

## SETTING UP YOUR SAFE KIDS DAY PAGE

As discussed in the website training webinar, you must set-up an individual page before you can join a team or become the captain of a team. The steps below walk you through how to set-up that individual page. Please note that the steps that discuss editing and customizing the page and sharing the page, will be the same once you have access to your team page.

It is also a good idea to have sponsors who wish to have a fundraising page set theirs up as an individual page, with their donations specified to your team coalition page. This will ensure the dollars they raise go towards your total.

Please e-mail [skd@safekids.org](mailto:skd@safekids.org) or call 202-662-0622 with any questions. Thank you!

**Step 1** – Go to [give.safekids.org/safekidsday](http://give.safekids.org/safekidsday) and click on the green button that says “Become a fundraiser.”

Presented by  
**SAFE KIDS DAY** *Children's* **TYLENOL**

Twitter Facebook

**SAFE KIDS DAY**  
Celebrate kids. Prevent injuries. Save lives.  
A day to save a million tomorrows.

Children's Tylenol FedEx FOUNDATION

**Safe Kids Day 2014** Goal: \$1000000

Benefiting: Safe Kids Worldwide

Hosted by: Safe Kids Worldwide

Contact: [skd@safekids.org](mailto:skd@safekids.org)

\$565,000 57% Complete

**Start Fundraising**  
As part of this campaign, you can create a personal fundraising page and raise money for the cause.

**BECOME A FUNDRAISER**

**DONATE NOW**

**Step 2(a)** – If you participated using the website last year and created an account then, click log-in in the upper right-hand corner of the page.

**Step 2(b)** If you have never created an account on this site (ie you did NOT participate last year), please enter your name, email address, password and birthday and click the “sign up with email” button. We do not recommend that you use Facebook to sign up, as that will pull your personal information from Facebook and not your work email.

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LOG IN

### Create an Account

 **Sign Up with Facebook**

By signing up, I agree to the [terms and conditions](#).

