

## CanadaHelps User Manual

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## **THE BENEFITS OF FUNDRAISING AS A TEAM**

Team pages enable individual fundraisers to raise funds together. Team fundraising pages are a good option for a group of friends, a family, or a workplace that would like to fundraise towards a common goal.

Example: Tanika, Zoë, and Dennis from the Brown family want to work together to fundraise for Empower Simcoe's *Celebrating Community Champions 2020*. Tanika registers as a Team Captain (p. 3) then invites Zoë and Dennis to join her team (p. 21). Zoë and Dennis can also look for Tanika's team through the main event fundraising page and join it that way (p. 16).

**HINT:**

Please note that an individual who first creates their own Individual fundraising page cannot afterwards join a team, although they can create their own Team page. So, to join an existing Team, make sure you register through the Team page.

The team default fundraising goal is set at \$300, but is easily revised (p. 6).

Donations can be made directly on the team fundraising page. They will add up towards the team's overall goal, and if the donor selects one of the team member's names, their donation can also be assigned to that team member and count towards their individual fundraising goal as well as the team goal.

Would you like to make the greatest impact possible through this fundraiser? Create or Join a Team!



## HOW TO REGISTER AS A TEAM CAPTAIN

1. Go to [empowersimcoe.ca/cc2020](http://empowersimcoe.ca/cc2020)
2. Click on **Create a Team**.

The screenshot shows the homepage for the 'Celebrating Community Champions 2020 Virtual Giving Event' by the Empower Simcoe Foundation. At the top, there is a progress bar from \$0 to \$20,000, with '2 months, 1 week REMAINING' and 'Campaign Ends Oct. 30, 2020'. A 'Donate Now' button is visible. Below the progress bar are three main navigation buttons: 'Find a Team or Person', 'Create a Team' (highlighted with a blue arrow), and 'Join as an Individual'. At the bottom, there are tabs for 'Campaign', 'Teams (0)', and 'Participants (1)'.

3. Fill out the fields on the registration form, starting with your email address (see next page for more about the email field). Be sure to select Corporate Group under Account Type if you are representing a group or business (Personal is the default).

The screenshot shows the 'Create a team for Celebrating Community Champions 2020 Virtual Giving Event' registration form. The form includes the following fields and sections:

- EMAIL\***: Your email address
- ACCOUNT TYPE**: Personal (selected), Corporate/Group
- COMPANY NAME**: Enter a company name
- FIRST NAME\***: Your first name
- LAST NAME\***: Your last name
- HOW DID YOU HEAR ABOUT OUR VIRTUAL GIVING EVENT?**
- WHAT IS THE MAIN REASON YOU SUPPORT EMPOWER SIMCOE?**
- YOUR PERSONAL FUNDRAISING PAGE NAME\***: Create a page name
- YOUR TEAM'S NAME\***: Create a page name
- Sign me up for charity communications
- Continue** button

Three hints are provided in separate boxes:

- HINT:** When you enter your email address, you will receive a pop-up form asking for a password. Follow the instructions on the next page, then finish filling out the rest of the form.
- HINT:** Required fields are marked with an asterisk \*. All others are optional.
- HINT:** When you "Create a Team" using this form, you also create a Personal Fundraising Page. Here's your opportunity to enter creative and action-oriented names for both!

4. **Email prompts:** if you have an existing Canada Helps account, here is the pop-up you will see when you enter your email address:

The screenshot shows a login form titled "Join Celebrating Community Champions 2020 Virtual Giving Event". Below the title is a sub-header "It's easy! Follow the simple steps. In minutes, you'll be ready to get started making a real difference." There are two input fields: "EMAIL" with the value "terry.test@gmail.com" and "ENTER YOUR PASSWORD" with the placeholder "Your CanadaHelps password". A "Sign In" button is located to the right of the password field, and a link "Forgot your password?" is below it.

**HINT:**

You may have a Canada Helps account already, even if you don't realize it. Thousands of charities use the Canada Helps platform. Chances are, if you've made an online donation to one of them, then you have a Canada Helps account.

Don't remember your password? No worries! Just click on [Forgot your password?](#) And Canada Helps will send you an email to help you create a new password.

