Creating and Editing Your #GivingTuesday Fundraising Page

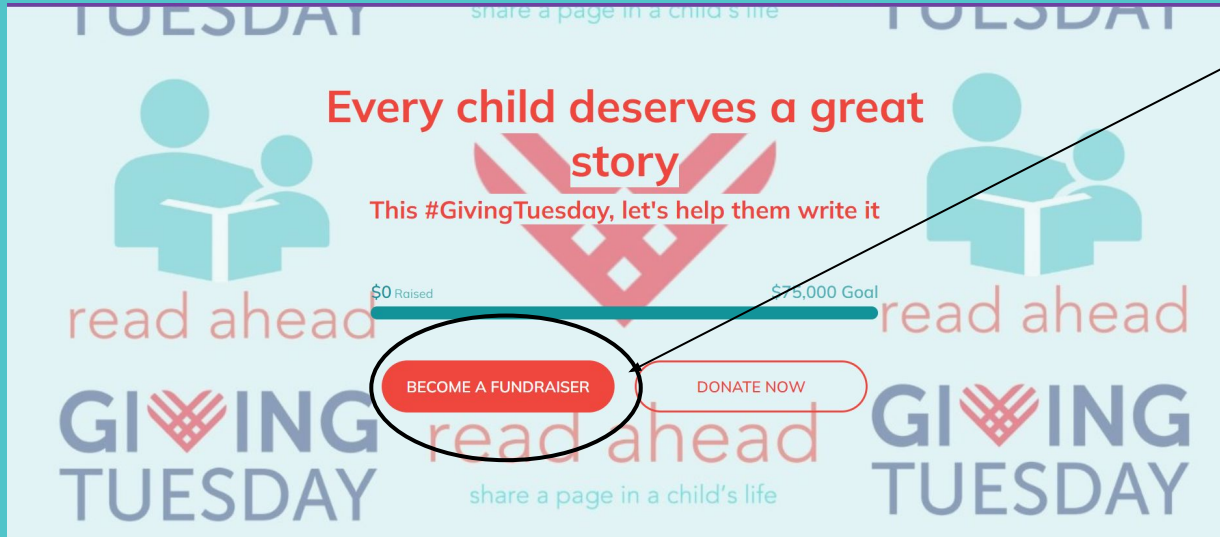read ahead

share a page in a child's life

THE BASICS

- This deck will walk you through how to create & log into your individual fundraising page.

- Read Ahead uses Classy.org for our online fundraising pages. Classy is an award-winning company that works with thousands of nonprofits. Their site is secure and easy to use.

- You can access the main Read Ahead fundraising page for #GivingTuesday here - you'll always be able to log into your personal page from the upper right corner

- Reach out to the Read Ahead staff team at (development@readahead.org) at any time with questions or for more guidance.

CREATING YOUR PAGE

The process is quick & straightforward, but if you run into any difficulties, let us know & we can walk you through the process!

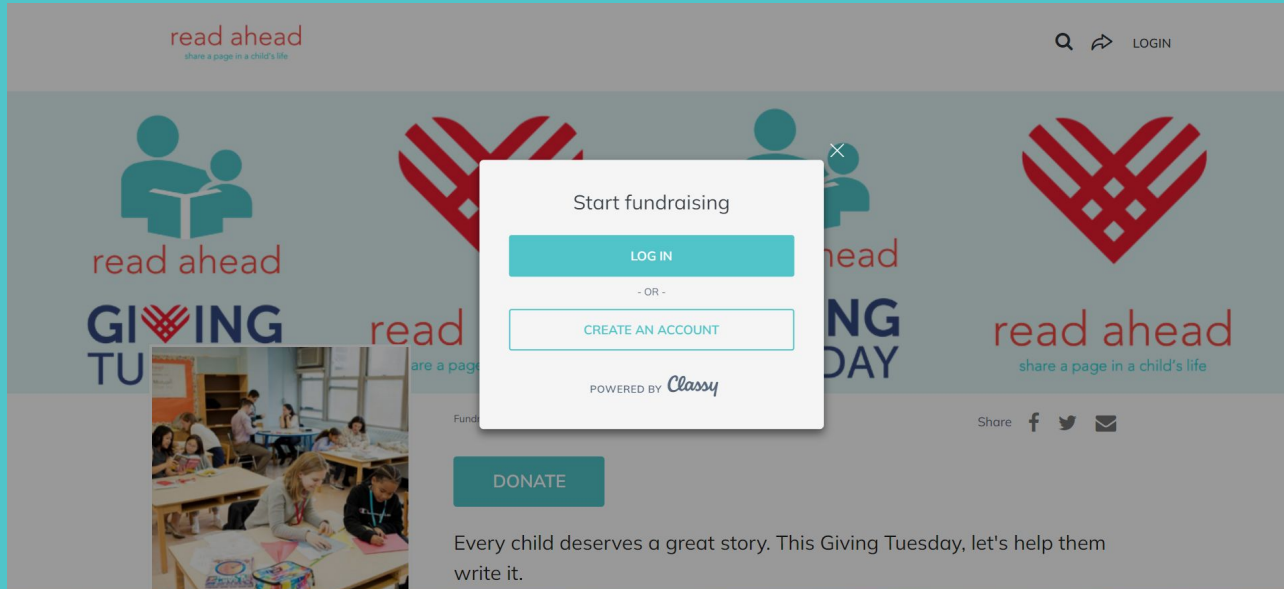On the main page, click "Become a Fundraiser"

