

Creating and Editing Your #GivingTuesday Fundraising Page



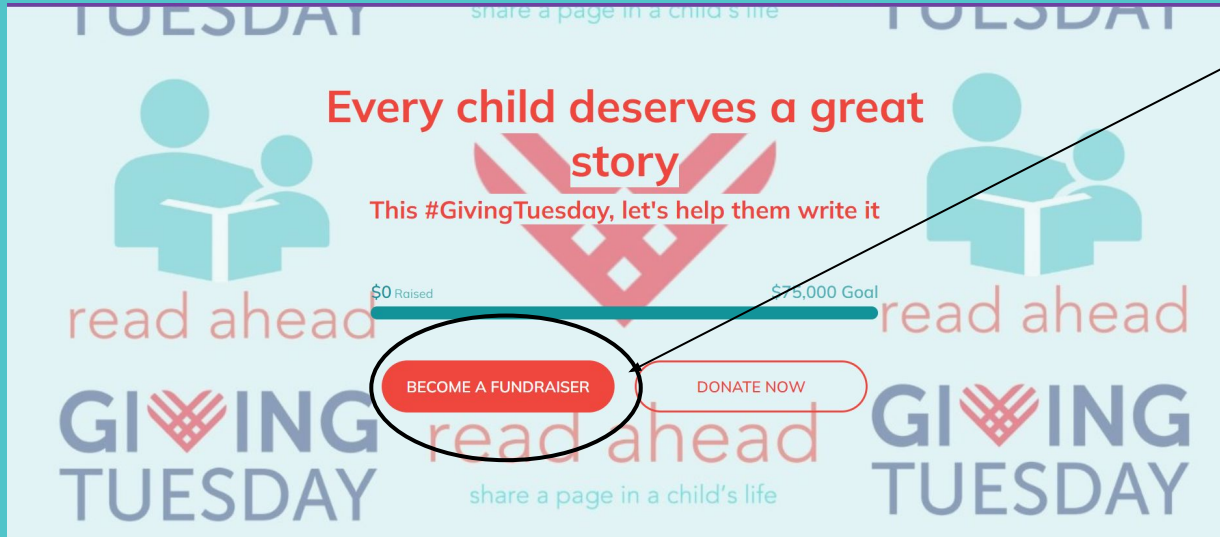
THE BASICS

- 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"