or

### Sign Up with Email

Your Name\*

First Name  Last Name

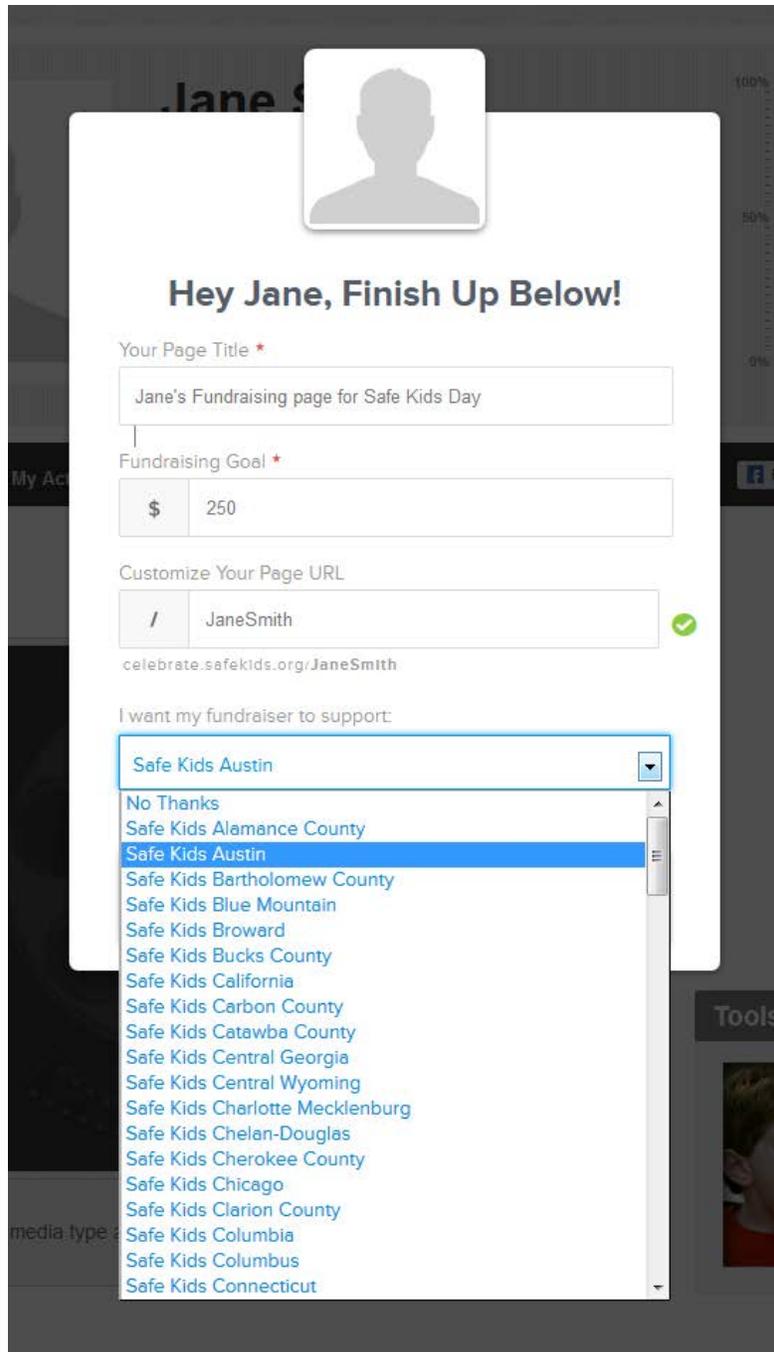
Email Address\*

Create a Password\*

Date of Birth\*

**Step 3** –Once you are signed up or logged-in you get to this screen, where there are four steps to complete.

- 1) Add the title of your page. You can use your name or come up with something creative!
- 2) Add your individual fundraising goal.
- 3) Choose your custom URL – something simple for people to find your page.
- 4) Click the menu under “I want my fundraising to support” and click on your team page.
- 5) Add a photo – directions on next page.