Every child deserves a great story

This #GivingTuesday, let's help them write it

$0 Raised $75,000 Goal

BECOME A FUNDRAISER   DONATE NOW

read ahead

share a page in a child's life
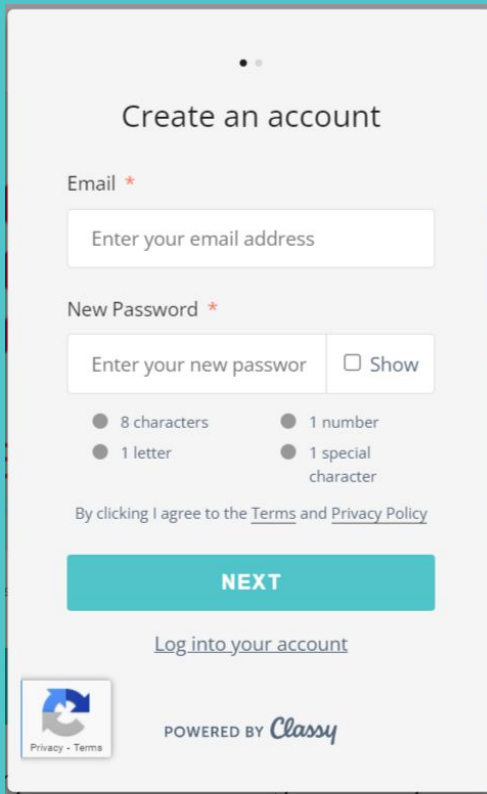
CREATING YOUR PAGE (cont.)

Once the start fundraising box comes up, click "As an individual"

CREATING YOUR PAGE (cont.)

Once the fundraising box appears click "log in" (if you have a Classy account) or "create account" (if this is your first time using Classy)

CREATING YOUR PAGE: NEW USER

Create an account

Email *

Enter your email address

New Password *

Enter your new passwor   ☐ Show

● 8 characters   ● 1 number
● 1 letter   ● 1 special
                       character
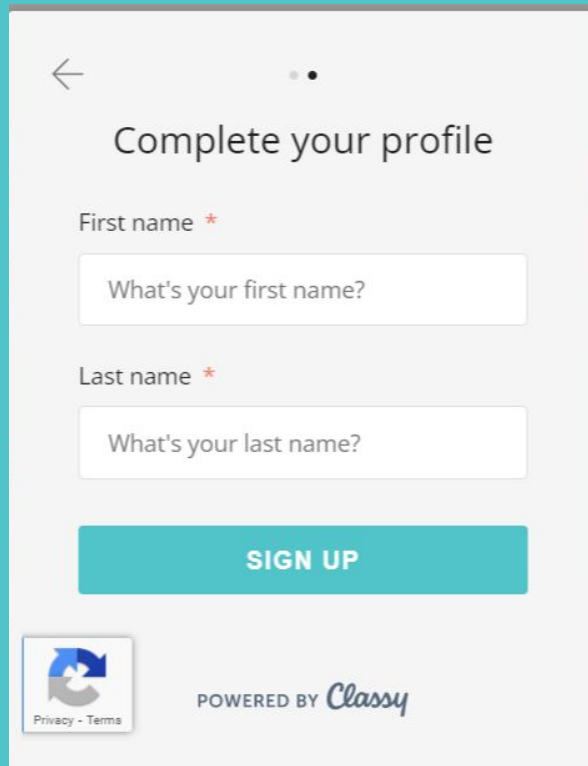
By clicking I agree to the Terms and Privacy Policy

NEXT

Log into your account

Privacy - Terms   POWERED BY Classy

1) If this is your first time using Classy, enter an email address and password then click "next"

2) Then enter your first and last name under "Complete your profile" and click "sign up" - and you should be good to go!