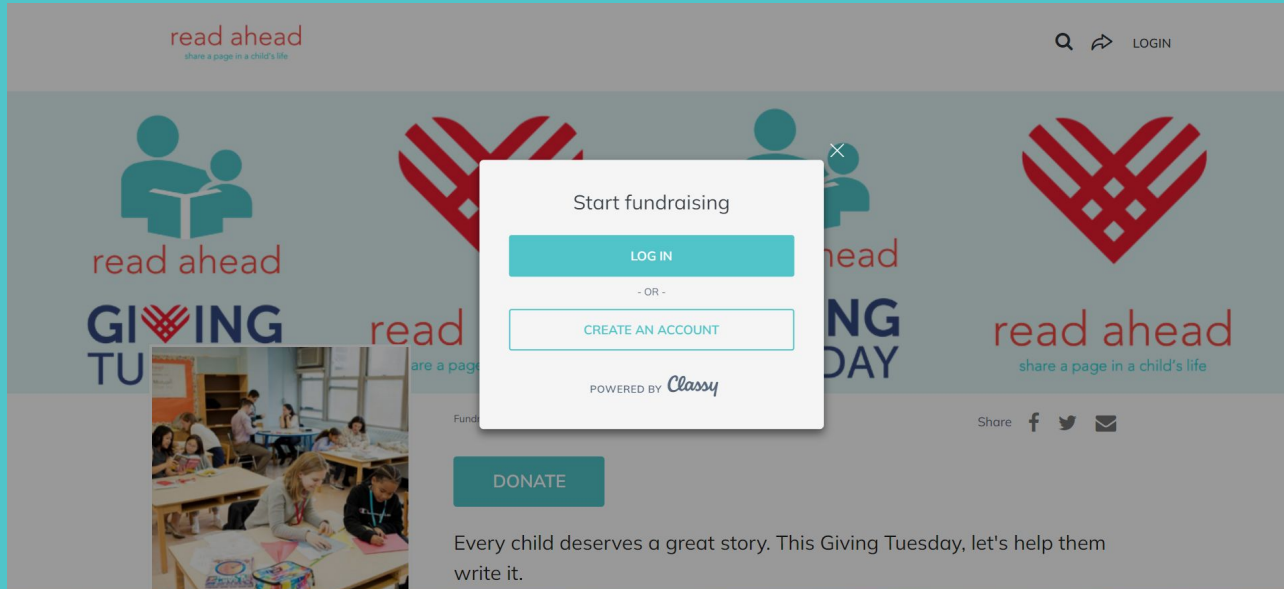


CREATING YOUR PAGE (cont.)



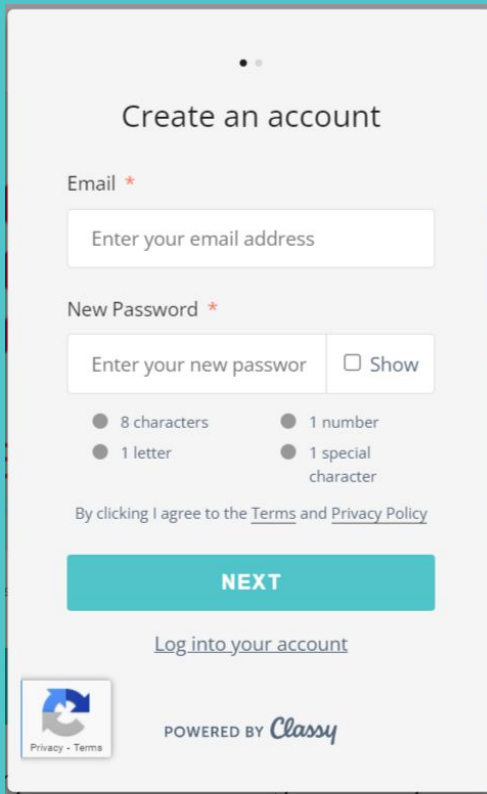
Once the start fundraising box comes up, click "As an individual"

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 *

New Password *


☐ Show

- 8 characters
- 1 number
- 1 letter
- 1 special character

By clicking I agree to the [Terms](#) and [Privacy Policy](#)

