

Mahoney  
Sabol 5K



*How To Guide*

# Using Your Fundraising Account

POWERED BY *haku*

# Using Your Fundraising Account

We are so excited you'll be joining us! As a fundraiser, you'll get access to a powerful fundraising account to help you raise money. Here are some highlights on using your fundraising account.

# 01

## Dashboard

Here you'll see links to your fundraising page and personal donation page. You can choose to send those links via email or text. You'll get a feed of your account activity and the option to share your efforts on social media and via email.

The screenshot shows the HMF Events fundraising dashboard for user Bill Brooks. The dashboard includes a navigation sidebar with options: Dashboard, Donors, Campaigns, Public Page, and Settings. The main content area features a welcome message, a progress bar for fundraising (\$50.00 raised, \$0.00 needed to meet minimum, \$100.00 personal goal), and a congratulatory message. Below this, there are tips for boosting fundraising, including sending email blasts and promoting recurring giving. An activity feed at the bottom shows a recent donation of \$50.00 and a reminder to reach more people by creating an email campaign.

**HMF EVENTS**

Welcome to your fundraising account, Bill!  
You have 114 days left to fundraise

Quick Actions: [Share Pages](#) [Download QR Code](#) [Get Your Links](#)

**\$50.00** RAISED

**\$0.00** NEEDED TO MEET MINIMUM

**\$100.00** PERSONAL GOAL

**Congratulations! You're all set to start fundraising!**

Tips for Boosting Fundraising!

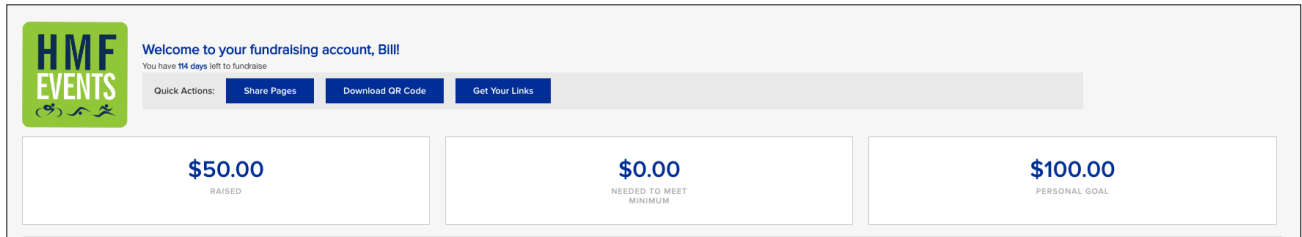
- Send Your First Email Blast To Your Donors. [Create a Campaign](#)
- Promote Recurring Giving To Your Donors. [Promote Recurring Giving](#)

ACTIVITY

- You donated \$50.00
- 114 days left to fundraise
- Reach more people by creating an [email campaign](#)
- You have no donations from postings in social media. Try posting a message using [Facebook](#) or [Twitter](#)
- You are 50% of the way there. Keep pushing!

[Help / Feedback](#)

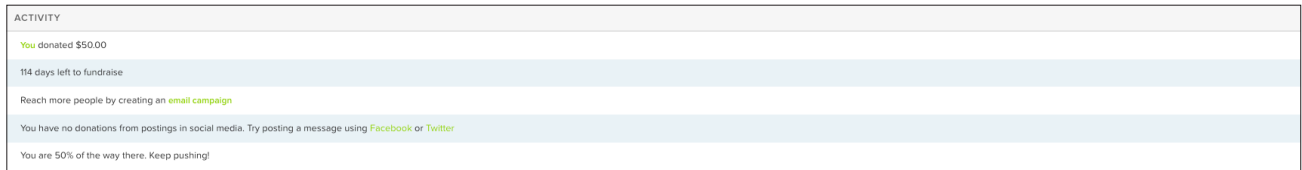
The top of the dashboard allows fundraisers to view their donations and progress in one easy-to-read view. Fundraisers are also able to share their public and donations page anywhere they'd like.



The screenshot shows the top section of a fundraising dashboard. On the left is the HMF EVENTS logo. To its right, a welcome message reads "Welcome to your fundraising account, Bill!" followed by "You have 114 days left to fundraise". Below this is a "Quick Actions" bar with buttons for "Share Pages", "Download QR Code", and "Get Your Links". At the bottom, three white boxes display fundraising metrics: "\$50.00 RAISED", "\$0.00 NEEDED TO MEET MINIMUM", and "\$100.00 PERSONAL GOAL".

The Activity section of the dashboard is a useful snapshot of users fundraiser's and their current progress.