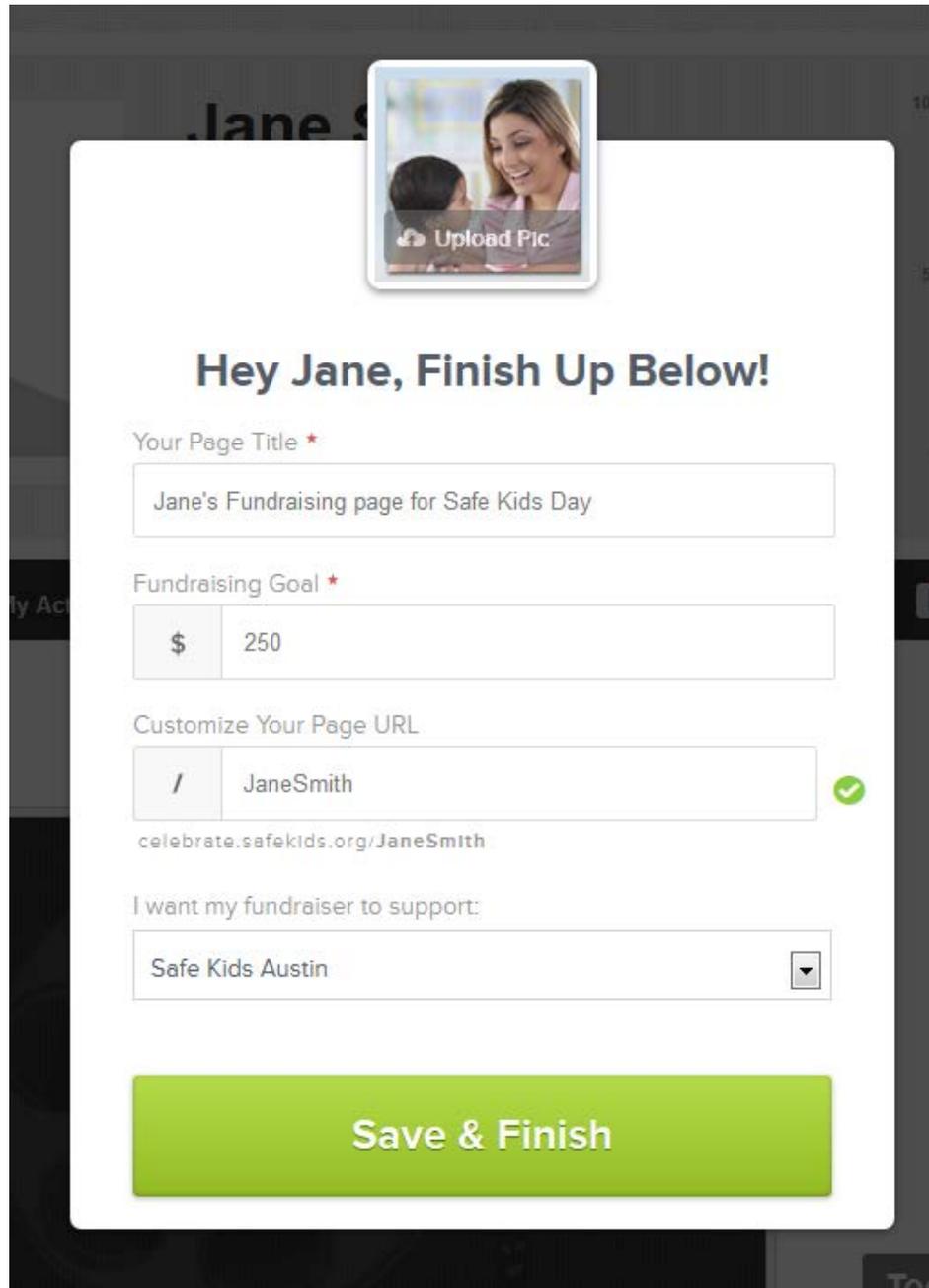


The screenshot shows a web form for setting up a fundraising page. At the top, there is a placeholder for a profile picture. Below it, the heading reads "Hey Jane, Finish Up Below!". The form contains several input fields and a dropdown menu:

- Your Page Title \***: A text box containing "Jane's Fundraising page for Safe Kids Day".
- Fundraising Goal \***: A text box with a dollar sign icon and the value "250".
- Customize Your Page URL**: A text box with a slash icon and the value "JaneSmith", followed by a green checkmark icon. Below this, the URL "celebrate.safekids.org/JaneSmith" is displayed.
- I want my fundraiser to support:**: A dropdown menu with "Safe Kids Austin" selected. The menu is open, showing a list of options including "No Thanks", "Safe Kids Alamance County", "Safe Kids Austin", "Safe Kids Bartholomew County", "Safe Kids Blue Mountain", "Safe Kids Broward", "Safe Kids Bucks County", "Safe Kids California", "Safe Kids Carbon County", "Safe Kids Catawba County", "Safe Kids Central Georgia", "Safe Kids Central Wyoming", "Safe Kids Charlotte Mecklenburg", "Safe Kids Chelan-Douglas", "Safe Kids Cherokee County", "Safe Kids Chicago", "Safe Kids Clarion County", "Safe Kids Columbia", "Safe Kids Columbus", and "Safe Kids Connecticut".

## Adding a Profile Photo

Here you can add an image by clicking on the grey box. Then, you can choose a photo that you have saved on your computer. We recommend that you use a photo of yourself so that your page is easy to find. You can always add a photo later if you do not have one handy.



The screenshot shows a fundraising page setup form for Jane Smith. At the top, there is a profile photo placeholder with a grey box and the text "Upload Pic". Below this is a heading "Hey Jane, Finish Up Below!". The form contains several fields: "Your Page Title" with the value "Jane's Fundraising page for Safe Kids Day"; "Fundraising Goal" with a dollar sign icon and the value "250"; "Customize Your Page URL" with a slash icon and the value "JaneSmith", which is marked as valid with a green checkmark; and "I want my fundraiser to support:" with a dropdown menu showing "Safe Kids Austin". At the bottom of the form is a large green button labeled "Save & Finish".

