS NOTIFICATIONS

First Name	Last Name
<input type="text" value="Annie"/>	<input type="text" value="Apple"/>
Email	
<input type="text" value="fooddrives@safoodbank.org"/>	
Password	Confirm Password
<input type="password" value="....."/>	<input type="password" value="....."/>
Address	Apt/Ste/Unit
<input type="text" value="5200 Enrique M Barrera F"/>	<input type="text"/>
Country	
<input type="text" value="UNITED STATES"/>	

How to Create a Virtual Fundraiser for the San Antonio Food Bank

Now go back to your dashboard by clicking on the  icon in the top toolbar and then clicking

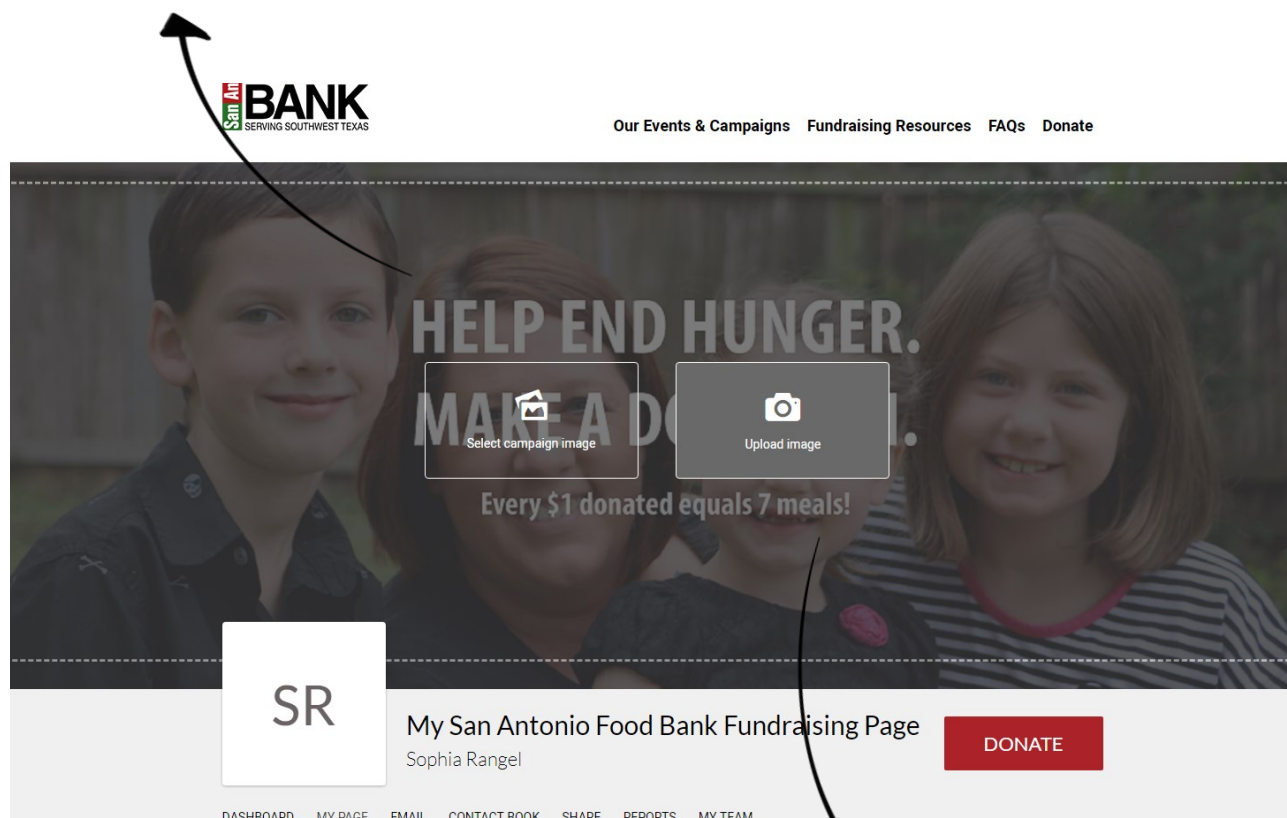
Dashboard



Switch over to My Page by clicking here

Hover over the current photo to view the options to change the cover photo

Select from one of the preset photos



Or upload your own image!

