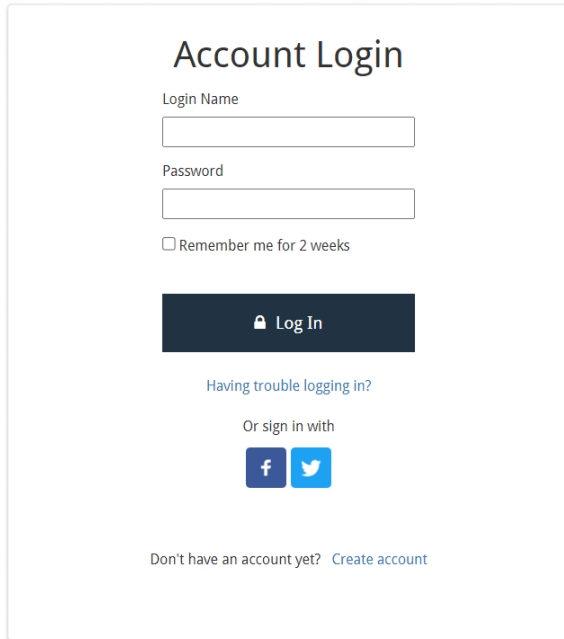


# How to create a 2022 B:E fundraising page

1. **Create an account** by visiting here:

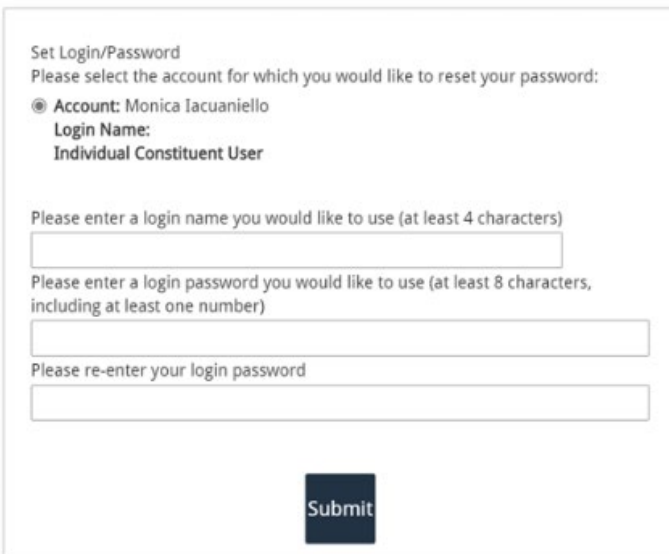
<https://beyondemancipation.app.neoncrm.com/np/clients/beyondemancipation/login.jsp>



The image shows a web form titled "Account Login". It contains the following elements:

- A "Login Name" label above a text input field.
- A "Password" label above a text input field.
- A checkbox labeled "Remember me for 2 weeks".
- A dark blue button with a lock icon and the text "Log In".
- A link "Having trouble logging in?" below the button.
- The text "Or sign in with" above two social media icons: Facebook and Twitter.
- A link "Don't have an account yet? Create account" at the bottom.

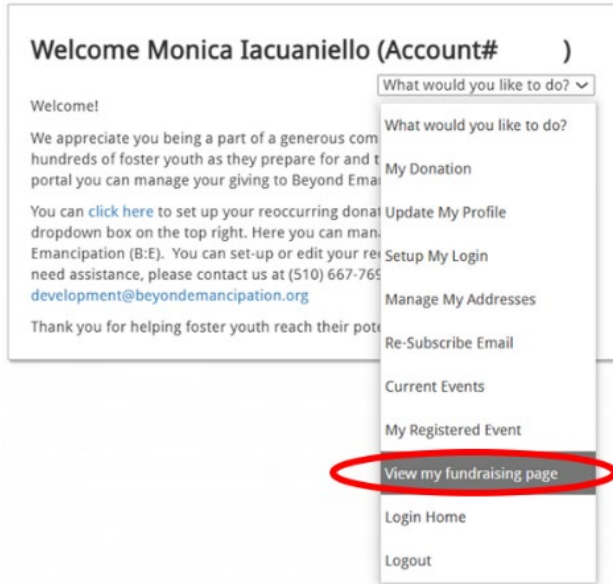
2. Check your email for a new account confirmation message. Click the link in the email and **create a login name and password.**