Complete your profile

First name *

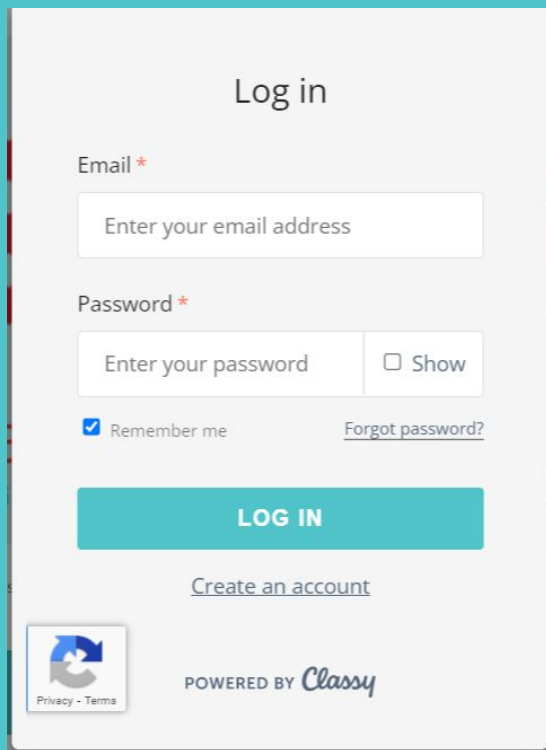What's your first name?

Last name *

What's your last name?

SIGN UP

Privacy - Terms   POWERED BY Classy

CREATING YOUR PAGE: EXISTING USER

Log in

Email *

Enter your email address

Password *

Enter your password   ☐ Show

☑ Remember me   Forgot password?

LOG IN

Create an account

Privacy - Terms

POWERED BY *Classy*

1) If you have a Classy account already, log in with your email and password—and voila, you're in!

CREATING YOUR PAGE (cont.)

Create your page

☐ I'm fundraising to honor someone else.

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

USD ▼ | $ 1,250.00 ✓

Your Page's Headline *

[   ] ↻
0/255

Set your Fundraising Page's Short URL (optional)
https://donate.readahead.org/ExampleShortUrl

Start typing

☐ It's okay to contact me in the future.

NEXT

- Giving Tuesday is November 29th, but cultivating and reaching out to donors happens in advance of the big day!

- Give your page a headline, e.g. "Support Young Readers in NYC" or "Invest in Young Readers in NYC" etc.

- Choose a 'short url' - something catchy that you'll remember

- You can leave the goal as-is, or update it to another amount; you can also modify this throughout the campaign

- Please make sure you create your page ASAP

Create your page

☐ I'm fundraising to honor someone else.

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

USD ▼ | $ 1,250.00 ✓

Your Page's Headline *

Invest In Young Readers in NYC! ↻
31/255

Set your Fundraising Page's Short URL (optional)
https://donate.readahead.org/MatildaSupportsReadAhead

MatildaSupportsReadAhead ✓

☐ It's okay to contact me in the future.

NEXT

CREATING YOUR PAGE (cont.)

You'll be prompted to choose a photo to use as your avatar.

The default is a picture of kids reading, but we strongly recommend choosing a photo of you (reading your favorite book- whatever you'd like!).

