

# SETTING UP YOUR CHAPTER'S CROWDRISE FUNDRAISING PAGE

The process outlined below will work best if your chapter has a facebook page or a presence on other forms of social media so you can easily get the word out to members of your community. When you finish the set up process you can also email out the link.

Don't worry, it's easy and free.

## **A few notes before you get started:**

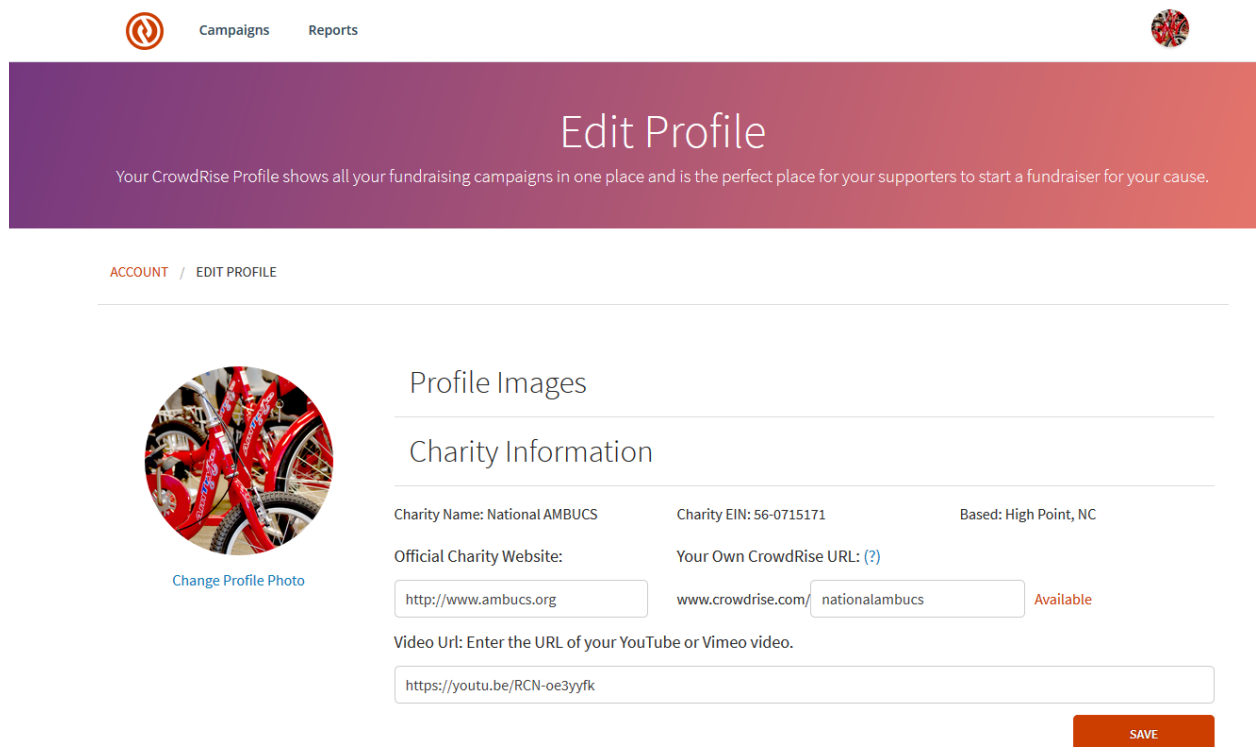
- Crowdrise makes sure that people who say they are charities, actually are charities by downloading their information from Guidestar (which gets their information directly from the IRS). You MUST have an EIN number before setting up a Crowdrise account. It may take up to three months after getting your EIN number before your chapter's info makes it to Crowdrise. If the information you see in Crowdrise is incorrect, that means your info is incorrect with the IRS. Please contact Jessica at the Resource Center if you find this to be a problem 800-838-1845 x113.
- Crowdrise takes 5% off the top of every donation and the credit card processor takes a cut too. It ends up being about 8%. That is very standard pricing. You will most likely find that you end up getting more donations despite these fees because the ease of donating.
- This is not a set it and forget it tool. In order to be effective, you will want to set up short term fundraising campaigns with reachable goals. Say Buy a Bike for Jimmy. Or Fund a Ramp for the Henderson's. The power of this platform comes from the closeness of the money to the people benefiting. No one is more likely to give money to fund Jimmy's bike than Jimmy's family, friends and community connections. You lose that power if you, instead, set up a general campaign to purchase Amtrykes for people with disabilities in your community. The lowest donation amount is just \$10, so most of Jimmy's connections can help even if it's just a little. That's the second great strength of crowdfunding. Lots of people giving a little add up to a lot. It embodies our motto, Shoulders Together.
- At the Resource Center we ask the people benefiting to set up their own page and designate us as the beneficiary. That is up to you. You can set it up for them, if you'd rather.
- Crowdrise's customer service is very good. Don't be afraid to reach out to them.
- Your donors via Crowdrise will automatically receive an email with your EIN number for tax purposes.