**Hey Jane, Finish Up Below!**

Your Page Title \*

Jane's Fundraising page for Safe Kids Day

Fundraising Goal \*

\$ 250

Customize Your Page URL

/ JaneSmith ✓

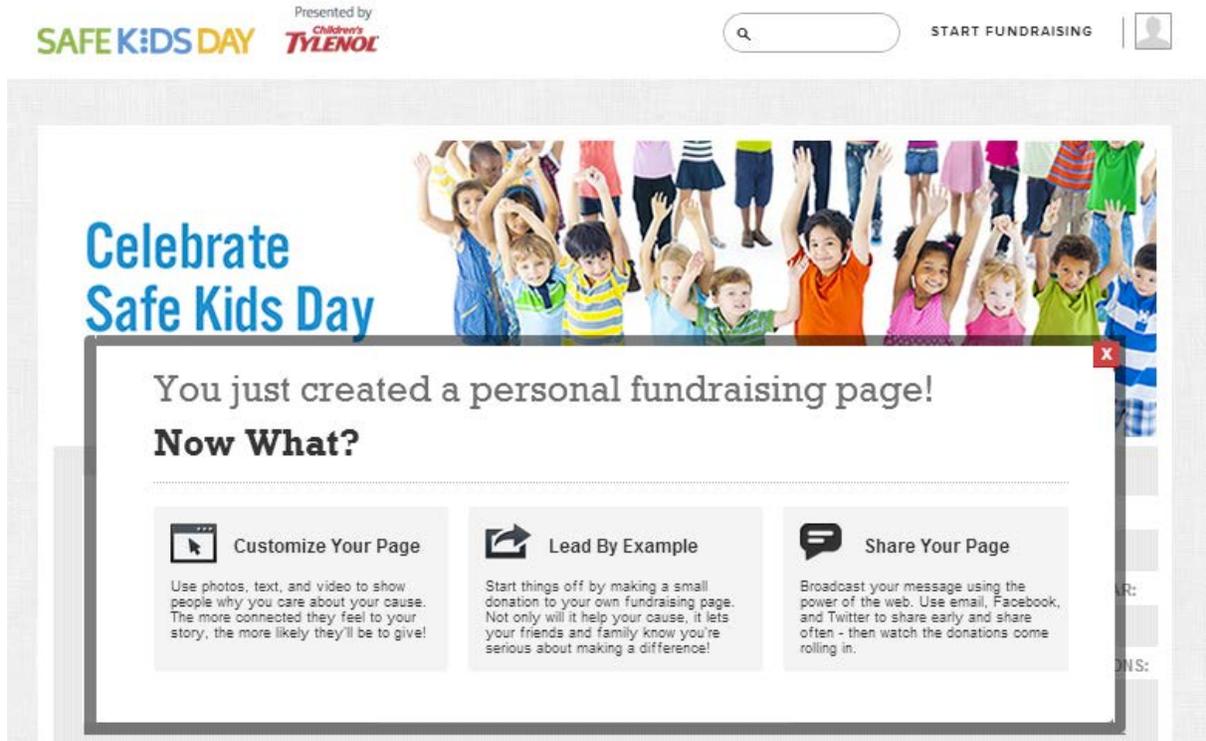
celebrate.safekids.org/JaneSmith

I want my fundraiser to support:

Safe Kids Austin

**Save & Finish**

Once you click "Save & Finish" you will see this screen that tells you what you can do next. After you read it, click the  to close to pop-up.



**SAFE KIDS DAY** Presented by **Children's TYLENOL**  START FUNDRAISING 

## Celebrate Safe Kids Day

You just created a personal fundraising page!  
**Now What?**

-  **Customize Your Page**  
Use photos, text, and video to show people why you care about your cause. The more connected they feel to your story, the more likely they'll be to give!
-  **Lead By Example**  
Start things off by making a small donation to your own fundraising page. Not only will it help your cause, it lets your friends and family know you're serious about making a difference!
-  **Share Your Page**  
Broadcast your message using the power of the web. Use email, Facebook, and Twitter to share early and share often - then watch the donations come rolling in.

***\*Please remember to now e-mail [skd@safekids.org](mailto:skd@safekids.org) so that you can be made team captain and be granted the ability to edit your TEAM page. You can continue to edit and update your INDIVIDUAL page while waiting to be made team captain for your coalition team page.***

**Step 4** – Now you can customize your page and add additional photos or videos. Click “Edit Your Page” to begin.

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SAFE KIDS DAY  
Celebrate kids. Prevent injuries. Save lives.  
A day to save a million tomorrows.

