



#ChileTuesday 2016 Fundraiser Guide

Learn how to sign up to fundraise for EPES' #ChileTuesday campaign!

Hello!

We couldn't be more excited and honored to have you fundraising for our #ChileTuesday 2016 campaign, our month-long online fundraiser leading up to Giving Tuesday on November 29. This is a step-by-step guide to show you how to set up your personal fundraising campaign and bring in your first donations.

Here goes!

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Set up your Fundraising Page

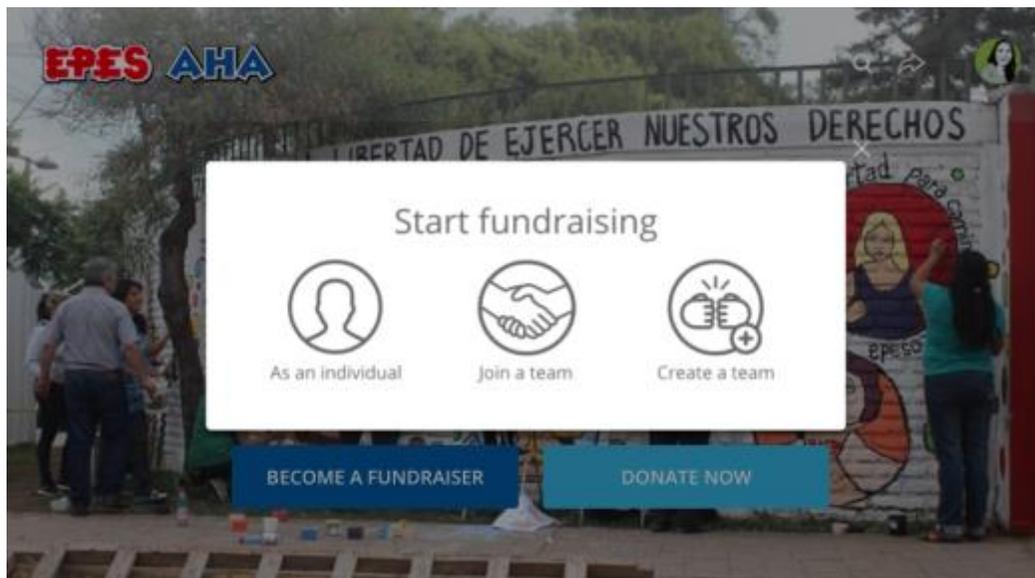
Step 1: Go to: <http://bit.ly/EPES2016>

This is the #ChileTuesday campaign page where you can sign up to fundraise. Supporters can also donate to the general campaign through this page.

Step 2: Click the red button at the top of the page that says “Become a Fundraiser.”

Step 3: You will receive a popup on the page that ask you whether you would like to start fundraising:

1. **As an individual:** Click this to create your personal fundraising page.
2. **Create a team:** If you would like to get together with friends to fundraise together for EPES, you can click this button to create and name a team. This button creates both an individual fundraising page for you, as well as a team page. The combined donations of your team members’ individual fundraising pages will roll up to your team page. The person to create the team will be designated as the “team captain.”
3. **Join a team:** Click this if you would like to join an existing team (one that has already been created). An individual fundraising page will be created for you after you join your team.





As an Individual

Step 1: Enter your fundraising goal, “end date” (choose November 29, 2016 – Giving Tuesday!) and a headline for your page (e.g., Help me support #ChileTuesday!; Help me support EPES, a cause I care about deeply).

A screenshot of a mobile app interface showing a 'Create your page' form. The form has the following fields: 'Set your fundraising goal' with a value of '\$500', 'Fundraising end date' set to 'November 29, 2016', 'Your Page's Headline' with the text 'Help me support #ChileTuesday!', and 'Set your custom URL (optional)' with the value 'kato4epes'. A blue 'NEXT' button is at the bottom. The background shows a blurred image of people and a poster with the text 'Evite robos de bici'.

Step 2: Choose to continue using your Facebook account or create a username and password. Click Next.

A screenshot of a mobile app interface showing a 'Create an account' form. It offers two options: 'Continue with Facebook' and 'Use your email'. The 'Use your email' option is selected, showing fields for 'Email' and 'Create password'. The password field has requirements: 8 characters, 1 number, 1 letter, and 1 special character. A blue 'NEXT' button is at the bottom. The background is the same as the previous screenshot.

