

ONLINE FUNDRAISING GUIDE

Step-by-step guide for creating an
online fundraiser to support
University Hospitals

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INTRODUCTION

Thank you for supporting University Hospitals by creating an online fundraising campaign. Your active support helps UH serve more than 1 million patients each year.

Use this step-by-step guide to launch a fundraising campaign page in support of a specific UH priority and fund. A few examples include:

- celebrating a birthday or life milestone;
- raising awareness for an athletic event (swim competition, charity walk, etc.);
- honoring a loved one.

Once you have finished setting up your page, share it with friends, family and community members so they can join you in supporting University Hospitals.

Now, let's get started!

CREATE A FUNDRAISING PAGE

1. Register Your Account

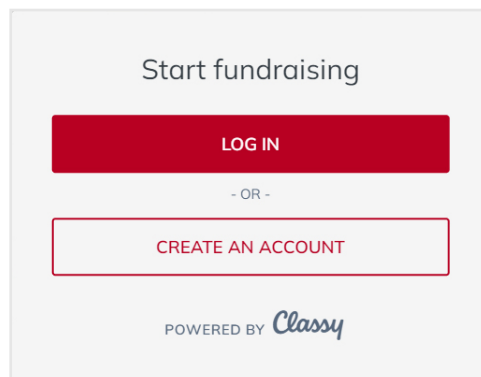
- Click on the button “Create Your Own Fundraising Page” at the top of the page.

CREATE YOUR OWN
FUNDRAISING PAGE

- Then, a box will pop up to login or create an account.

Note: UH has partnered with an online fundraising platform called Classy. It is safe, secure, and works in the background, like many other applications you use every day.

- Create an account by clicking the “Create an Account” button, enter your email address and create a strong and memorable password, then click “Next”.



- You will receive a message asking you to “Complete your profile”; enter your first name and last name and click the “Sign Up” button.

2. Create Your Page

- Check the box if you are fundraising in honor or in memory of someone. Leave this box unchecked if not.
- If honoring someone, add their name to the next field.
- Set a fundraising goal.

Note: Most users raise an average of \$2,500 on their fundraising page. Make your goal attainable by starting off with a lower amount. You can always change it as you receive more donations.

- Select the UH fund you want to support from the dropdown. If you do not see the fund you would like to support, please contact us at fundraising@uhhospitals.org.
- Make a short URL to easily share with family and friends *i.e.* <https://fundraise.uhgiving.org/johnsmithmemorial>.
- Check the final box to opt into UH email updates and then click the "Next" button.

Create your page

I'm fundraising to honor someone else.

Set your fundraising goal (optional)
Currency cannot be changed once a donation to your page has been made.

USD \$ 2,500.00

Name of who you are honoring *

I'm fundraising for *

Set your Fundraising Page's Short URL (optional)
<https://fundraise.uhgiving.org/honoringjohnsmith>

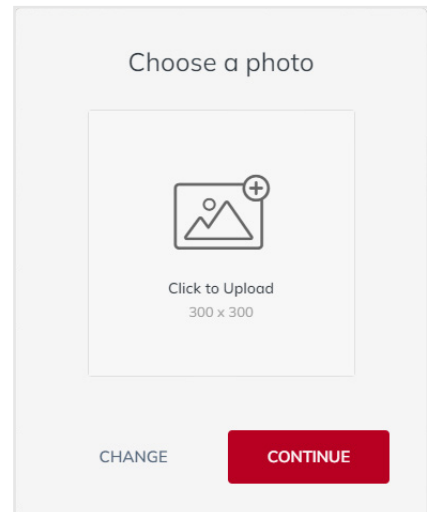
Yes, I would like to receive or continue to receive news and updates by email from University Hospitals.