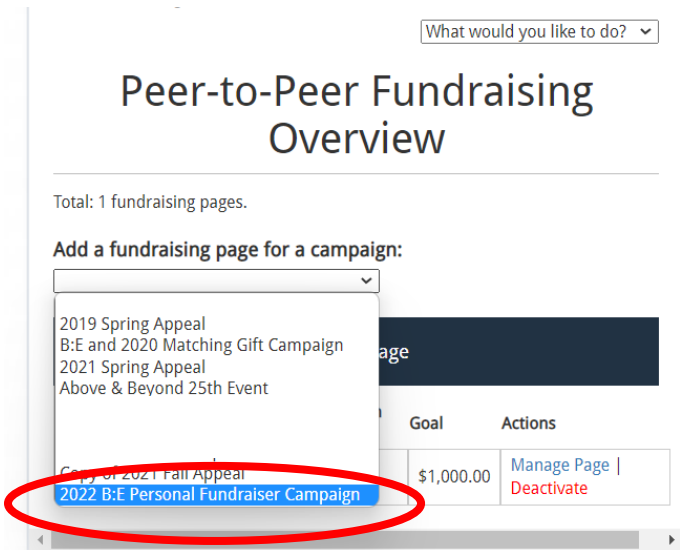
The image shows a web form titled "Set Login/Password". It contains the following elements:

- The text "Set Login/Password" and "Please select the account for which you would like to reset your password:".
- A radio button selected next to "Account: Monica Iacuniello".
- The text "Login Name:" followed by "Individual Constituent User".
- The text "Please enter a login name you would like to use (at least 4 characters)" above a text input field.
- The text "Please enter a login password you would like to use (at least 8 characters, including at least one number)" above a text input field.
- The text "Please re-enter your login password" above a text input field.
- A dark blue button labeled "Submit" at the bottom.

3. After logging in, select **View my fundraising page** from the scroll down menu



4. Select **Manage Page by 2022 B:E Personal Fundraiser Campaign** (if you don't see the **2022 B:E Personal Fundraiser Campaign**, select it from the **Add a fundraiser page for a campaign** scroll down menu and click **Create page** to manage your page).



5. **Create your fundraiser page** by filling in **Fundraiser Goal Amount** (Example: \$500) and **Page Content** (Write a brief message about your fundraiser here. See a sample message below). If you'd like, you can also add a photo.

Hi Family and Friends,

I hope you will join me in supporting Beyond Emancipation

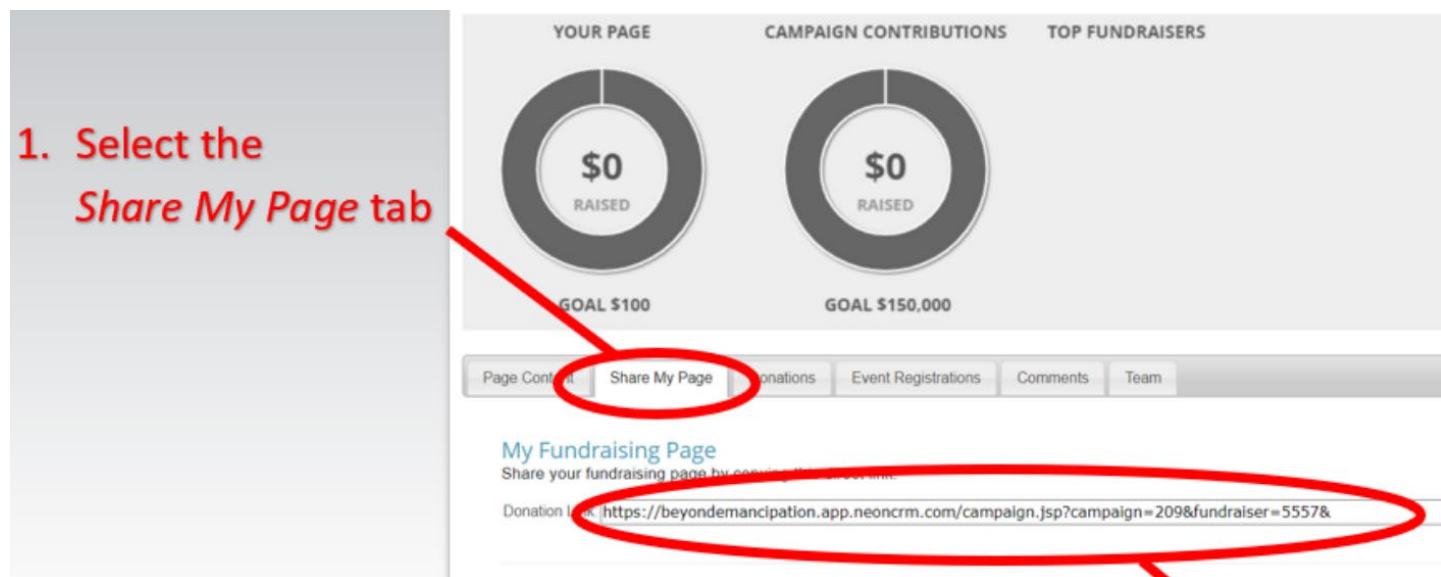
Our mission is to support young people as they imagine and create their own life beyond foster care and we envision a more equitable world where all young people with experience in foster care thrive as adults.