FedEx FOUNDATION CHEVROLET

 **Alana Juteau**  
Keep Kids Safe  
[Donate](#)

100%  
50%  
0%

MY GOAL:  
**\$1,000**

RAISED SO FAR:  
**\$0**

# OF DONATIONS:  
**0**

My Story Updates **Edit Your Page** Donations Share: Like Share 0 Tweet Email

You are currently fundraising individually. Do you want to create or join a team?  
[Create or Join Team](#)

## Editing Your Page

You can edit and update the information you added earlier or add additional information.

The screenshot shows the 'Edit your Fundraising Page' interface. At the top, there is a navigation bar with 'My Story', 'My Activity', and 'Edit My Page' (which is highlighted). To the right of the navigation bar are social sharing options: 'SHARE: Email', 'Embed', 'Twitter', and 'Facebook'. Below the navigation bar, the main heading is 'Edit your Fundraising Page' with a 'Delete My Page' button on the right. The form is divided into several sections: 1. 'Enter your Page Title:' with a text input field containing 'Jane'. 2. 'Enter your Fundraising Goal:' with a text input field containing '\$ 250'. 3. 'Customize Your Page URL:' showing the current URL 'celebrate.safekids.org/' and a text input field containing 'JaneSmith', with a 'Check Availability' link. 4. 'Upload/Edit your Picture:' featuring a placeholder image of a woman and child, an 'Upload' button, and a list of where the picture will be shown: 'On your fundraising page' and 'In your StayClassy member profile (optional)'. 5. 'Showcase Videos and Photos on Your Page:' with a sub-heading and a note that users can showcase Vimeo and/or YouTube videos by pasting in the URL. Below this is a large grey button with a plus sign and the text 'Click this thumbnail to start uploading photos and videos'.

## Adding a Photo or Video

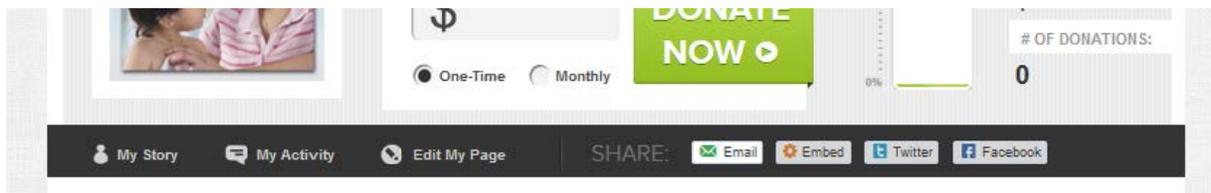
To add a photo or a video, you just click the plus sign in the grey box and a pop-up box will prompt you to upload a video or a photo. Videos have to be from YouTube or Vimeo, so you have to upload them there before you can add them here. Photos and image are uploaded from your computer.

This screenshot shows a 'Choose Media' pop-up box overlaid on the 'Upload/Edit your Picture' section of the page. The pop-up box has two main buttons: 'Upload Video' and 'Upload Photo'. In the background, the 'Your picture will be shown:' section is visible, showing the same list of options as in the previous screenshot. The 'Showcase Videos and Photos on Your Page:' section is also partially visible, showing the plus sign button and the text 'Click this thumbnail to start uploading photos and videos'.

## Customizing the Text on Your Page

To make it easy for you, we already added some text about Safe Kids Day. You can keep the text or create your own. To make changes you just click in the box and make changes to existing text, or delete the current text and write your own – it works like a word document would. Remember to save your changes at the bottom of the page!

**Step 5 - Sharing your Page** There are several different ways that you can get the message out about to potential supporters. 1) You can send emails, 2) Embed information about your campaign on blog or a website, 3) Share your page on twitter, and 4) Share your page on Facebook.



## Emailing

You can always send emails to your contacts through your work or personal account alerting family and friends to your fundraising efforts, and paste the custom URL for your coalition in that email.