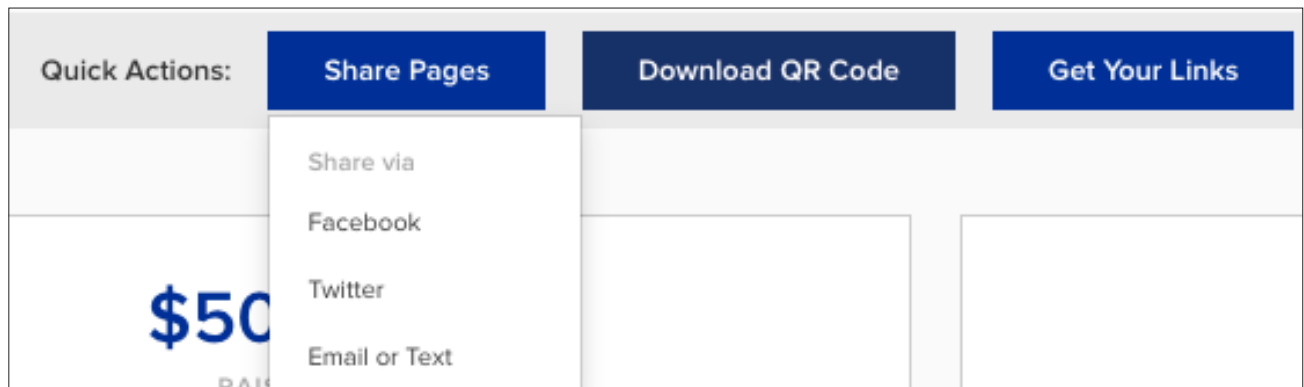
- View most recent donation and send a thank you directly to that donor.
- See how many days are left to fundraise and reach your goal.
- View percentage progress in real time.
- Reach out to more donors by sending an email campaign.
- Track donations made through social media channels.



The screenshot shows the "ACTIVITY" section of the dashboard. It contains four horizontal bars with the following text: "You donated \$50.00", "114 days left to fundraise", "Reach more people by creating an email campaign", and "You have no donations from postings in social media. Try posting a message using Facebook or Twitter". A final line at the bottom reads "You are 50% of the way there. Keep pushing!".

The Quick Actions section allows users to have social media sharing and quick email creating at their fingertips.

- Simply connect Facebook or Twitter and make a post without having to leave your fundraiser account.
- Posts made from your fundraiser account will show in Donors once people have made donations.
- Sending an email through the dashboard allows you to make a simple message to send to anyone you would like.
- You can also use a link to use in your own email. Donations from this link will also be tracked in the Donors tab.
- Users can download a QR code to have immediate access to their public Page.



# 02

## Donors

In this tab, you'll be able to see a list of all supporters, track donation sources, and easily thank those who have donated via the "Donors" tab.

The screenshot shows a dashboard titled "MY DONORS". On the left is a navigation menu with "Donors" selected. The main area is split into two tabs: "DONATION SOURCES" and "CAMPAIGNS". The "DONATION SOURCES" tab features a pie chart with a single blue slice labeled "Other". A message states: "You do not have any campaigns yet. Create one and let's start tracking results!". Below the chart is a search bar with the placeholder "Find a donor". A "Send Thank You" button is visible. The donor list contains two entries:

Donor Name	Donation Amount	Source	Action
<b>KATHY FELIX</b> kathyfelix@mail.com Donated on 01/05/2023 at 12:32 PM	DONATED \$50.00	SOURCE Other	Send Thank You
<b>YOU</b> billbrooks@me.com Donated on 12/13/2022 at 11:07 AM	DONATED \$50.00	SOURCE Other	

At the bottom right, it says "2 Donors". A "Help / Feedback" button is located in the bottom left corner.

The top of the Donors tab allows users to a snapshot of their donation sources. Donations made through social media, email, and campaigns will be shown here.



The bottom half of the Donors tab lets the user see everybody who has made a donation.

- Send Thank You Emails to multiple donors at once
- Export a list of your donors to a spreadsheet. Users can access their email if they want to create an email using their own email provider. (Only donors emails who did not make an anonymous donation will show in this export)
- See exactly how much and where the donor donated from.

Find a donor				Export
<input type="checkbox"/>	Send Thank You			
<input type="checkbox"/>	<b>KATHY FELIX</b> kathy@email.com Donated on 01/05/2023 at 12:32 PM	DONATED \$50.00	SOURCE Other	Send Thank You
<input type="checkbox"/>	<b>YOU</b> billbrooks@me.com Donated on 12/13/2023 at 11:07 AM	DONATED \$50.00	SOURCE Other	

# 03

## Campaigns

Peer-to-Peer fundraising is most successful when the fundraiser can make a meaningful connection with each potential donor.

