

How to create your **Personal Fundraising Page** for **The Trevor Project**

Step #1: Visit www.thetrevorproject.org/fundraise and click on the “Click here to Get Started!” button.

Step #2: After selecting “Celebrate Everything”, you’ll end up on a screen that looks something like this:

Sign up using Facebook, or with an email address.

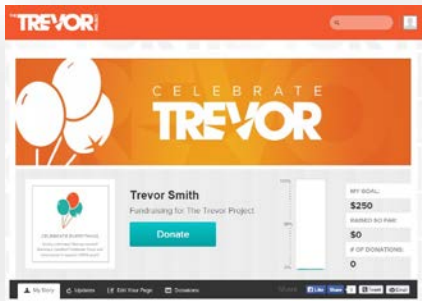
Step #3: Once you log-in via Facebook, or create an account with your email address, you’ll be asked to fill out just a few more details in order to complete your page set-up:

Give your page a title

A fundraising goal

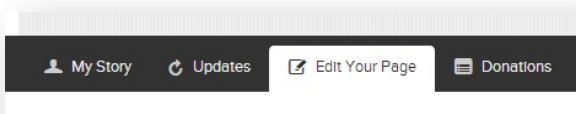
And a shortened URL to share your page more easily

Step# 4: After following Steps #1-3, you'll end up on your very own Personal Fundraising Page for The Trevor Project, which will look like this:



Step #5: It's time to add some customization and make it your own:

First hit the “Edit My Page” tab located just beneath the “Donate” button



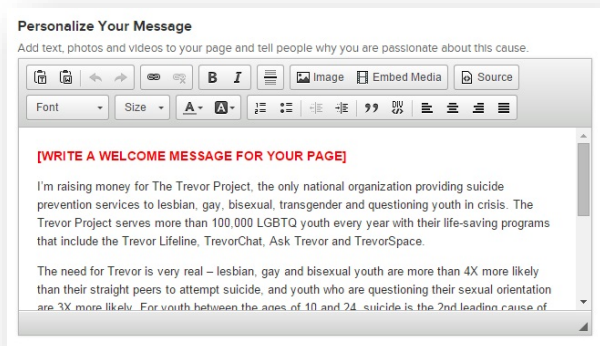
Here on the “Edit My Page” tab, you can edit your page’s Title, Goal and URL

A screenshot of the "Edit Your Page" form. It contains several input fields: "Fundraiser Name" (Trevor Smith), "Enter your Page Title" (Fundraising for The Trevor Project), "Fundraising Goal" (\$ 250), "End Date" (07/31/2017), and "Custom Page URL" (http://www.classy.org/). The form is titled "Edit Your Page" and has a clean, white background.

You can add/modify your Profile Picture

A screenshot of the "Your Picture" upload section. It includes a text box for uploading a JPG, GIF, or PNG file (186x186 pixels). Below the text box is a preview of the profile picture, which shows a logo with three balloons and the text "CELEBRATE EVERYTHING". To the right of the preview, it says "Your picture will be shown:" followed by two bullet points: "On your fundraising page" and "On your member profile". A green "Upload" button is at the bottom right.

You can modify the text the people will see when they visit your page, as well as the personalized “thank-you” note that will be sent to each person who donates to your page.



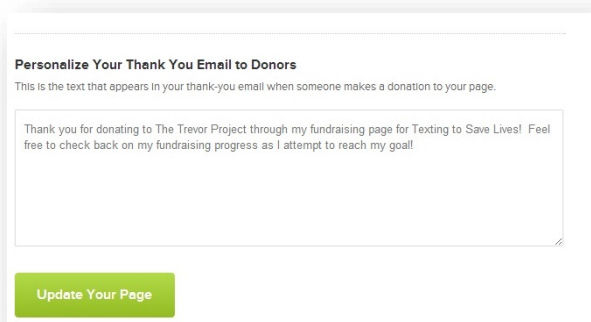
Personalize Your Message
Add text, photos and videos to your page and tell people why you are passionate about this cause.

[WRITE A WELCOME MESSAGE FOR YOUR PAGE]

I'm raising money for The Trevor Project, the only national organization providing suicide prevention services to lesbian, gay, bisexual, transgender and questioning youth in crisis. The Trevor Project serves more than 100,000 LGBTQ youth every year with their life-saving programs that include the Trevor Lifeline, TrevorChat, Ask Trevor and TrevorSpace.

The need for Trevor is very real – lesbian, gay and bisexual youth are more than 4X more likely than their straight peers to attempt suicide, and youth who are questioning their sexual orientation are 3X more likely. For youth between the ages of 10 and 24, suicide is the 2nd leading cause of

Use this portion to tell friends and family why you're raising money for The Trevor Project



Personalize Your Thank You Email to Donors
This is the text that appears in your thank-you email when someone makes a donation to your page.

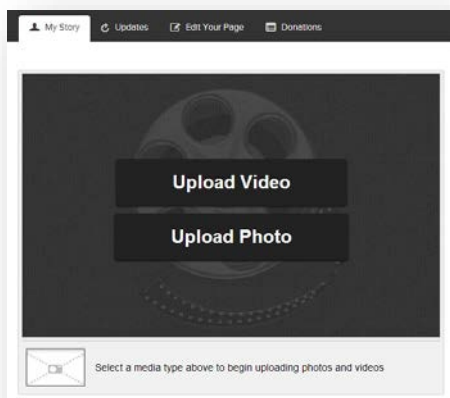
Thank you for donating to The Trevor Project through my fundraising page for Texting to Save Lives! Feel free to check back on my fundraising progress as I attempt to reach my goal!

Update Your Page

This message will go out after each donation made through your page, remember to say thanks!

Don't forget to hit the “Update Your Page” button

Next, hit the “My Story” tab and add other pictures or videos* to your page as well. *Note** - You can only add videos from YouTube or Vimeo only



My Story Updates Edit Your Page Donations

Upload Video

Upload Photo

Select a media type above to begin uploading photos and videos

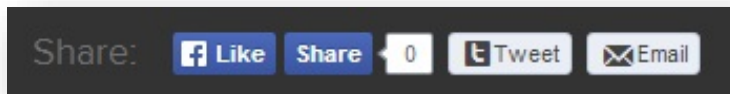
Step #6: Show your commitment!

Show you are serious and be your first donor. Your friends and family instantly will see your dedication and will be more inclined to donate.

Donate

Step #7: Remember to SHARE your page!

Your personal fundraising page comes equipped with a few different ways to share, including Facebook, Twitter and Email.



A few tips for sharing by email...

- Be yourself. If something feels forced or inauthentic, scrap it.
- Send emails to your 5 closest friends first, getting your “inner circle” to donate will help build momentum.
- Next, send to 10-50 of your close contacts (your entire circle of good friends)
- Then send to as many other people as you feel comfortable.

Step #8: Thank your donors!

Each time a friend or family member donates to your fundraising page, you will receive an email notifying you, so make sure to go back and thank them!

Use the “[Donations](#)” tab to send messages directly to your donors; it’s a great way to say thanks!

Step #9: You did it!

Thank YOU for raising money for The Trevor Project. If you have any questions please contact [Brent Webster](mailto:Brent.Webster@thetrevorproject.org) (Brent.Webster@thetrevorproject.org / 310-271-8845 x260)