FINISH

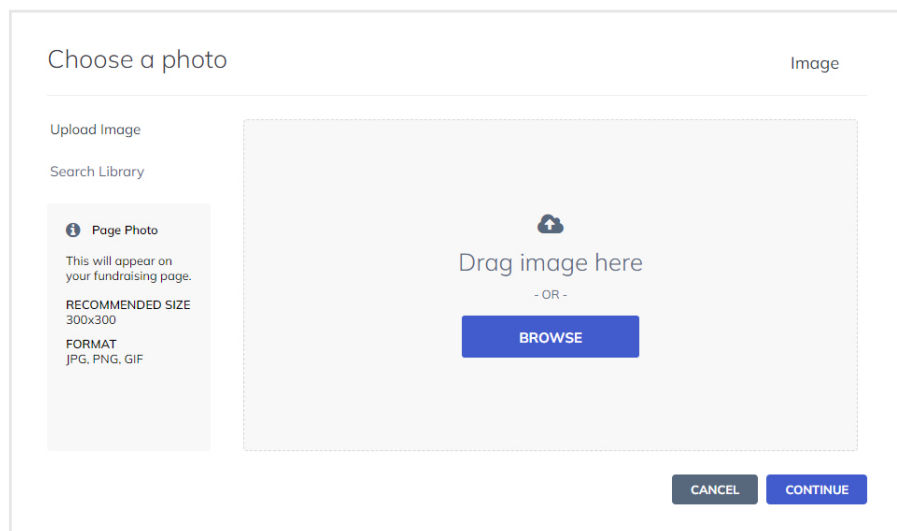
3. Choose Your Profile Photo

- A box will appear to “Choose a photo”.

Note: Select a photo to upload that is 300 pixels wide by 300 pixels tall (300 px X 300 px) square. You can use a free online image editing tool like [Adobe Express](#) or [Canva](#) to resize larger images. The photo you select should reflect the theme of your fundraiser.

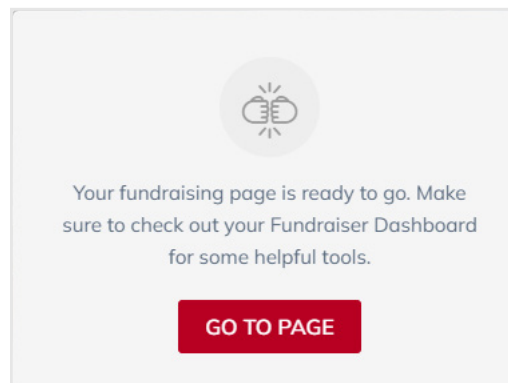


- To add a photo, click on the “Click to Upload” text; browse to locate the image file; accept the steps to upload, and click “Continue” at the bottom.



4. Finalizing Setup

- A box will appear asking to select a title from a dropdown list. Select from the dropdown list for your personal title and click the button “Finish”.
- A box will appear confirming setup is complete.



- Click the “Go to Page” button to view your fundraising page.

Your fundraising campaign page is live! If you view the text on the page, it will be the default content. You will want to customize it with your own message to donors. Let's learn how to customize your fundraising page with text and pictures. What's the story behind your fundraiser?

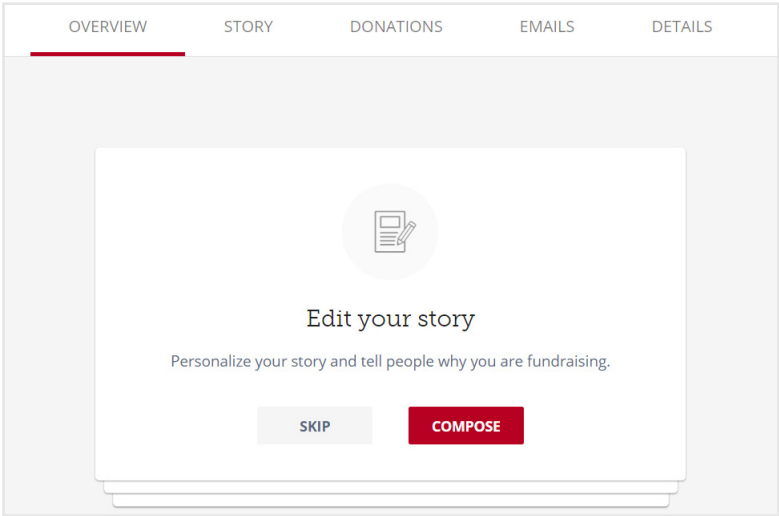
EDIT YOUR FUNDRAISING PAGE

1. Personalize Your Page

- Click on the “Manage” button located in the upper right corner of the page. This is the administrator view of your fundraising page.