## Email Friends & Family

**To:**

*Send a test email by addressing and sending the email to yourself.*

**Template:**

**From:**

**Subject:**

**Message:**

Source | | | | |

Proceeds from Safe Kids Day support Safe Kids Worldwide, a leading nonprofit organization dedicated to preventing childhood injury. Safe Kids works with an extensive network of 600 coalitions across the United States and with partners in 23 countries around the world to reduce traffic injuries, drownings, falls, burns, poisonings and more.

Your donation will be put to work immediately to protect kids through research, education and awareness about child injury prevention.

Learn more about Safe Kids at [www.safekids.org](http://www.safekids.org).

**Thank you for your support!**

body p a

Additionally, you can also send emails through the system. To make it easy for you, we have added messages and template that you can use, or you can create your own. There are three different templates that you can use: 1) a “Spread the Word” appeal 2) A “Thank You Message” and 3) a blank template that you can customize if you like.

### Adding Email Addresses

There are two options: 1) Manually add the emails in the “to” field or 2) Import addresses from Yahoo or Gmail. Those are the only two options for importing at this time.



When you add the email addresses in the “To” field, remember to separate them with a comma or a semicolon.

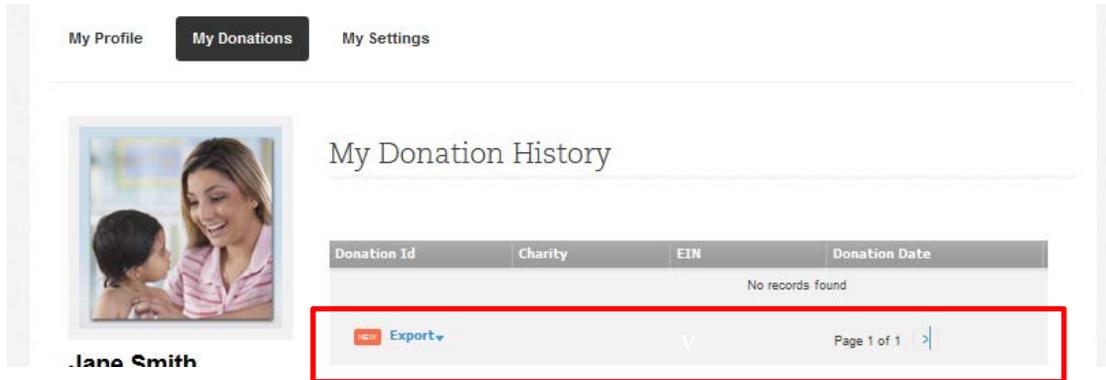
Example: [lconley@safekids.org](mailto:lconley@safekids.org), [jsmith@safekids.org](mailto:jsmith@safekids.org), [kdoe@safekids.org](mailto:kdoe@safekids.org) or [lconley@safekids.org](mailto:lconley@safekids.org);  
[jsmith@safekids.org](mailto:jsmith@safekids.org); [kdoe@safekids.org](mailto:kdoe@safekids.org)

### Sending a Thank You Email to Donors

The easiest way to send a thank you email to people who have made a donation is to download their emails using the report tool under “My Profile” and clicking “My Donations.”