If you are opening a new Canada Helps account, you will be asked to create a password with your new account. The pop-up will look like this:

The screenshot shows an account creation form titled "Join Celebrating Community Champions 2020 Virtual Giving Event". Below the title is a sub-header "It's easy! Follow the simple steps. In minutes, you'll be ready to get started making a real difference." There are three input fields: "EMAIL" with the value "terry.test@gmail.com", "CONFIRM EMAIL" with the placeholder "Confirm your email", and "CREATE AN ACCOUNT" with two sub-fields: "Create a password" and "Confirm your password". A "Create Account" button is located below the password fields.

5. Review your **Welcome** page:

[View My Page](#)

## Manage my team: Team Empower

In support of Celebrating Community Champions 2020 Virtual Giving Event on behalf of EMPOWER SIMCOE FOUNDATION

[Welcome](#) [Details](#) [Images & Videos](#) [Team Members](#) [Donations](#)

**Your Team Page Address**  
Include your page address in all your fundraising efforts so people can easily donate to your fundraiser, learn more about the campaign, or join as a participant. Use the short address to simplify the appearance of your message.

**SHORT URL**

[Copy](#)

Your short address will automatically redirect to your full address. [Copy full URL](#)

**Share Across Your Network**  
Share your page and your fundraising progress often using the social media and email sharing features on your published page. Start spreading the word now using the buttons below:

[Email](#) [Facebook](#) [Twitter](#) [Google Plus](#) [Pinterest](#)

**Ready to Maximize Your Success?**  
Inspire visitors to your page by taking advantage of all your account features.

**MOVE BETWEEN ROLES**  
To move between your team and personal fundraiser roles, click the arrow beside your name in the top, right-hand corner of this page.

**INSPIRE VISITORS TO DONATE**  
A picture and story that will connect with potential supporters is key to your fundraising success. Personalize your fundraising story, goal amount and more in the Details tab. Add pictures and videos in the Images & Videos tab.

**INVITE AND MANAGE TEAM MEMBERS**  
Amplify your success by inviting like-minded people who care about the cause to join your team. Engage them regularly with tips and updates to keep your fundraising momentum going. To manage your team, click the arrow beside your name in the top, right-hand corner of this page, then click Edit My Team and go to the Manage Team tab.

**TIPS & TOOLS**  
Reference the files below to help you with your fundraising efforts.

[Team Captain Guide](#)

**FUNDRAISE AND SPREAD THE WORD!**  
Ask your friends and family to support your campaign using the communication ideas and integrated email and social sharing tools in this tab. Then, track donations and thank all your supporters in the Donations tab.

**HINT:**  
Your page will display the team name you created when you registered. You will be able to change the name on the Details tab.

**HINT:**  
Check **Tips & Tools** for a downloadable version of this guide and other helpful resources TBA.

**HINT:**  
We recommend you finish creating your fundraising page before sharing it using the tools provided here. See p. 24 for more about sharing your fundraising page.

**HINT:**  
Check out the great suggestions for your role as a Team Captain at the bottom of the Welcome tab.

6. Click on **Details**.

7. Fill in the fields on the **Details** tab.
  - a. **Team Name:** The name displayed below is from our test team. The field on your tab will display the team name you entered when you registered. You can leave it as is or revise it here.
  - b. **Team Goal Amount:** \$300.00 is the default amount. You can revise it at any time to any amount you choose.
  - c. **Team Fundraising Story:** Your page will display our default fundraising story. We encourage you to personalize it by telling your own fundraising story. What moves you to support Empower Simcoe? A compelling story can help your team raise more money!

View My Page

## Manage my team: Team Empower

In support of Celebrating Community Champions 2020 Virtual Giving Event on behalf of EMPOWER SIMCOE FOUNDATION

[Welcome](#)
[Details](#)
[Images & Videos](#)
[Team Members](#)
[Donations](#)

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**TEAM NAME\***

A great personal fundraising page name can help your campaign catch attention, and more importantly, connect and inspire people to give.

Team Empower

**TEAM GOAL AMOUNT**

Setting a goal will help you raise funds! Your goal will inspire visitors to your page to give.

\$ 300.00

**TEAM FUNDRAISING STORY**

Share your team's fundraising story.

↶ ↷ Formats B I U 🔗

Hello! Welcome to our team page for Empower Simcoe's *Celebrating Community Champions 2020*. Please help us reach our goal! All donations go to the Empower Simcoe Foundation to pay for new mobility and accessibility equipment, respite care for families, recreational and educational programming for youth and adults with intellectual disabilities, and much more. When you donate online, you receive an official charitable receipt for tax purposes by email.