## **Here's how to set up an account for your chapter:**

1. Visit <https://www.crowdrise.com/charities/claim> and put in your name, email and phone number and to choose a password. Remember this account will pass from person to person over the years. If your chapter has its own email address or phone, you might want to list that. Be sure whatever info you use is kept in the chapter's records somewhere...just in case one day you spontaneously move to Barbados. I would unclick the Yes, I want to receive CrowdRises's emails. Check the I agree. Click the blue Sign Up button.
2. When it takes you to your chapter's page, fill out as much info as you can but don't worry, you can always go in later and add to or change it. Remember to pull the heartstrings rather

than just giving facts. Be careful when setting up the name of your page and url...you cannot change these easily.

3. Uploading a photo is an essential step; if you do not upload an image, many people will not consider giving money. Choose a nice happy image of a kid on a tryke or another one that shows our mission in action, or maybe the logo. You can download the image you want to use to your computer or use one of your own. Find the AMBUCS logo here: <https://bit.ly/2Gt5lqc> and great kids on trykes photos here: <https://bit.ly/2UO25A0>. Click on Browse and then find the image you want to use on your computer, click on the image, and then on Open. Don't forget to click **Upload Photo**. You can come back to this section later if you need to...just click Skip This Step at the bottom. The long image is 1000 x 350 pixels.
4. You can find some great videos on our YouTube channel. Or if your chapter has one, you can post that. [www.youtube.com/user/AMBUCSPR](http://www.youtube.com/user/AMBUCSPR)
5. Once you go through the set up process and make it to your page, you can make changes by clicking Edit Your Profile near the top left.



The screenshot shows the 'Edit Profile' page on CrowdRise. At the top, there are navigation links for 'Campaigns' and 'Reports'. The main heading is 'Edit Profile' with a subtext: 'Your CrowdRise Profile shows all your fundraising campaigns in one place and is the perfect place for your supporters to start a fundraiser for your cause.' Below this, there is a breadcrumb trail: 'ACCOUNT / EDIT PROFILE'. The profile section includes a circular profile picture of a red tryke with the text 'Change Profile Photo' below it. To the right, under 'Profile Images', is the 'Charity Information' section. It displays: Charity Name: National AMBUCS, Charity EIN: 56-0715171, Based: High Point, NC, Official Charity Website: <http://www.ambucs.org>, Your Own CrowdRise URL: (?), [www.crowdrise.com/nationalambucs](http://www.crowdrise.com/nationalambucs) (Available), and Video Url: <https://youtu.be/RCN-oe3yyfk>. A 'SAVE' button is located at the bottom right of the form.

6. Click on your account picture at top right and then on Account. Under Funds you'll see how they plan to give you your donations. It defaults to Network for Good that will send a check once a month to the address listed with the IRS for your chapter with the previous month's donations. You can choose to switch to WePay (same cost) that will send the money directly to the chapter's bank account weekly, biweekly or monthly. To set this up you'll need your chapter's bank account info. It will take WePay a little while to verify the account.
7. Click on your account picture at top right and then on Reports to see all your donations. You can select a report time, filter your report and/or select a date range and then Run Report. Click Export Report to get it as an excel document.

### How to set up a campaign:

1. Sign into your chapter's account and then click on the blue Fundraise for Your Charity button.
2. Click "Create a Fundraising Project" for most. Only click Create a Fundraising Event if it's an event and has a definite date associated with it...like a marathon, etc.
3. Create a title your fundraiser.
4. Put in how much money you'd like to raise. You do not have to reach your goal in order for the funds to come to you...so feel free to set your sights high!
5. Write a few fun paragraphs (About Your Fundraiser) about why you have chosen to host the event and why providing trykes for kids with disabilities is important (be warm and heartfelt). You don't have to get it perfect. You can always change it later. Click Next.
6. Upload a photo. This is an essential step; if you do not upload an image, many people will not consider giving money. Choose a nice happy image of a kid on a tryke, or the logo, etc. You'll find great kids on trykes photos here: <https://bit.ly/2UO25A0>. You can download the image you want to use to your computer or use one of your own. Click on Browse and then find the image you want to use on your computer, click on the image, and then on Open. Don't forget to click Upload Photo. You can come back to this section later if you need to...just click Skip This Step at the bottom.
7. Search Charities. Type in your EIN number and click Select to designate your chapter as the beneficiary.
8. It will take you to a Login/Set up page that is divided into three sections. Look at the Email Login section in the middle, and login with your chapter's account. If I was you, I would uncheck the emails field. Click Sign Up.
9. You will see what the fundraiser will look like to outside viewers. If you look close to the top you'll see a line of tabs. View Fundraiser is the one you default to. If you click on Edit Fundraiser you can add or change the image, add or change the story, etc. Please look through everything on this tab.
10. Once you're happy with your page, return to the View Fundraiser page. You can copy the url at the top of that page (it will be [www.crowdrise.com/](http://www.crowdrise.com/) and then whatever name you chose) and send that out in an email to chapter members and community connections. **The Most IMPORTANT Step** is to click (one at a time) the social network icons where you have an account and post it out to you chapter's social network. You could, instead, copy that url and then go directly into you chapter's social media pages (say facebook or twitter) and post it there.

Need help or have questions, even after reading over these directions? Call the AMBUCS Resource Center at 800-838-1845 x117.