For the best quality, use a photo that is 2,500 pixels x 750 pixels

How to Create a Virtual Fundraiser for the San Antonio Food Bank

Now let's update the wording to fit your team's goals

Go back to My Page and choose to Edit My Welcome Message

ANnie Apple

DASHBOARD MY PAGE EMAIL CONTACT BOOK SHARE REPORTS MY TEAM

Please help me support San Antonio Food Bank by making a contribution to my fundraiser and sharing this page with your family and friends. Every dollar I raise will advance San Antonio Food Bank's great cause! Additionally, you can ask me how you can get involved too. Together, we can make a difference!

Keep your fans engaged by posting a campaign update.

Edit My

Welcome Message URL Goal

Facebook ID

Use this space to tell your donors more about your fundraiser.

Is this in conjunction with an event? Is this your 3rd, 4th, 5th year raising money?

Are you raising funds in memory of someone? Is there a deadline? Is this part of a competition?

Edit Page Information

Page Title

Let's Fight Hunger Together

Welcome Message

Please help me support San Antonio Food Bank by making a contribution to my fundraiser and sharing this page with your family and friends. Every dollar I raise will advance San Antonio Food Bank's great cause! Additionally, you can ask me how you can get involved too. Together, we can make a difference!

Save Cancel

You can always go back and update this section later on!

When you are done, click Save

How to Create a Virtual Fundraiser for the San Antonio Food Bank

Now it's time to customize your fundraiser! Following the checklist on the right is the most effective way to do this-

The screenshot shows a fundraising dashboard for 'Annie Apple'. At the top, there's a header with a profile picture of a cartoon apple character, the name 'Annie Apple', and a red 'DONATE' button. Below the header is a navigation bar with links: DASHBOARD, MY PAGE, EMAIL, CONTACT BOOK, SHARE, REPORTS, and MY TEAM. The main content area is divided into several sections. On the left, there's a progress bar showing '\$0 RAISED OF \$2,500 GOAL'. Below that is a 'Donations' section with a button that says 'Start fundraising to see your progress.'. Further down are two large grey buttons labeled 'TEAM FUNDRAISER' and 'EMAIL SENT'. At the bottom is a 'Recent Donations' section with a 'View All' link. On the right side of the dashboard, there's a checklist titled 'For an Effective Campaign You Should:' with a '13% complete' status. The checklist items are: Update Account Details (checked), Update Goal Amount, Create Custom URL, Import Your Contacts, Send a Fundraising Email, Post a Message to a Social Network, and Create or Join a Team. A large black arrow points from the text 'Following the checklist on the right is the most effective way to do this-' to the checklist.

\$0 RAISED OF \$2,500 GOAL

Donations

Start fundraising to see your progress.

TEAM FUNDRAISER

EMAIL SENT

Recent Donations [View All](#)

For an Effective Campaign You Should:
13% complete

- ☒ Update Account Details
- ☐ Update Goal Amount
- ☐ Create Custom URL
- ☐ Import Your Contacts
- ☐ Send a Fundraising Email
- ☐ Post a Message to a Social Network
- ☐ Create or Join a Team



5200 Enrique M. Barrera Pkwy
San Antonio, TX 78227
[210.337.3663](tel:210.337.3663)
info@safoodbank.org
Monday-Friday | 8 AM - 5 PM



How to Create a Virtual Fundraiser for the San Antonio Food Bank

We already took care of the first step, 'Update Account Details,' so let's move on to 'Update Goal Amount'

For an **Effective** Campaign **You Should:**
13% complete

- ☒ Update Account Details
- ☐ Update Goal Amount
- ☐ Create Custom URL
- ☐ Import Your Contacts
- ☐ Send a Fundraising Email
- ☐ Post a Message to a Social Network
- ☐ Create or Join a Team

Update Goal Amount ×

Enter a new goal amount

\$

SAVE

Not sure what to set your goal at?

Consider how many people you will be asking to join you in this effort. If you are hosting this fundraiser with your office, and there are **500 employees**, ask for a **\$5** contribution from each employee. The goal would then be **\$2,500 total**.

Keep in mind that this goal can be updated at any time!