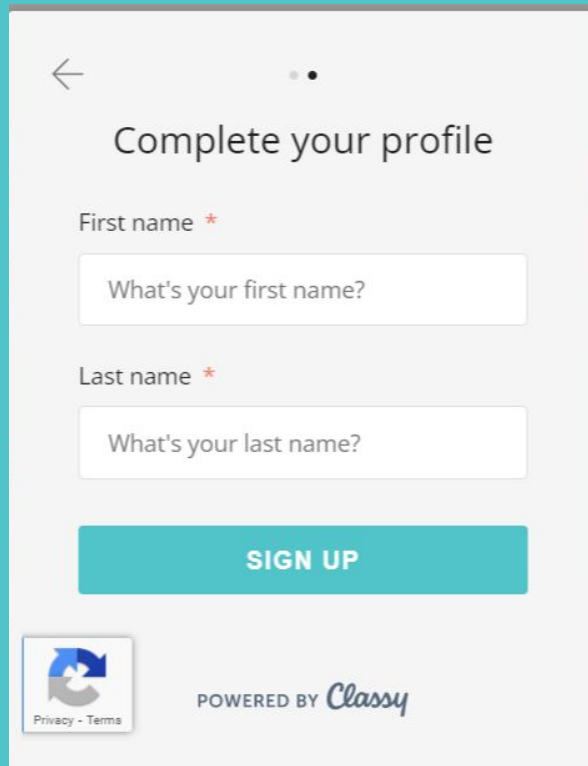
NEXT

[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 *

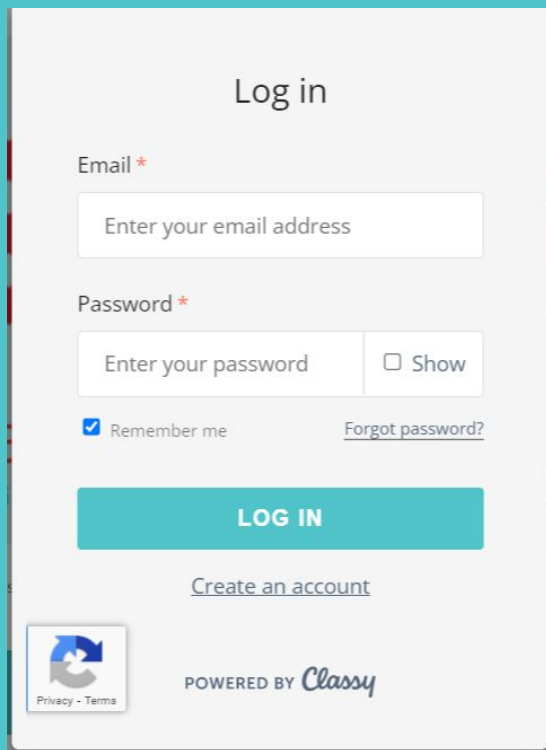
Last name *

SIGN UP


Privacy - Terms

POWERED BY *Classy*

CREATING YOUR PAGE: EXISTING USER



The screenshot shows a login form on a light gray background. At the top, the text "Log in" is centered. Below it, the label "Email *" is followed by a text input field containing the placeholder "Enter your email address". Underneath, the label "Password *" is followed by a text input field containing the placeholder "Enter your password" and a "Show" button with a square icon. To the left of the password field is a checked checkbox labeled "Remember me". To the right of the password field is a link labeled "Forgot password?". Below these fields is a large teal button with the text "LOG IN" in white. Under the button is a link labeled "Create an account". At the bottom left is a small icon with a circular arrow and the text "Privacy - Terms". At the bottom right is the text "POWERED BY Classy", where "Classy" is in a script font.

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>

☐ 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.)

Choose your photo



CHANGE

CONTINUE

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.

