



#FinanciallyFearless

Financially Fearless 2020: How to become a fundraiser

We're so grateful for your interest in raising funds for SecureFutures as part of our **Financially Fearless Campaign** for Financially Literacy Month 2020! Please follow the instructions below to set up your personalized giving site through our peer-to-peer fundraising platform, Click & Pledge. If you have questions, contact Therese Goode at therese@securefutures.org or (414) 310-5924.

Creating a personalized fundraising account

- 1) Navigate to the Financially Fearless campaign site on Click & Pledge: <https://connect.clickandpledge.com/Organization/securefutures/campaign/FinanciallyFearless>
- 2) Click on the green button that says "Become a fundraiser," located to the right underneath the donation options.

The screenshot displays the fundraising interface. On the left, a table shows campaign statistics: Contributions at \$0, Donors at 0, and Comments at 0. Below this is a social sharing bar with buttons for Facebook, Twitter, Pinterest, Email, and a generic Share button. A paragraph of text explains the impact of donations, listing benefits like access to the Money Path app, Money Sense lessons, and Money Coach mentoring. On the right, the 'MAKE A DONATION' section offers suggested amounts and an 'Other Amount' input field. A dropdown menu for 'Make this donation:' is set to 'One time only'. A 'Donate' button is visible, and a green 'Become a fundraiser' button is circled in red.

- 3) Fill in your first and last name and email address to create a fundraiser account. You will need to confirm your account with a code that will be sent to your email. We recommend checking the box that says "Remember me for 30 days" so you can login without getting a new code each time.
- 4) Once you're on your personal fundraising page, click on the black button that says "Edit Page."

The screenshot shows the personal fundraising page. At the top, 'FUNDRAISING STATS:' is followed by a green progress bar at 0%. Below the bar, it says 'Raised: \$0 | Target: \$500 | Left: \$500'. A table shows campaign statistics: Contributions at \$0, Donors at 0, and Comments at 0. A blue box contains instructions: 'Please click on Edit Page to put in your personal message and set your goal for this campaign. Your campaign will not show without a Goal Amount.' and 'Click on Edit Profile to change your name and upload a profile image.' At the bottom, there are two buttons: 'Edit Profile' and 'Edit Page', with the latter circled in red. A social sharing bar is at the very bottom.

- 5) Scrolling down, edit the target amount you'd like to raise during the campaign. Your target can be tied to a specific student impact (i.e. \$350 to support one Money Coach student with a scholarship, or \$500 to provide 11 teens with the Money Sense program). You can mention this impact in your social post or email. Then enter the text below in the text box, filling in your personal info. The length of this text is limited, so you will not be able to make additions.

Thank you for visiting my giving site for SecureFutures. I'm so glad you're excited about empowering teens to be financially fearless! As a [SecureFutures volunteer/member of the SecureFutures Board of Directors/member of the SecureFutures X committee], I've invested in the mission of SecureFutures. Join me by making your own investment today, with a gift in support of SecureFutures' life-changing programs. I'm always happy to talk more about why I love this organization, so feel free to contact me at X.

Share Tweet Pin Email Share

Campaign +Add Tab

Campaign Name: Financially Fearless with SecureFutures Target Amount: 500.00

Write a short description about why you're fundraising for this cause.

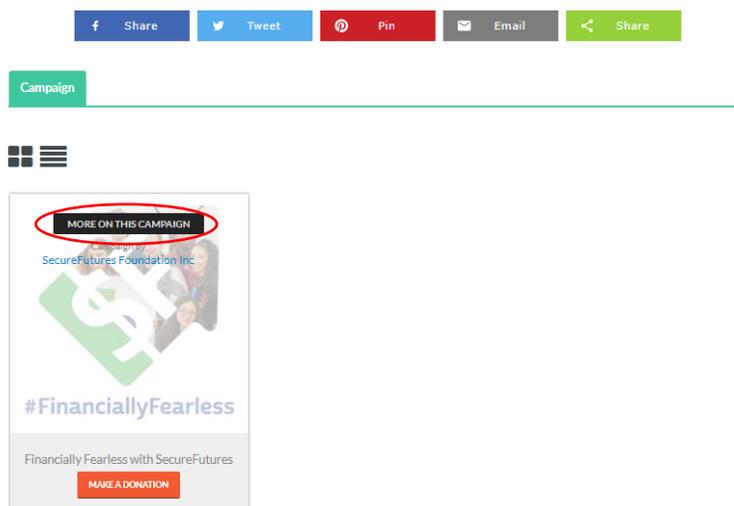
Thank you for visiting my giving site for [SecureFutures](#). I'm so glad you're excited about empowering teens to be financially fearless! As a [SecureFutures](#) staff member, I've invested in the mission of [SecureFutures](#). I'm inviting you to join me by making your own investment today, with a gift in support of [SecureFutures](#)' life-changing programs. I'm always happy to talk more about why I love this organization, so feel free to contact me at therese@securefutures.org