After saving, your page will reload with your new goal

\$0 RAISED OF \$2,500 GOAL

How to Create a Virtual Fundraiser for the San Antonio Food Bank

The next step is to create a custom URL to easily identify your fundraiser

For an **Effective** Campaign **You Should:** 25% complete

- ☒ Update Account Details
- ☒ Update Goal Amount
- ☐ Create Custom URL
- ☐ Import Your Contacts
- ☐ Send a Fundraising Email
- ☐ Post a Message to a Social Network
- ☐ Create or Join a Team

My Link Create my personal link

Your personal URL is a direct link to your fundraising page

It can be anything from your name to something interesting or exciting.

Use this URL in all your email blasts and social networking posts.

safoodbank.rallybound.org/

CREATE MY URL NOW

Note: What you list here is **permanent** and **cannot be changed** later

My Link Create my personal link

Your personal URL is a direct link to your fundraising page

It can be anything from your name to something interesting or exciting.

Use this URL in all your email blasts and social networking posts.

my.safoodbank.org/

CREATE MY URL NOW

Some ideas for this space are

- Your company name
/TinasTreats
- Your organization name
/LatinAmericanLeadershipClub
- Your team name
/SanAntonioHornets

After saving, your page will reload with your new URL

How to Create a Virtual Fundraiser for the San Antonio Food Bank

Next, you can Import Your Contacts to make sending emails to potential donors a breeze

For an **Effective** Campaign **You Should:** 38% complete

- ☒ Update Account Details
- ☒ Update Goal Amount
- ☒ Create Custom URL
- ☐ Import Your Contacts
- ☐ Send a Fundraising Email
- ☐ Post a Message to a Social Network
- ☐ Create or Join a Team

You can click here to add contacts manually, one-by-one

DASHBOARD MY PAGE EMAIL CONTACT BOOK SHARE REPORTS

+ IMPORT CONTACTS **ACTIONS** ▼

	First Name	Last Name	Email	Last Emailed	Greeting
No contacts yet. Click here to add one manually, or click here to import them from your email client.					

Fill out the fields with the appropriate information and click Add Contact to save

Add a New Contact ✕

First Name Last Name Email

Henry Hunger hhunger@gmail.com

Greeting

Mr. Hunger ✕

ADD CONTACT

How to Create a Virtual Fundraiser for the San Antonio Food Bank


Or you can click here to import from your email client in a batch

DASHBOARD MY PAGE EMAIL **CONTACT BOOK** SHARE REPORTS


+ IMPORT CONTACTS **⚙️ ACTIONS ▼**


	First Name	Last Name	Email	Last Emailed	Greeting
No contacts yet. Click here to add one manually, or click here to import them from your email client.					


Follow the prompts on the next screen for importing


 **Import Contacts** ✕


Import your contacts from the email providers below. Simply click a provider to start. For a CSV Template, [click here](#).


 Gmail


 Outlook.com


 Microsoft Outlook


 Aol.

 LinkedIn

 YAHOO! Mail

 iCloud

 Apple Contacts

 Upload CSV

Once you are done importing contacts, head back to the fundraiser's dashboard

How to Create a Virtual Fundraiser for the San Antonio Food Bank

Now it's time to Send a Fundraising Email to let potential donors know that you are fundraising!

For an **Effective** Campaign **You Should:**

50% complete

- ☒ Update Account Details
- ☒ Update Goal Amount
- ☒ Create Custom URL
- ☒ Import Your Contacts
- ☐ Send a Fundraising Email
- ☐ Post a Message to a Network
- ☐ Create or Join a Team

Use this button to add from the contact book you just updated

ADD FROM CONTACT BOOK

PROMOTE UPDATE MY DONORS

Add Friends Manually:

Email

Greeting

ADD EMAIL

Template:

None - Type Own

Note: please review and edit the email before sending.

Subject:

Select one of the provided templates if you don't know what to say

Add emails manually, too!

Message:

Rich text editor toolbar with icons for undo, redo, bold, italic, underline, link, unlink, list, indent, outdent, text color, background color, and other formatting options.

Please visit my personal page <https://my.safoodbank.org/HungerFighters>

Make any edits as you wish in this text box

Save Template

Review Email

Review your email before sending

How to Create a Virtual Fundraiser for the San Antonio Food Bank

Review the email to make sure your message has no typos, includes your URL and has a call to action

Preview Email ✕

Please review the email you are about to send in its entirety.

<<First Name>> will be replaced by each respective recipient's name. If the recipient has a Greeting we'll use it in place of the entire line.

Important: Emails with too many font sizes and styles will most likely get caught by spam filters.

Dear <<First Name>>,

I am participating in an amazing event and I wanted to ask for your support.