Step 3: Complete your profile by filling in your first and last name (if you created an account via an email address) or choosing your profile photo (if you created an account via Facebook).

Congratulations, your fundraising page has been created!

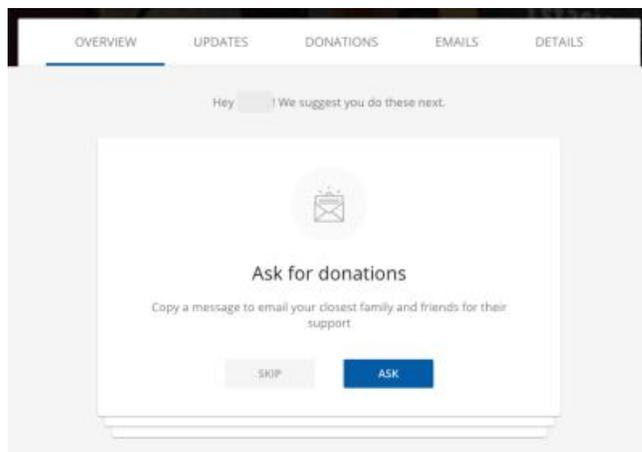
Tip: Check your email for extra tips on how to fundraise for EPES.

EPES AHA

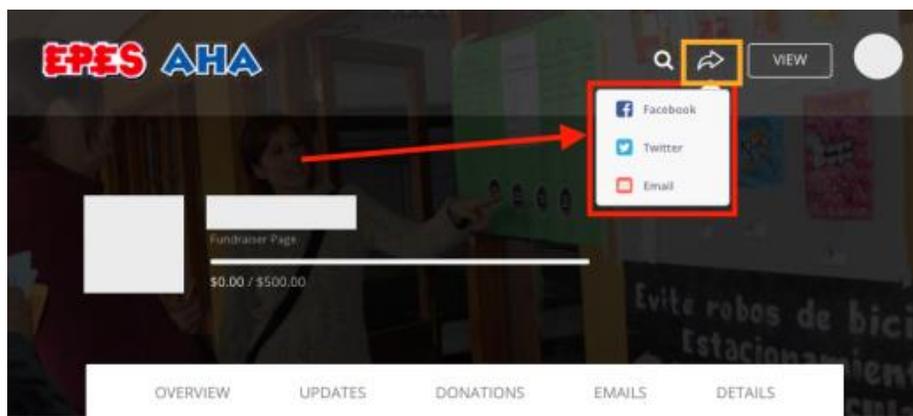
Step 4: Click the “Manage” button at the top right-hand side of the page. This is the button where you can write a few sentences about why you support EPES, upload photos, send email and view your donations.



Step 5: Follow the prompts on the “cards” below to start fundraising! There’s so much you can do. Check each of the tabs across the navigation to learn what information you have access to.



Step 6: Share with the world! The buttons in the upper right-hand corner are share buttons and will allow you to share your campaign via email, Facebook and Twitter.





Create a Team

Step 1: From the Campaign page (<http://bit.ly/EPES2016>), click the red “Become a Fundraiser.”

Step 2: Click the Create a Team button.

Step 3: Fill in the fields to name your team and upload a photo.

The first screenshot shows the 'Create your team' form. It includes the following fields and options:

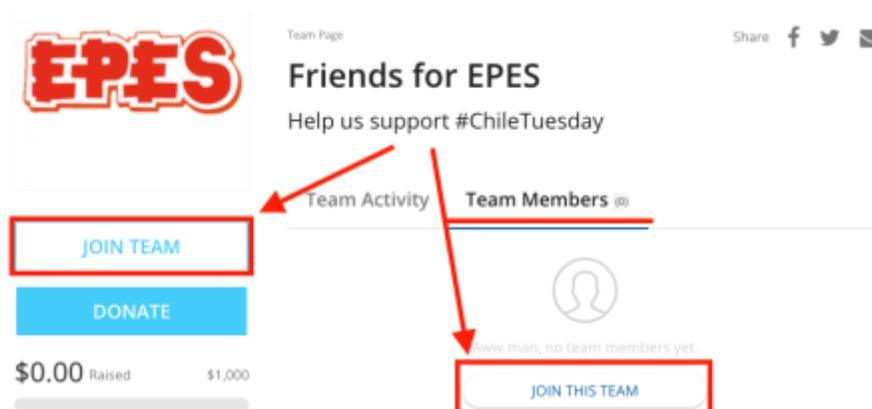
- Team name: Friends for EPES
- Set your fundraising goal: \$ 1,000
- Your Page's Headline: Help us support #ChileTuesday
- Set your custom URL (optional): friends4epes