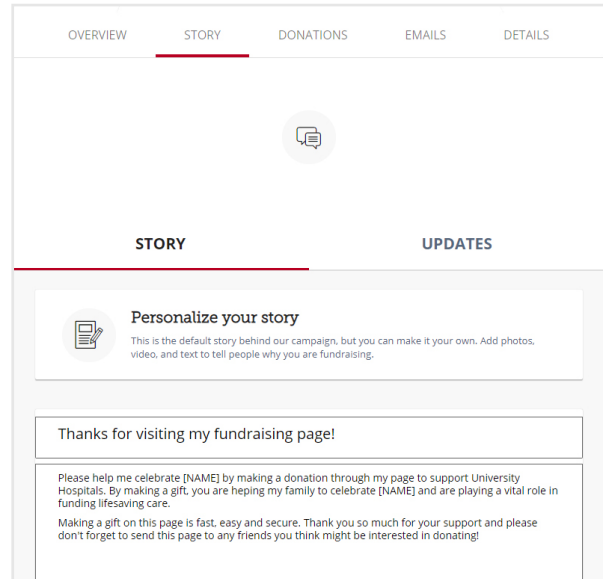


- On the “Overview” tab, select “Edit your Story” to add a personal appeal by sharing what inspired you to fundraise for University Hospitals.
- Click “Compose” to get started.



2. Write Your Story

- Navigate to the “Story” tab on the menu bar. This view shows the default text on your page.
- Edit the title and adjust the default summary text to make it your own. Use the editor menu to add pictures, bold fonts, and create lists.



Note: Use your story to inspire people to give. The most successful campaigns have stories that are compelling, clear, and encourage people to donate urgent.

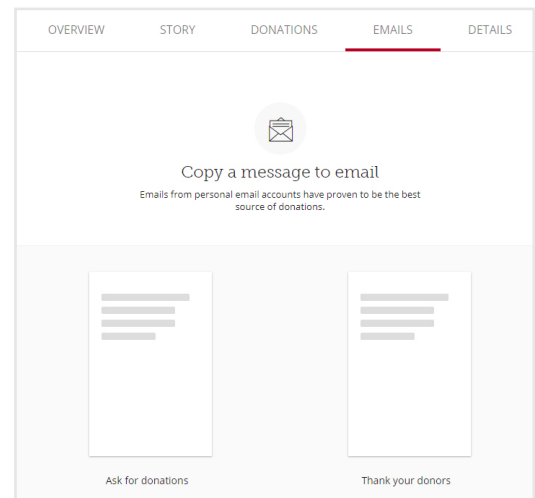
- Once you are done writing, click the “Save” button.

Congratulations, you have created a unique campaign page by telling your story, and incorporating pictures to make your campaign stand out. The next step is sharing it with your friends and family members.

SHARE YOUR FUNDRAISING PAGE

1. Email Friends and Family

- In the administrator view, click on the “Emails” tab on the menu bar. This allows you to share “Copy a message to email”.
- Click on the “Ask for donations” icon on the left side.
- Edit the template content box to share your message.
- Click on “Copy Message” to copy the text from the box.
- Open your email application (ex. Outlook, Apple Mail, Gmail), compose a new email and paste the text from your template into the email you will send to friends and family.



Note: Sending an email from your personal account directly to each person (not a group) has proven to be the most effective way to get donations. Make sure to personalize each message, too.



2. Share on Social Media

- To post on your Facebook or Twitter account directly from your campaign, click on the Facebook or Twitter icon under the “manage your page” section and a pop-up box will appear prompting you to login to your Facebook or Twitter account.
- Log into your account and follow the prompts to post your message.

Note: While you can share your page directly on Facebook and Twitter from within the campaign manage section, you can also use a direct link to share your page to other online sites (Instagram, LinkedIn, YouTube, Pinterest, LinkTree, etc.). Click on the link icon next to the Twitter icon to copy a direct link to fundraising page. Use your creativity and think about where the message might best be received.