If you donate, thank you for helping us reach our goal! Please share our page using the social media links above. Or join us! We would love to have you join our fundraising team.

Also, don't miss the CCC2020 online event Thursday, October 22 at 7 pm. You'll hear

6 characters remaining (includes hidden HTML)

**ACCESS STATUS**

Select the level of control you would like in approving participants for this campaign:

Open to everyone

I will approve all requests to join

I will send all invitations to join

What does this team status mean? Anyone will be able to join your team.

**HINT:** Select the Access Status you desire for your team, depending on how open you want it to be. For instance, if you only have a company team and only want employees to join, you may wish to select the 2<sup>nd</sup> or 3<sup>rd</sup> option. The default option is "Open to everyone."

Cancel
View
Save

8. Click on **Save** (lower right) Cancel View Save then on the **Images & Videos** tab.

9. Add your own **Images & Videos** (optional).

Your page is pre-loaded with a default Empower Simcoe image (not necessarily the same one as shown below). With the **Images & Videos** tab you can upload your own images and even your own video link (YouTube or Vimeo only). Follow the steps below. You can remove or add new images and videos at any time during the campaign.

- Steps:
1. Prepare your image(s) or video(s) as per specifications shown here.
  2. Click on **Remove** under the default Featured Image if you want to replace it.
  3. For each Photo, click on Upload an Image, then add a caption.
  4. For a Video, paste the full video link in the URL field, then add a title and caption.
  5. Repeat to add more images/videos. Content added here is automatically saved.
  6. Click on **Team Members**.

**Manage my team: Team Empower**  
In support of Celebrating Community Champions 2020 Virtual Giving Event on behalf of EMPOWER SIMCOE FOUNDATION

Welcome Details **Images & Videos** Team Members Donations

**FEATURED IMAGE**  
Make your page more impactful by including a featured image that relates to the reason for your fundraising or the cause.

Remove

**Images**

Images added here must be selected as part of a Media Carousel to display on your campaign page. Image must be at least 400px x 400px, but no larger than 5000px x 5000px. Supported formats include JPG, PNG and GIF.

**CAPTION**  
Add a caption

Remove

Add An Image

**Videos**

Videos added here must be selected as part of a Media Carousel to display on your campaign page. Please add the page URL from Youtube or Vimeo e.g. <http://www.youtube.com/watch?v=o7Jxi0ZdzB0>