Cancel Changes Save Changes

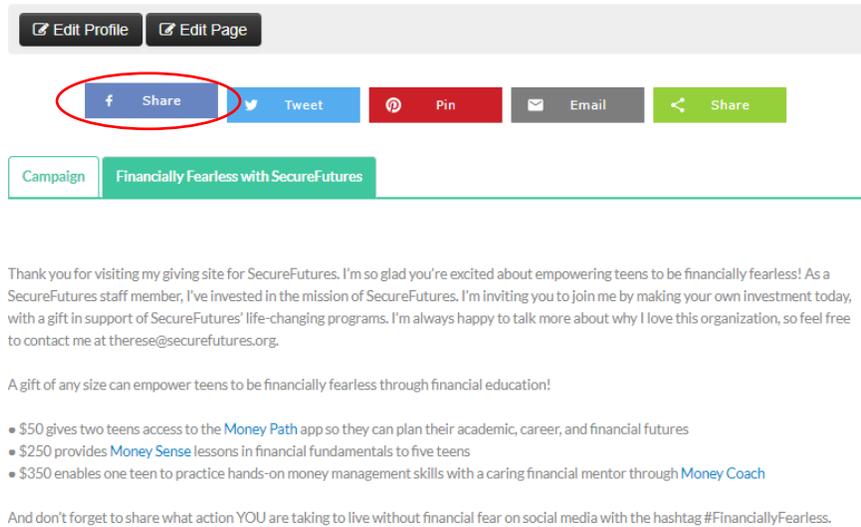
- 6) Click on "Save Changes," then on "Close Edit."
- 7) If you'd like to add a photo to your page, click on the "Edit Profile" button, then choose an image file and click on "Submit Changes," then on "Back to your fundraiser page."
- 8) We recommend making a small donation through your own fundraising page, to encourage others to give! You can also offer to match donations made through your fundraising page up to a certain amount.

Sharing your fundraiser

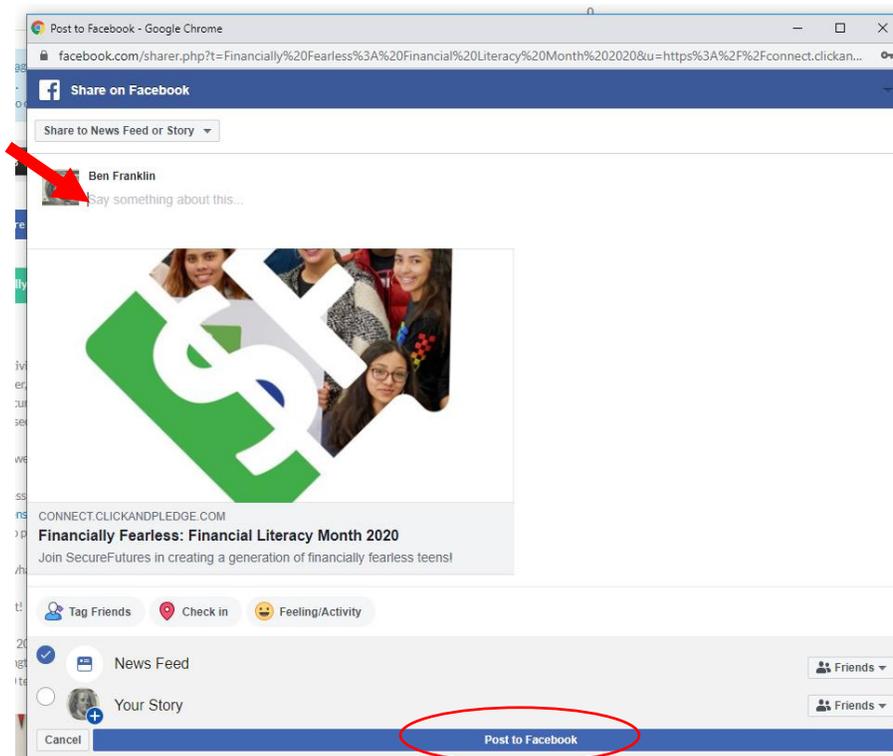
- 1) Scroll down to the bottom of the page and hover your mouse over the "Financially Fearless with SecureFutures" Campaign, then click on "More On This Campaign."



- 2) To share on Facebook, click the blue “Share” button with the Facebook logo. If you are not already logged in to Facebook, you will need to enter the username and password for your Facebook account.



- 3) In the text box, write a message inviting people to support the campaign. You can use any of the social media post templates provided. Then click on “Post to Facebook.” We recommend starting with “Social Post #1,” and you should feel free to post several times using different templates throughout the month.



- 4) To share the campaign with your network via email, we recommend copying and pasting the URL for your personal fundraising page into the body of your email, rather than using the Click & Pledge email option. An email template has also been provided, but you can feel free to personalize. The format for the URL is: <https://connect.clickandpledge.com/Organization/securefutures/campaign/FinanciallyFearless/fundraiser/YOURNAME>