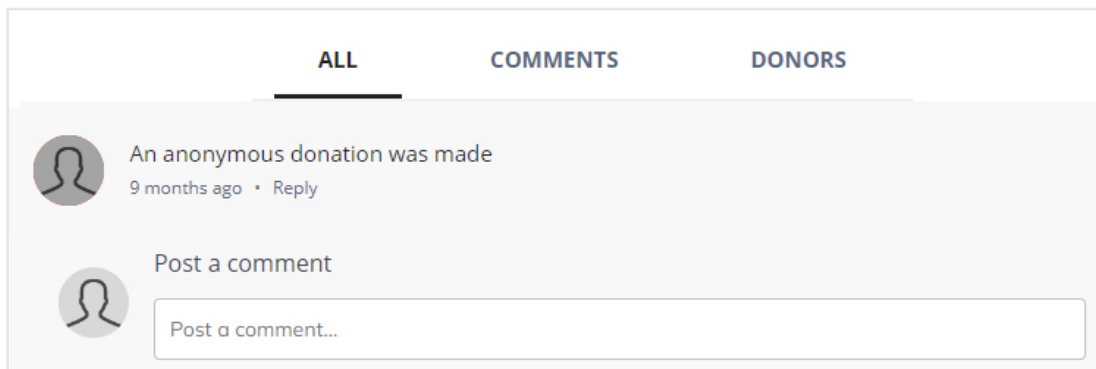
Review your page often to check your progress on your goal.
Continue to share updates with family and friends to build momentum for your campaign.

THANK YOUR DONORS

Once a donation is made, the donor will receive an automatic reply thanking them for support and providing a copy of the details of their donation. The donor will also receive a mailed copy of their receipt for tax purposes within five business days of their donation. In addition, if you would like to personally thank your donors you can do that in two ways.

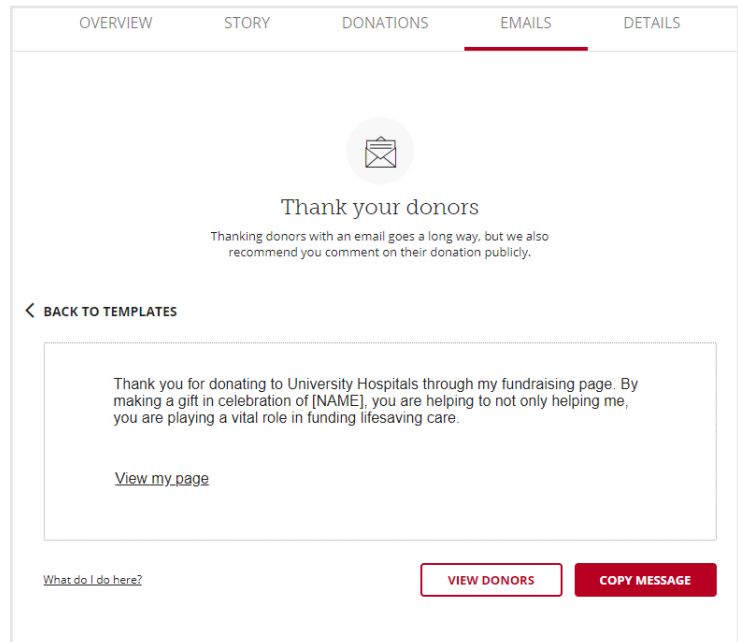
1. Comment on a Donation

- Thank donors by making a comment to each donation. Your response is public and will display in at the bottom of your campaign.



2. Send a Personalized Email

- In the administrator view, click on the “Emails” tab.
- This allows you to share “Copy a message to email”.
- Click on the “Thank your donors” template.
- Edit the template content box to share your message.
- Click on “Copy Message” to copy the text from the box.
- Open your email application (ex. Outlook, Apple Mail, Gmail), compose a new email and paste the text from your template into the email you will send to friends and family.



QUESTIONS? CONTACT US

Thank you for supporting University Hospitals with your online fundraising campaign. We hope this guide is a helpful resource as you launch your campaign.

If you have any questions about setting up your fundraising page or with deciding on the fund to support, please contact the University Hospitals Online Fundraising team at fundraising@uhhospitals.org.