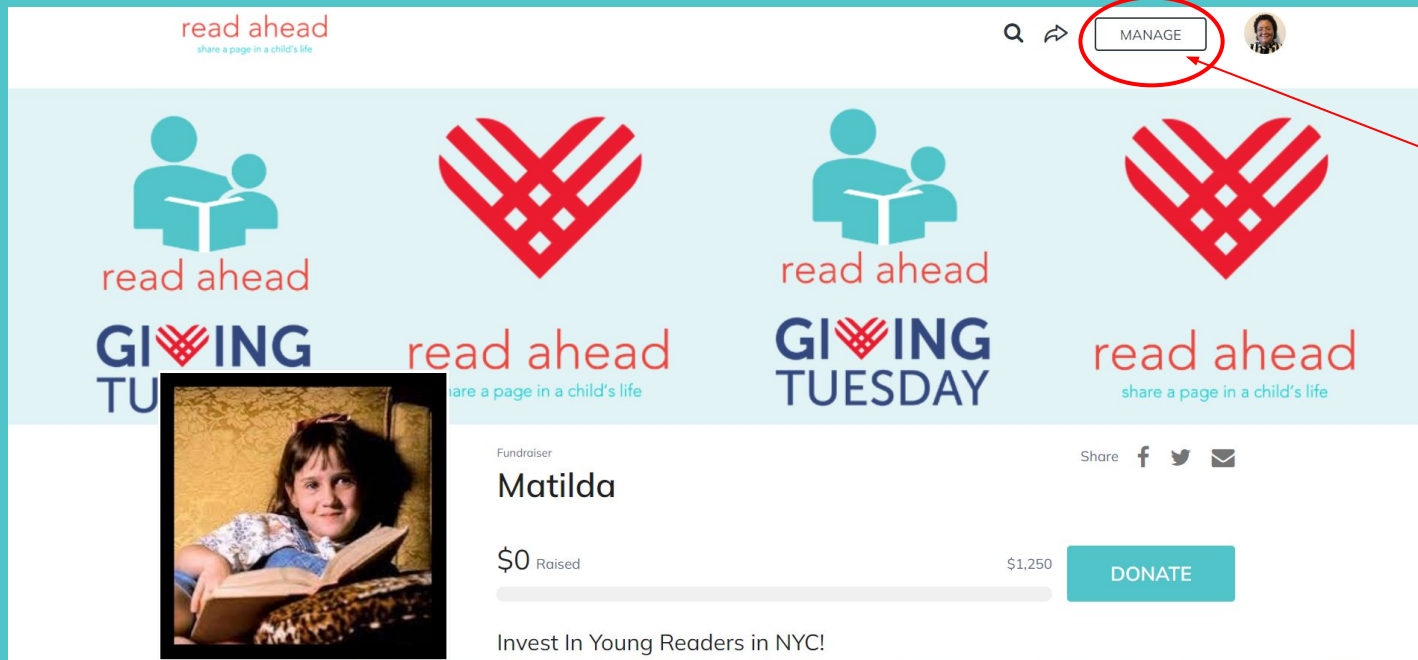


Nice work!

Your fundraising page is ready to go. Make sure to check out your Fundraiser Dashboard for some helpful tools.