The second screenshot shows the 'Choose team photo' screen with the EPES logo and 'CHANGE' and 'CONTINUE' buttons.

Congratulations, your team has been created!

Step 4: Once you create a team, you can join the team by either:

- A.) Clicking the blue Join Team button on the left side, or
- B.) Clicking on the Team Members tab below the title of your team page, and then clicking Join this Team.





Step 5: Enter in your fundraising goal, “end date” (choose November 29, 2016) and a headline for your page (e.g., Help us give health, dignity and justice to the people of Chile!; Help us support EPES this holiday season). Upload a photo of you!

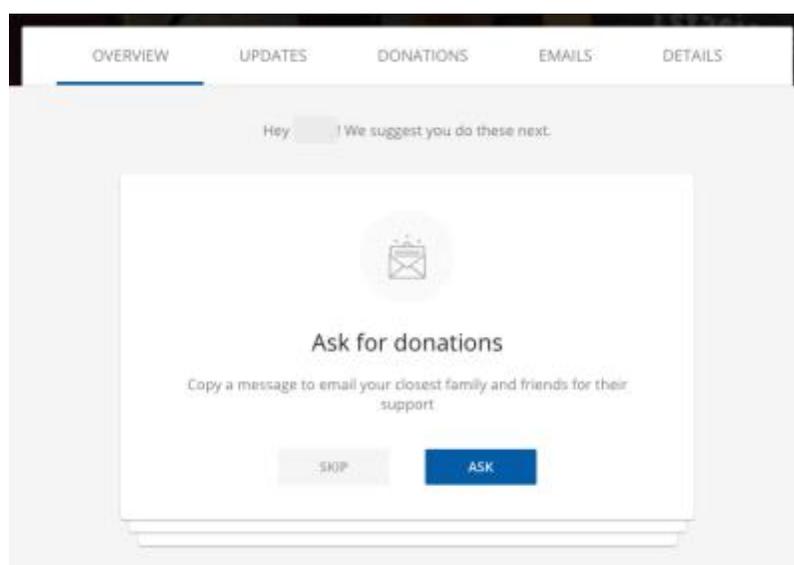
Congratulations, your fundraising page has been created!

Tip: Check your email for extra tips on how to fundraise for EPES.

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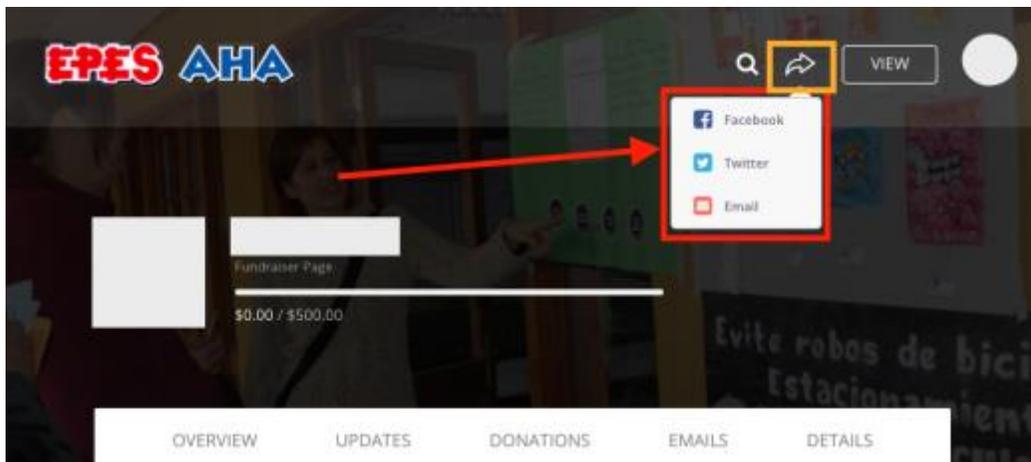


Step 7: Follow the prompts on the “cards” below to start fundraising! There’s so much you can do. Check each of the tabs across the navigation to learn what information you have access to.



