

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.

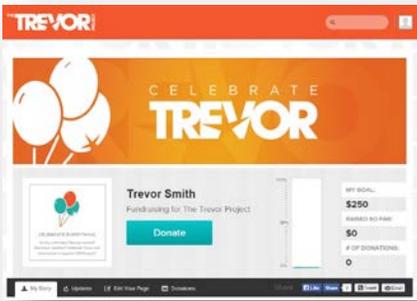
Step #3: Once you log-in via Facebook, or create an account with your email address, you’ll be asked to fill out just a few more details in order to complete your page set-up:

Give your page a title

A fundraising goal

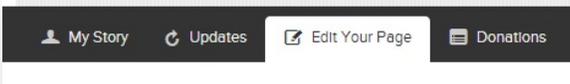
And a shortened URL to share your page more easily

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



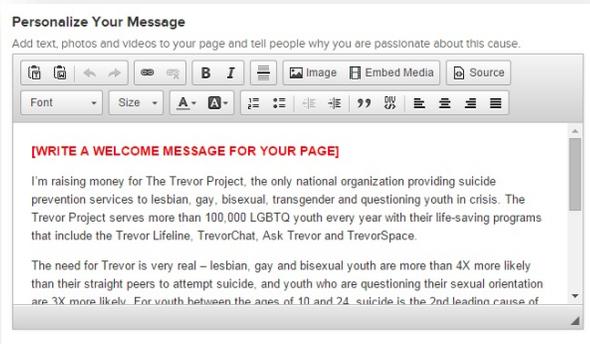
Here on the “Edit My Page” tab, you can edit your page’s Title, Goal and URL

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/).

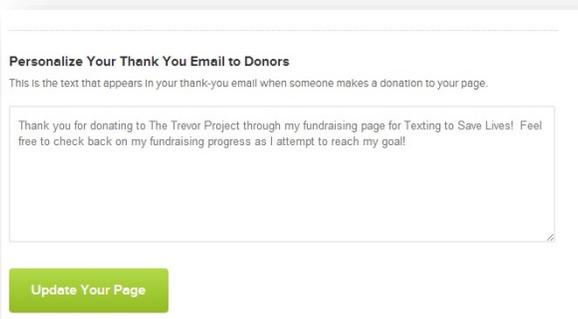
You can add/modify your Profile Picture

A screenshot of the 'Your Picture' upload section. It includes instructions: 'You can upload a JPG, GIF or PNG file. Ideal size is 186x186.' Below this is a preview of a profile picture featuring balloons and the text 'CELEBRATE EVERYTHING'. To the right, it says 'Your picture will be shown:' followed by a list: 'On your fundraising page' and 'On your member profile'. A green 'Upload' button is at the bottom.

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.



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

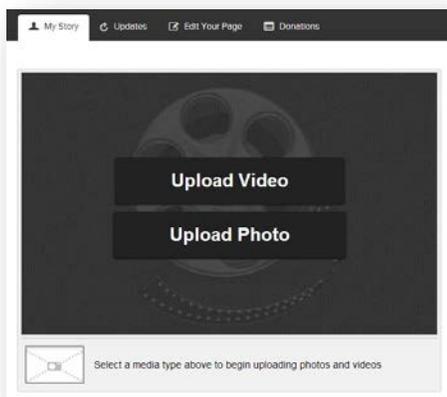


This message will go out after each donation made through your page, remember to say thanks!

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



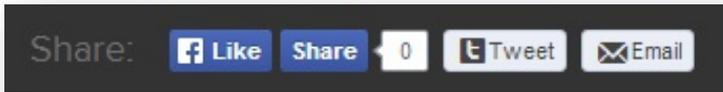
Step #6: Show your commitment!

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.



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 development@thetrevorproject.org