This year I am raising money for San Antonio Food Bank to fight hunger and feed hope in Southwest Texas. The San Antonio Food Bank serves 58,000 people every week across 16 counties. To continue the fight against hunger, they need our support. Please consider donating to my cause here: <https://my.safoodbank.org/HungerFighters>

CANCEL SEND 1 EMAIL

Everything looks good? Hit send!

As you send emails to donors, your contact book will keep track of the last time you reached out.

So if you can't remember if you already sent someone an email, check here!

AA

Annie Apple

DONATE

DASHBOARD MY PAGE EMAIL **CONTACT BOOK** SHARE REPORTS

+ IMPORT CONTACTS

⚙️ ACTIONS ▼

<input type="checkbox"/>	First Name	Last Name	Email	Last Emailed	Greeting
<input type="checkbox"/>	Henry	Hunger	hhunger@gmail.com	7/29/2019	Mr. Hunger

How to Create a Virtual Fundraiser for the San Antonio Food Bank

For an **Effective** Campaign **You Should:**
63% complete

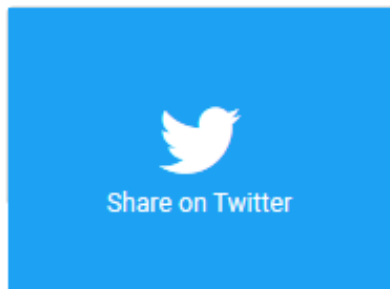
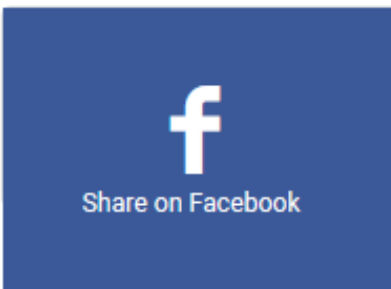
- ☒ Update Account Details
- ☒ Update Goal Amount
- ☒ Create Custom URL
- ☒ Import Your Contacts
- ☒ Send a Fundraising Email
- ☐ Post a Message to a Social Network
- ☐ Create or Join a Team

The most powerful gift you can give is your voice, and social media is a great way to do that. The next step is to post a message to your social network.

Facebook, Twitter and LinkedIn are the options available here, but remember: you created a custom URL earlier that can be posted anywhere!

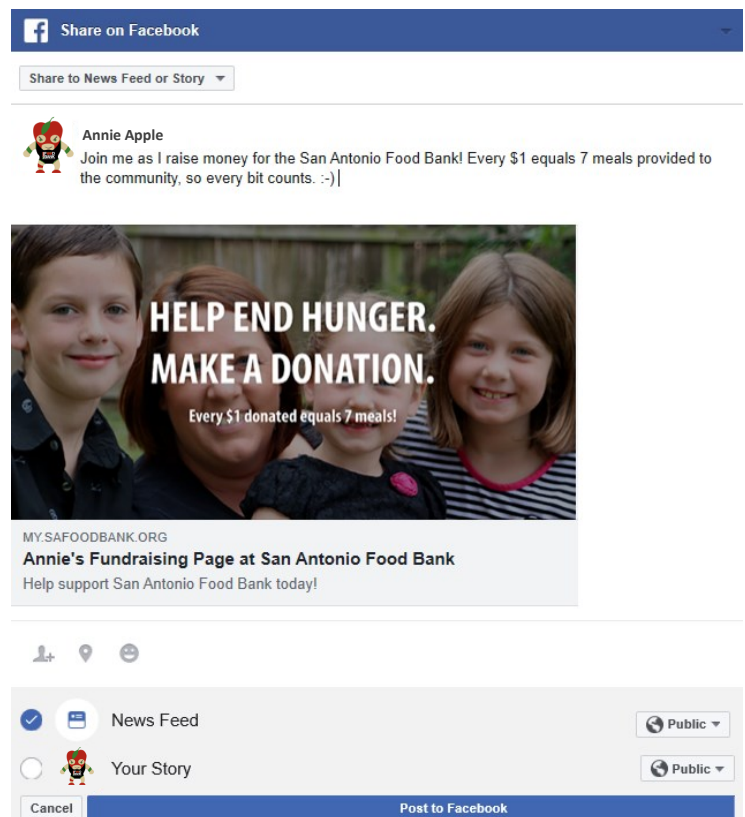
Promote via Social Media

Let your network know you're involved. Share, tweet or post an update any time you want.