AWESOME

MANAGING YOUR PAGE

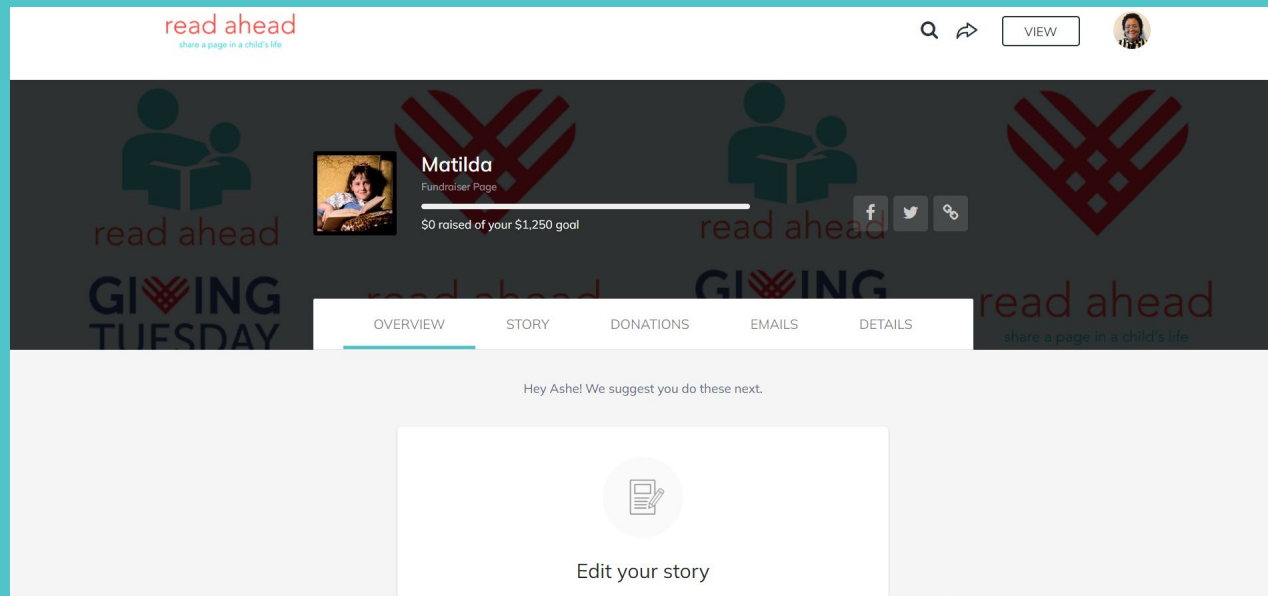


The screenshot shows the Read Ahead Giving Tuesday fundraising page for a campaign named 'Matilda'. The page features a teal header with the 'read ahead' logo and tagline 'share a page in a child's life'. In the top right corner, there is a search icon, a share icon, a 'MANAGE' button (circled in red with a red arrow pointing to it), and a profile picture of a woman. Below the header, there are four large icons: two teal icons of people reading and two red heart-shaped icons made of books. The main content area includes a photo of a young girl reading a book, the campaign name 'Matilda', the amount raised '\$0', the goal '\$1,250', and a 'DONATE' button. The tagline 'Invest In Young Readers in NYC!' is at the bottom.

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.

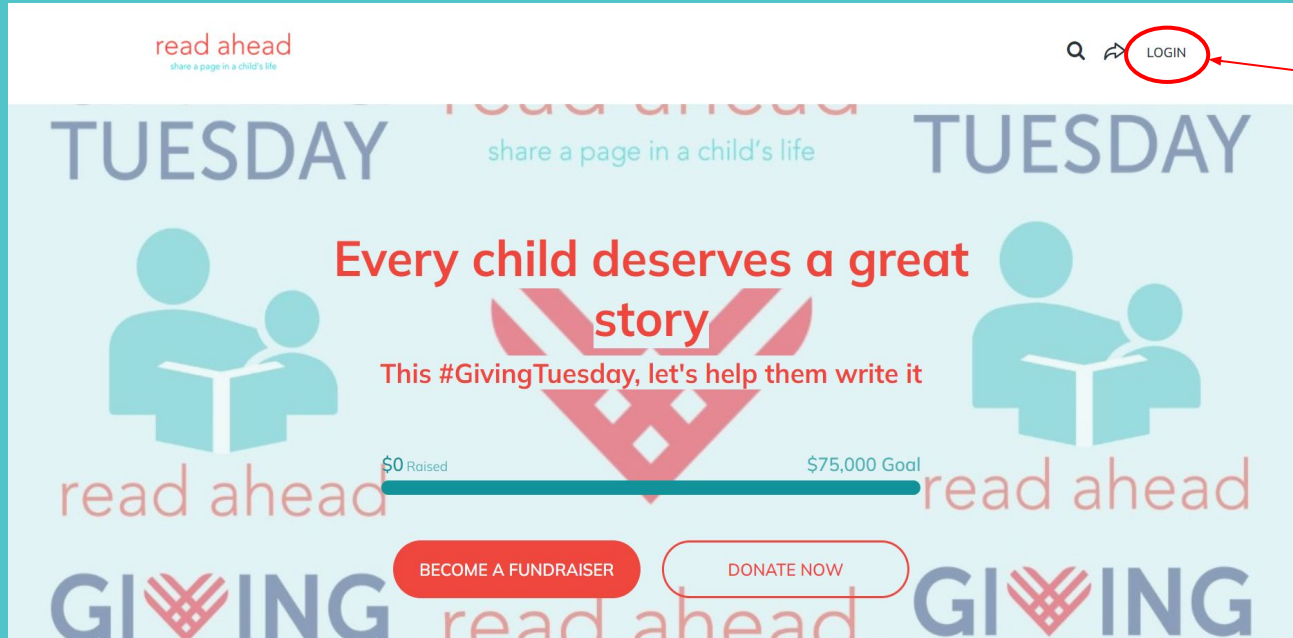
STORY: Lets you edit & customize the text on your page. You can also post updates to share #GivingTuesday progress and generate excitement!

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!