## 6. Congratulations! You created a personal fundraiser to support youth at Beyond Emancipation! Now share it!

Not sure who to share your page with? Brainstorm a list of all the folks who'd be happy to hear from you – friends, relatives, people in your community (gym, church, art class, kids' school, etc, etc, etc). Are there people who seemed particularly interested in what you do? Or people who care about kids or have a big heart for Oakland? Remember: you are giving them the opportunity to give. It's up to them if they say yes or no. If you don't ask though, then they won't have the opportunity!

**Tell friends and family about your fundraising page via email, text message, and social media post. Include a link to your fundraiser page, found on the *Share My Page* tab. See below)**

**Send at least 2 reminders to friends and fam while you're running your fundraiser. See sample messages below:**



The image shows a screenshot of a fundraising dashboard. On the left, a grey box contains the text: "1. Select the *Share My Page* tab". A red arrow points from this text to the "Share My Page" tab in the dashboard's navigation bar. The dashboard itself has three main sections: "YOUR PAGE", "CAMPAIGN CONTRIBUTIONS", and "TOP FUNDRAISERS". Each section contains a circular progress indicator showing "\$0 RAISED" and a goal amount: "GOAL \$100" for "YOUR PAGE" and "GOAL \$150,000" for "CAMPAIGN CONTRIBUTIONS". Below these sections is a navigation bar with tabs: "Page Content", "Share My Page", "Donations", "Event Registrations", "Comments", and "Team". The "Share My Page" tab is circled in red. Below the navigation bar, the text "My Fundraising Page" is visible, followed by "Share your fundraising page by copying the following link:". A red oval highlights the "Donation Link" field, which contains the URL: "https://beyondemancipation.app.neoncrm.com/campaign.jsp?campaign=209&fundraiser=5557&".

## **SAMPLE EMAILS TO SEND TO FRIENDS & FAMILY:**

PRO TIP: Got a photo of yourself from B:E? Share it in your email! Your friends and fam will LOVE seeing your face

### **SAMPLE EMAIL 1: (Introductory email)**

Dear Friends and Family,

Happy Holidays!

As you may know, I work at Beyond Emancipation in Oakland. B:E's mission is to support young people as they imagine and create their own life beyond foster care.

[Share about WHY they should donate to B:E. For example: I know firsthand the challenges these young people are up against. And, I know firsthand the difference you can make with B:E.]

Whether you are able to give \$5 or \$500, your gift will be a big help. If you can, please donate to my fundraiser for B:E by December 30.

[ADD A LINK TO YOUR FUNDRAISING PAGE]

With appreciation,

[YOUR NAME]

### **SAMPLE EMAIL 2: (send on GIVING TUESDAY – Nov 29)**

Dear Friends and Family,

Thanks to those of you who have already donated to my fundraiser for Beyond Emancipation.

If you were planning to give but haven't yet – TODAY IS THE DAY!

Today is GIVING TUESDAY. ALL DONATIONS WILL BE DOUBLED!

If you can, please make a gift today.

[ADD A LINK TO YOUR FUNDRAISING PAGE]

With appreciation,

[YOUR NAME]

### **SAMPLE EMAIL 3: (send mid-December, before the holidays)**

Dear Friends and Family,

A huge thank you to those of you who've generously given to my fundraiser for Beyond Emancipation.

I just wanted to send one final reminder. B:E's fundraising campaign runs through December 31.

If you are able to make a special holiday gift, I promise it will be put to good use.

[ADD A LINK TO YOUR FUNDRAISING PAGE]

Thank you so much.

With appreciation,

[YOUR NAME]

**Questions? Contact Monica Monjes Iacuaniello at [miacuaniello@beyondemancipation.org](mailto:miacuaniello@beyondemancipation.org)**