As you share on multiple platforms, you will reach a larger audience. Making your posts public will allow others to re-post as well, engaging with their social circles and increasing the reach!

You may consider sharing an update as well, such as “We are over halfway to our goal of raising 500 meals for those in need! Donate today to help us make a difference.” Keeping your community updated is a great way to let them know of the progress of the fundraiser. It also may serve as a reminder to those that have not donated yet!



How to Create a Virtual Fundraiser for the San Antonio Food Bank

For an **Effective** Campaign **You Should:**

75% complete

- ☒ Update Account Details
- ☒ Update Goal Amount
- ☒ Create Custom URL
- ☒ Import Your Contacts
- ☒ Send a Fundraising Email
- ☒ Post a Message to a Social Network
- ☐ Create or Join a Team



There is strength in numbers! Consider creating a team to invite others to join in your fundraising efforts. This feature is great for fundraisers who have multiple locations to campaign at or a large audience to reach. When you create a team, other team captains can join and help boost the overall total. If someone else invited you to join their team, this is where you will link your fundraisers together.

Team Builder [X]

☐ Start a new team ☐ Join an existing team ☐ Stay Solo

If you choose to **Start a new team** this window will pop-up

Team Builder [X]

☒ Start a new team ☐ Join an existing team ☐ Stay Solo

Team Name: Team Goal \$:

CREATE TEAM

Next, you will be able to invite friends to your new team.

STILL DON'T UNDERSTAND WHERE THIS MONETARY AMOUNT COMES INTO PLAY

How to Create a Virtual Fundraiser for the San Antonio Food Bank

This Team Builder pop-up will appear

The screenshot shows a 'Team Builder' pop-up window. At the top, it says 'Thanks! You have successfully created team: **Hunger Fighters**.' An arrow points from the text 'Your team name' to the team name. Below this, it says 'Invite friends to join your team below.' and 'Don't worry if you can't think of anyone right now, you can always come back and invite them later.' It then says 'We'll send the following email on your behalf.' Below this is a preview of an email. An arrow points from the text 'Add a personalized note to this text box' to a text box within the email preview that contains 'I can't wait to fight hunger and feed hope with you!'. The email preview also includes a link to join the team, a URL placeholder, and a note about finishing account setup. At the bottom of the pop-up, there is a section 'Enter an email address (one at a time):' with a text box containing 'hhunger@gmail.com'. An arrow points from the text 'Don't forget to hit send after every email!' to a red 'SEND EMAIL' button. Below the 'SEND EMAIL' button is a blue 'I'M DONE INVITING' button.

Team Builder

Thanks! You have successfully created team: **Hunger Fighters**.

Invite friends to join your team below.

Don't worry if you can't think of anyone right now, you can always come back and invite them later.

We'll send the following email on your behalf.

Annie Apple has invited you to join their fundraising team, and left you this message:

I can't wait to fight hunger and feed hope with you!

To join my team and start fundraising, [click here](#). You may also copy and paste the URL below into a web browser: {{confirmRegLink}}.

Note: You will need to finish setting up your account before you can begin fundraising.

Best regards,
Annie Apple, Team

Enter an email address (one at a time):

hhunger@gmail.com

SEND EMAIL

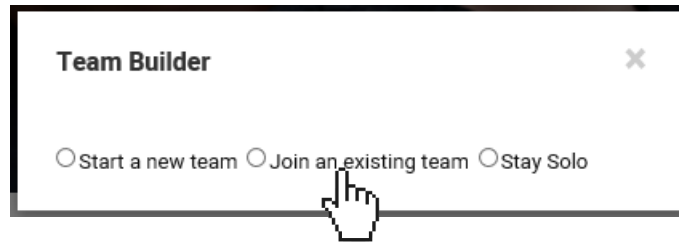
I'M DONE INVITING

When you are done inviting team captains, click 'I'm done inviting' to go back to the dashboard.

Be sure to follow up with your team captains and share this guide with them so they can customize their page as well!

How to Create a Virtual Fundraiser for the San Antonio Food Bank

If someone has invited you to join their team, this is where we will link the fundraisers together

A screenshot of a web interface titled "Team Builder" with a close button (X) in the top right corner. Below the title, there are three radio button options: "Start a new team", "Join an existing team", and "Stay Solo". A hand cursor icon is pointing at the "Join an existing team" option.