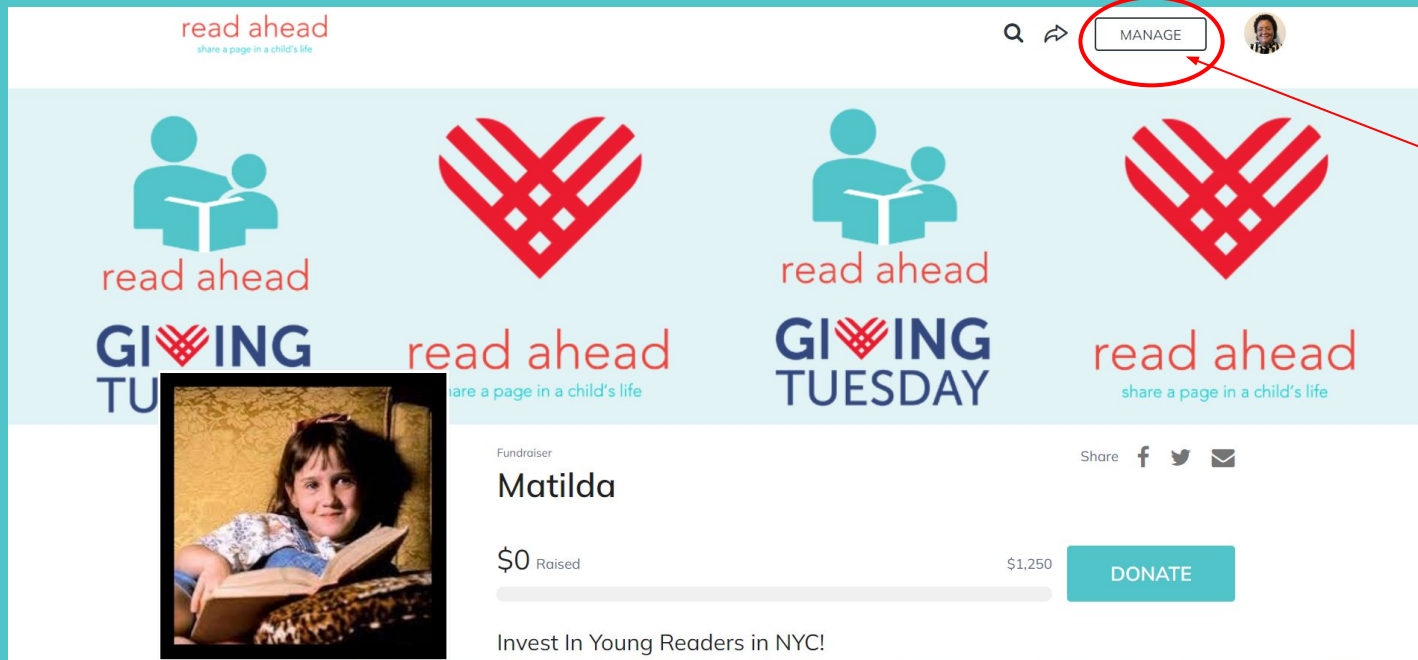This will help your page feel more personal, and inspire your donors to support you.

MANAGING YOUR PAGE

When you're logged into your page, you'll see the 'Manage' button in the upper right hand corner.

This will let you customize your page (if you'd like) and view who has donated to your campaign.

MANAGING YOUR PAGE (cont.)
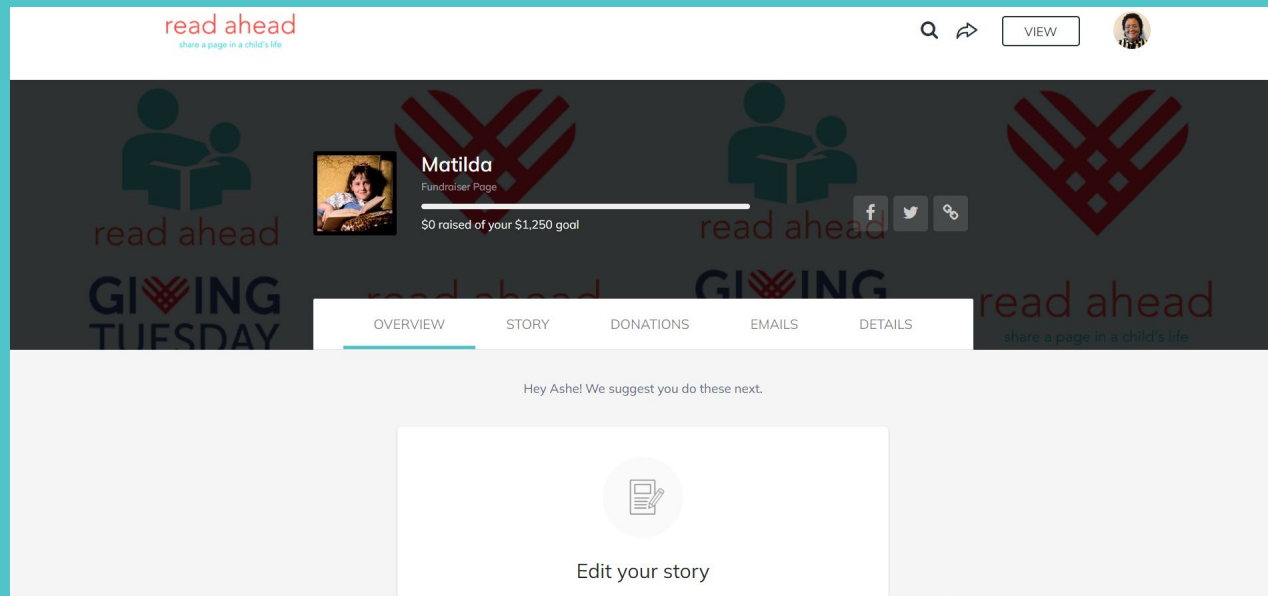
OVERVIEW: Outlines your page customization options.