- Fundraisers should take every opportunity to educate potential donors on the reasons why they should donate and the impact of their donation.
- Fundraisers should tailor their outreach to their audiences – for example, an email to friends should be different than an email to family members or coworkers.

The screenshot shows a web interface for creating a new campaign. At the top left is the 'HALF MARATHON' logo. The page title is 'New Campaign'. In the top right corner, there is a user profile for 'Bill Brooks' with '1 MORE ACCOUNT' and a dropdown arrow. Below the title, there are two links: 'Preview & Test' and 'Exit'. The main content area contains four input fields: 'CAMPAIGN NAME' with the placeholder text 'Friends and family email', 'SUBJECT LINE' with 'Please help my cause', 'REPLY TO EMAIL' with 'billbrooks@me.com', and 'MESSAGE' with a rich text editor toolbar containing 'B', 'I', 'U', and a link icon. At the bottom of the form, there is a progress indicator with 'RECIPIENTS', 'MESSAGE', and 'CONFIRM' steps, and a blue 'Next Step' button.

To create a campaign simply click “CREATE NEW” and you will be redirected to the campaign maker. After importing your contacts you can create the content of your campaign. Users are also able to preview their message by clicking “PREVIEW & TEST

# 04

## Public Pages

Your Public Page helps you bring a personal touch to your fundraising efforts. It's where you'll be able to increase your personal fundraising goal, change your page name, and add your own photos and videos. Here you will also be able to add how many miles you have achieved during the event. Share your miles to get more donations!

**HMF EVENTS**

Dashboard YOUR PAGE YOUR UPDATES

Donors

Campaigns

Public Page

Settings

ADD A BANNER PHOTO TO YOUR PAGE  
Preferred size should be 1600x500 pixels

Upload Image  
CLEAR IMAGE

ADD OR UPDATE YOUR PROFILE PHOTO  
Preferred size should be 358x250 pixels

Upload Image or Video  
CLEAR IMAGE

ADD PHOTOS OR VIDEOS TO DISPLAY  
Preferred size should be 358x250 pixels, Images are limited to 10MB or less, v

DRAG FILE HERE OR choose file

PAGE NAME  
Bill's Fundraising Page

A MESSAGE TO YOUR DONORS

**B** *I* U

Please support my fundraising efforts for the CT Race In The Park. No donation is too small. Please click on the donate button!

**Bill's Fundraising Page**  
Only 114 days remaining to help Bill reach his fundraising goal

Donate Today

\$100.00 raised \$100.00 goal

Want To Help?  
Register To Participate

**Mahoney Sabol 5K**  
Brought to you by Hartford Marathon Foundation  
Follow 3,104 followers Follow 22K

Share This Fundraising Page

Story Supporters

A MESSAGE FROM BILL  
Please support my fundraising efforts for the MahoneySabol 5K. No donation is too small. Please click on the donate button!



# 05

## Team Pages

Teams allow fundraising in groups. Some groups include friends, coworkers, or a family team to name a few. Join or create a team in your fundraising account by clicking the drop down in the top-right and selecting create team or join team.

- When you create a or join a team a new tab is added titled "Team". This is where you can communicate with your team, download a report of team members, and invite new team members.
- The Public Page tab is where you will access your team page. Like Your Page the
- Team Page is similar in customization options.

**Mahoney Sabol 5K**

**WE ARE THE BEST TEAM**  
Only 114 days remaining to help MahoneySabol 5K reach the fundraising goal

**\$600.00** raised **\$5,000.00** goal

[Donate Today](#)

**Fundraisers** | Donations

1. **Bill Brooks** **\$100.00**

**Mahoney Sabol 5K**  
Brought to you by Hartford Marathon Foundation  
[Follow](#) 3,104 followers [Follow](#) 226

Share This Fundraising Team Page  
[Facebook](#) [Twitter](#) [Email](#)

Dashboard	Find a team member			
Donors	SHOWING: All 2	Pending 0	Registered 2	<a href="#">Export</a> <a href="#">Message Team</a> <a href="#">Invite People</a>
Team Fundraisers	<b>Bill Brooks</b> <small>Custom</small> billbrookssime.com Registered for 5K - Adult	RAISED <b>\$100.00</b>	COMMITMENT <b>\$0.00</b>	NEEDED <b>\$0.00</b>
Campaigns	<b>Jerry Morris</b> jerry@time.net Registered for 5K - Adult	RAISED <b>\$0.00</b>	COMMITMENT <b>\$0.00</b>	NEEDED <b>\$0.00</b> <a href="#">Message</a>
Public Page				
Settings				