Team Builder ×

☐ Start a new team ☐ Join an existing team ☐ Stay Solo

DON'T KNOW WHAT TO
PUT HERE FOR NOW

How to Create a Virtual Fundraiser for the San Antonio Food Bank

Also on My Page, you can post campaign updates to let your donors know what's the latest for your fundraiser



Please help me support San Antonio Food Bank by making a contribution to my fundraiser and sharing this page with your family and friends. Every dollar I raise will advance San Antonio Food Bank's great cause! Additionally, you can ask me how you can get involved too.
Together, we can make a difference!

Edit My

A
Welcome
Message

URL

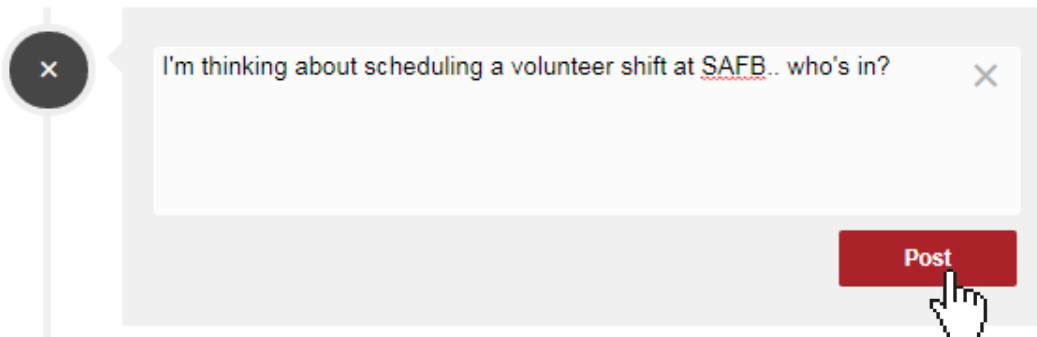
Goal

f
Facebook ID

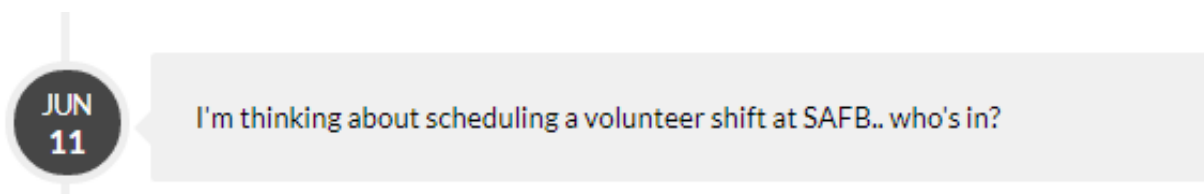
Keep your fans engaged by posting a campaign update.



Keep it simple and post a text update

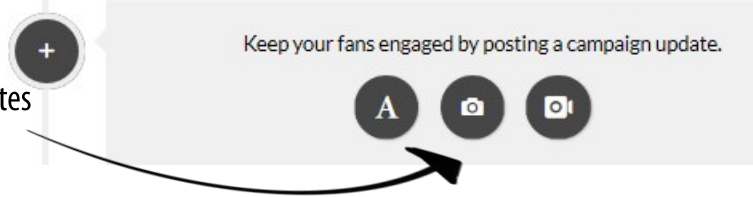


Tip: Ask a question! See who's engaging with your fundraiser by posting a question that you'd love a response to