EPES AHA

Step 8: Share with the world! The buttons in the upper right-hand corner are share buttons and will allow you to share your campaign to Facebook and Twitter, as well as copy the link to your fundraising page.





Join a Team

Step 1: From the Campaign Page: (<http://bit.ly/EPES2016>), click Join a Team

Step 2: Choose your team by:

- A.) Those listed
- B.) Search by team name
- C.) Search by team captain name

Step 3: Select your team by clicking on it.

Step 4: Fill in the fields and finish the prompts to register.

Congratulations, your fundraising page has been created!

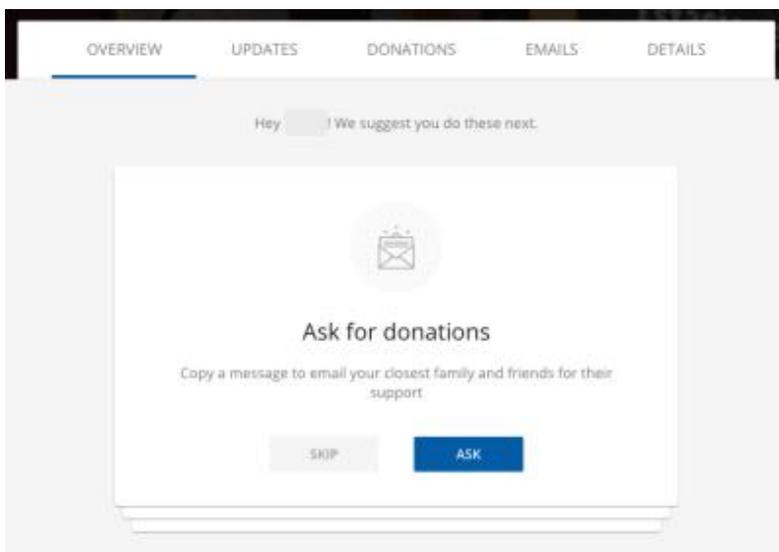
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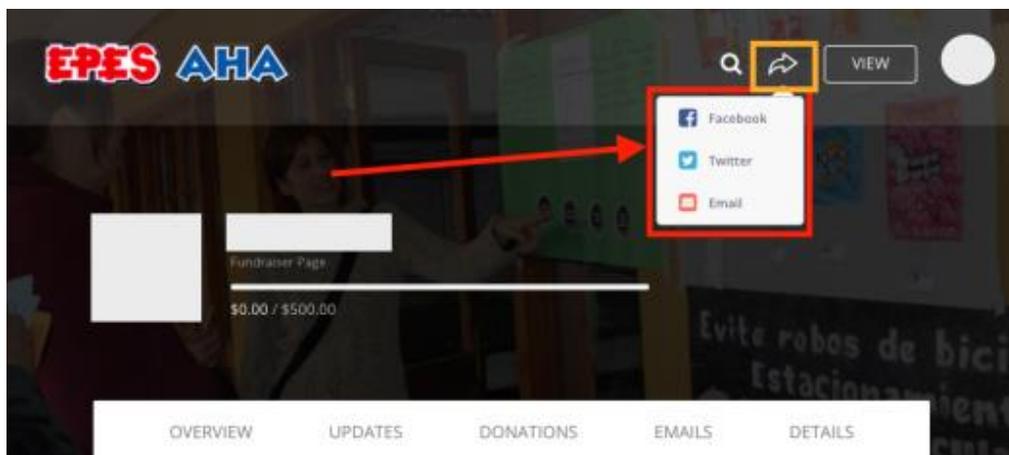




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EPES AHA

Login to your Fundraising Page

Step 1: Go to the Campaign Page: (<http://bit.ly/EPES2016>)

Step 2: In the upper right-hand corner, click "Login."



Step 3: Enter the username and password you used to create your fundraising page.

Step 4: Once you're logged in, access your individual or team fundraising pages by hovering over the black outlined box to the left of your photo in the upper right-hand corner that says "Go to..."