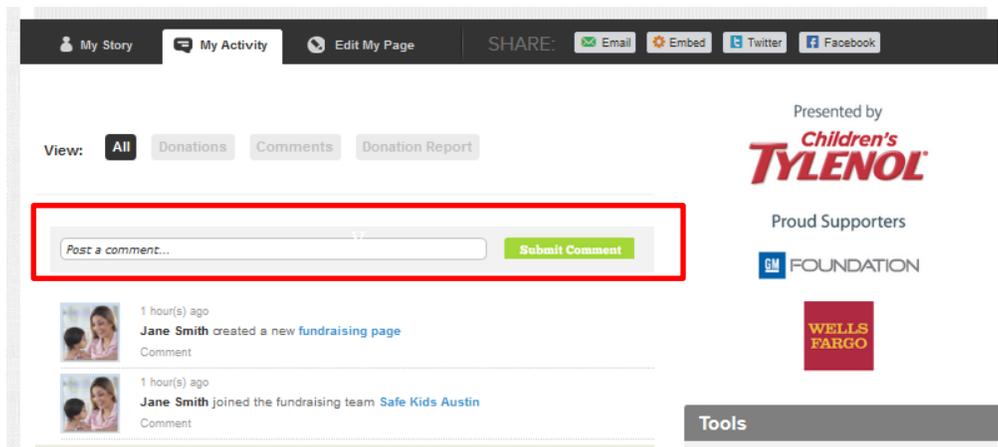


Then, export the excel file, copy and format the emails according to the instructions above, add the emails in the “to” field, select the “Thank Donor” template, review and edit the text and send out your message!



Please note that you do not have to send out a thank you message. An auto-responder “thank you” message is sent out when someone make a donation.

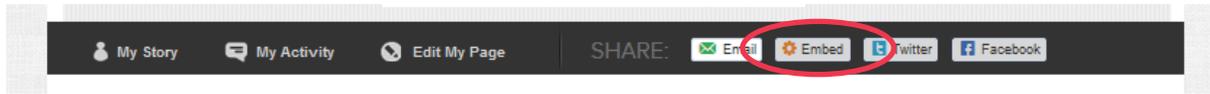
Additionally, you can also post a “thank you” message using the **comments tool**.



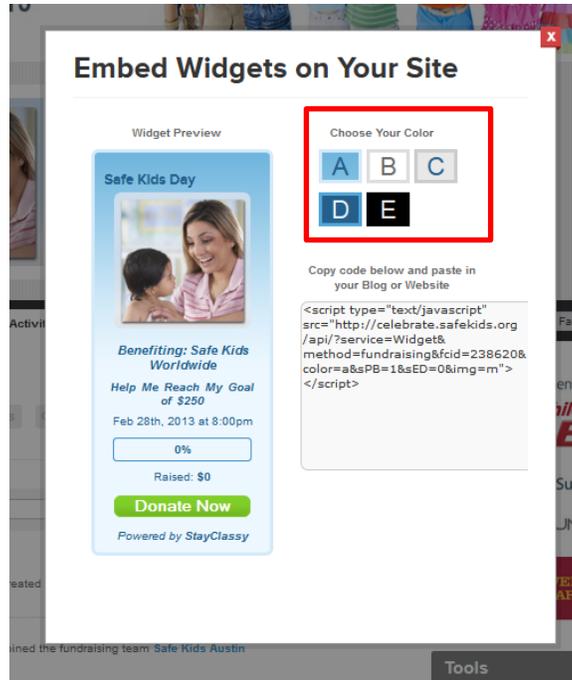
***\*Please remember to send information about any offline donations (i.e. funds raised from local sponsors) to [skd@safekids.org](mailto:skd@safekids.org) so that they can be added into your overall fundraising total! We want you to get credit for everything you raise.***

## Embed information about your campaign on blog or a website

To embed a widget that links to your page, click the embed button.

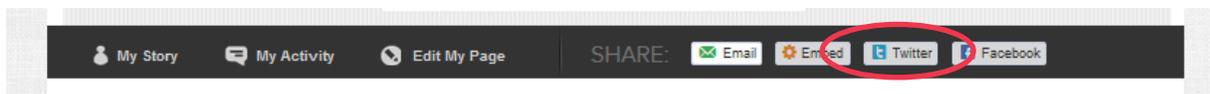


After you click the button, a pop-up appears. There you select your color, preview your widget, copy the code and add to your blog or website.



## Share your page on Twitter

To share your page on Twitter, click the Twitter button.



Once you click on the Twitter button, you will see this message and you can edit it or send as is. We suggest that you replace Safe Kids Worldwide with Safe Kids Day and delete StayClassy.org, and make the message your own!



## Share your page on Facebook

To share your page on Facebook, click the Facebook button.

Once you click on the Facebook button, you will see this message and you can edit it or send as is. We suggest that you delete StayClassy.org in the header. Just click on the header to edit it. You can also make your message your own by adding in text by clicking on the text box. Also, make sure to select your profile image on the left.