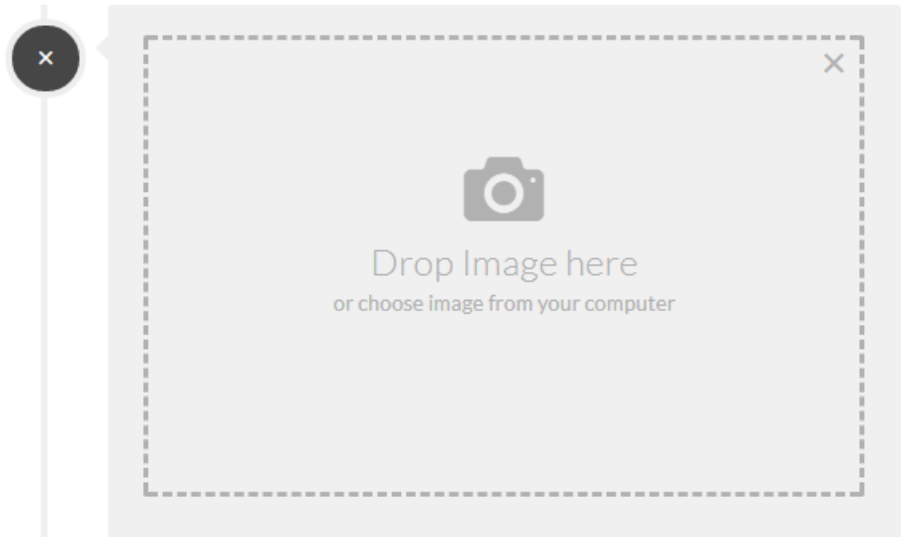


How to Create a Virtual Fundraiser for the San Antonio Food Bank

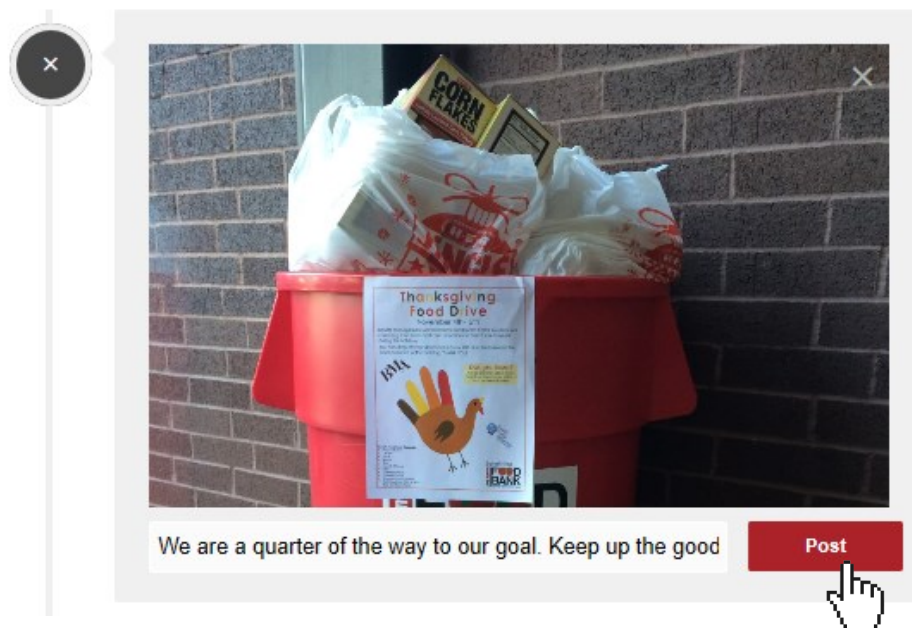
You can also post photos with your status updates



Click on the camera icon,
and then drop an image in the box



If you're also hosting a food drive, post a photo of your donations!



Use the text box to add a caption to your photo, and hit Post when you're ready to share!

How to Create a Virtual Fundraiser for the San Antonio Food Bank



Another option is to post a video with a link

Paste the link into the box



Paste a video link from YouTube, Vimeo, or Facebook



<https://www.youtube.com/watch?v=VCcm6qsawYQ>



The Million Summer Meals for Kids program aims to provic

Post



The video will automatically populate



Add a caption and post!

JUN
11



The Million Summer Meals for Kids program aims to provide nutritious meals to 200,000 children who are at risk for hunger this Summer. We are a part of the solution as we support SAFB!

How to Create a Virtual Fundraiser for the San Antonio Food Bank

As donations are made to your page, they will appear on the right side of the screen

The thermometer is filled in as you get closer to your goal

Donate

Donation buttons are quick to use for potential donors, as well as the Other option for a customized amount

1 share

As the page is shared on Facebook, Twitter or via email, the share count will increase

Recent Donations

Be the first to donate!

A list of donor names will appear in the Recent Donations section

Tip: You will receive email notifications for all donations made to your page. To update your email preferences, go to your profile (where we changed your profile picture), choose Notifications and update your settings.

Congratulations!

You have completed setting up your virtual fundraiser for SAFB. Continue to reach out to your community to let them know what mission you are a part of, and encourage them to join you.

If you have any questions about this process, please contact your Food & Fund Drive Coordinator at fooddrives@safoodbank.org.