STORY: Lets you edit & customize the text on your page. You can also post updates to share #GivingTuesday progress and generate excitement!

DONATIONS: Shows list of your donations & donors.

EMAILS: Here you'll find a template email to send to donors. (More templates are also in the Fundraising Toolkit we shared!)

DETAILS: Update your headline, change your profile picture, and copy your short URL here.

LOGGING INTO YOUR PAGE
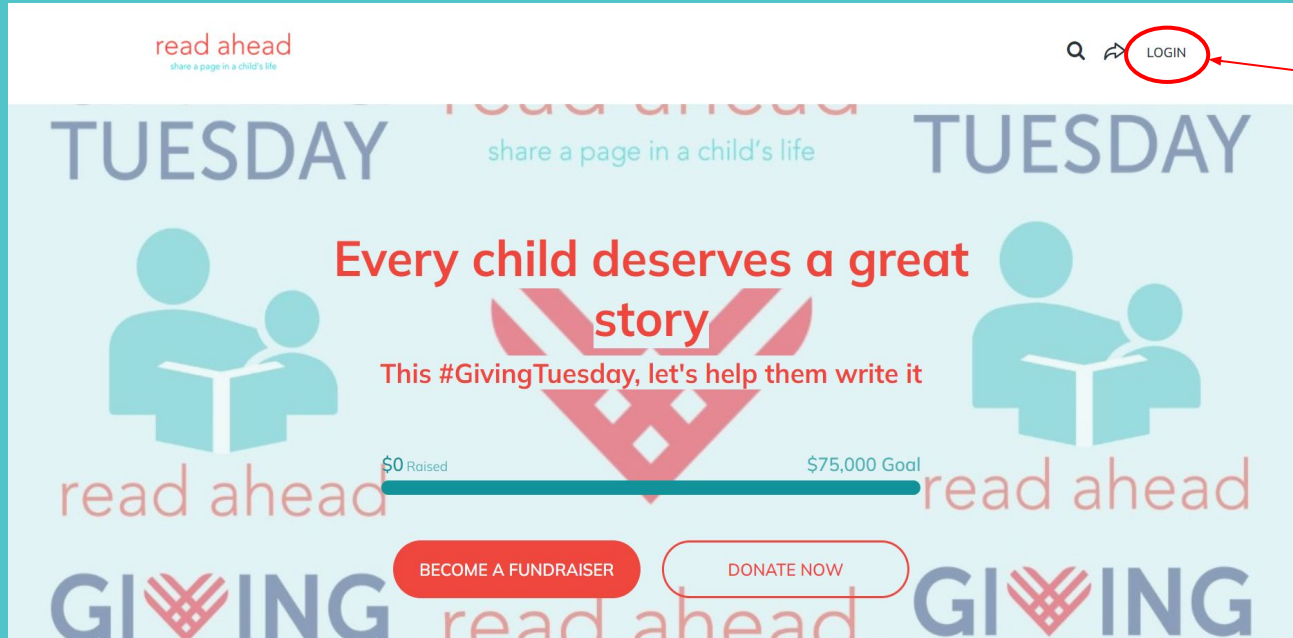
You can always find your fundraising page from the main site by clicking the "Login" option in the top right hand corner

ADDITIONAL RESOURCES (CLASSY)

- How to Create a Fundraising Page

- How to Edit a Fundraising Page

- How to Post Updates to a Fundraising Page

FOR MORE INFORMATION

- If you have any questions, concerns or issues, please contact us at Read Ahead (development@readahead.org) first before reaching out to Classy - we should be able to help troubleshoot many common issues!

- THANK YOU for supporting Read Ahead!