**URL**  
Please add the page URL from Youtube or Vimeo e.g. <http://www.youtube.com/watch?v=o7Jxi0ZdzB0>

Add a url

**TITLE**  
Add a title

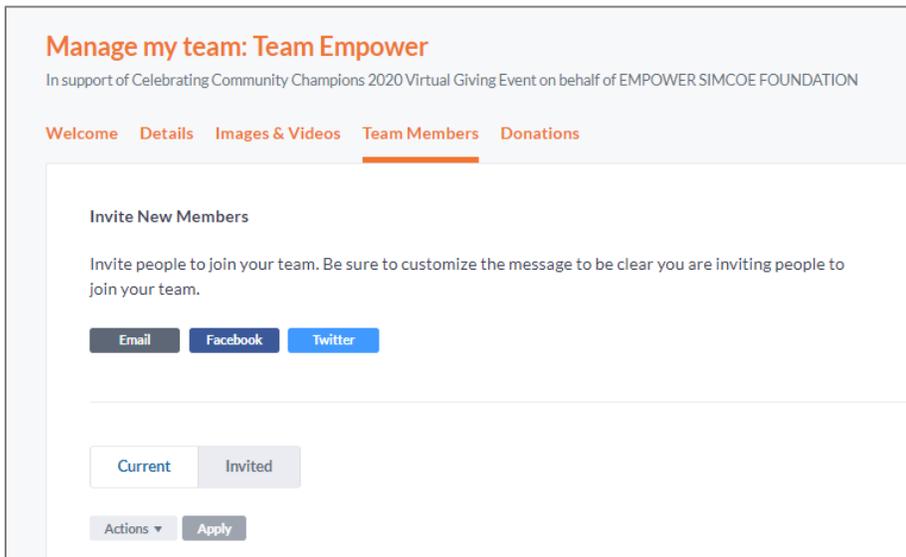
**CAPTION**  
Add a caption

Remove

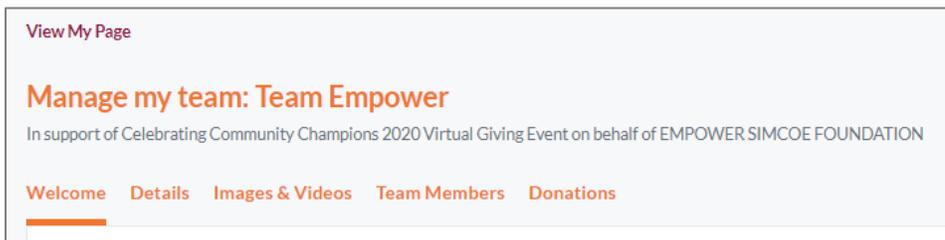
Add A Video

**HINT:**  
Review the required specifications before adding images or videos. (Ignore the first sentence mentioning a "Media Carousel" – this does not seem to be relevant.)

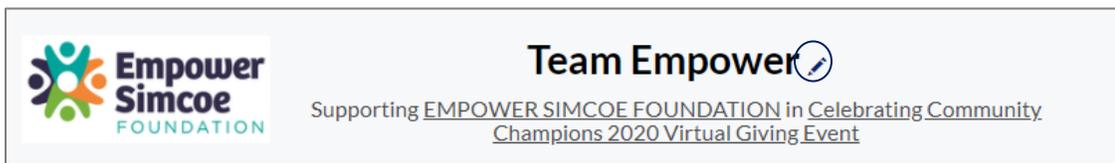
10. The **Team Members** tab makes inviting others to join your team easy! See p. 21 for hints about using this page and tips to help you grow your fundraising team.



11. Click on **Donations**. The **Donations** tab is where you can view the donations your team has received to date, and add any offline donations. For more, see pages 25-27.
12. See what you've done! Click on **View My Page** (top left on any of your tabs) to see your finished fundraising page. See p. 9 for a preview of our test page.



13. Once you are on your fundraising page, you can edit it at any time by clicking on the edit symbol to the right of your page title (circled below). If you don't see this symbol, it means you have to log in again. See p. 18 – How to Login to Your Fundraising Page.



Your finished Team fundraising page should look something like this, with your Team name and any images you've added:

Powered by CanadaHelps.org Français Terry Tester ▾



## Team Empower

Supporting [EMPOWER SIMCOE FOUNDATION](#) in [Celebrating Community Champions 2020 Virtual Giving Event](#)

\$0 \$150 \$300

**2 months, 1 week** REMAINING Campaign Ends Oct. 30, 2020

[Donate to Team](#)

Share this

f
t
p
e

**Campaign**
Members (1)



Hello! Welcome to our team page for Empower Simcoe's *Celebrating Community Champions 2020*. Please help us reach our goal! All donations go to the Empower Simcoe Foundation to pay for new mobility and accessibility equipment, respite care for families, recreational and educational programming for youth and adults with intellectual disabilities, and much more. When you donate online, you receive an official charitable receipt for tax purposes by email.

If you donate, thank you for helping us reach our goal! Please share our page using the social media links above. Or join us! We would love to have you join our fundraising team.

Also, don't miss the *CCC2020* online event Thursday, October 22 at 7 pm. You'll hear inspiring stories from the people Empower Simcoe supports, meet some frontline heroes, and more! Watch it here: [empowersimcoe.ca/virtual-giving-event](#).

**Members**
[View All](#)

	<p><b>Empower Yourself!</b> Team Captain</p>	\$0.00
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[Join this Team](#)

**Donate to Celebrating Community Champions 2020 Virtual Giving Event**

Donate Now

Donate Monthly

\$25

\$100

\$200

\$400

\$ Other

Your donation will support EMPOWER SIMCOE FOUNDATION. Use the dropdowns below if you would like your donation to count towards the fundraising results of a specific Participant

ASSIGN TO A PARTICIPANT

No participant selected ▾

ADD A MESSAGE OF SUPPORT

1200 characters remaining

HOW SHOULD WE DISPLAY YOUR DONATION IN THE PUBLIC-FACING SUPPORTERS LIST?

Please display my name, message and donation amount. ▾

[Continue with my Donation](#)

**HINT:**  
Now that you've created your page, it's a good time to add your first donation. You can assign it to yourself or to another participant (if they have joined your team).  
  
See p. 25 for more on How to Add and Manage Donations on Your Fundraising Page.

**Congratulations!** You've finished creating your Team fundraising page. Remember, you can return to it any time to edit your story, add new images or video, invite new team members, or add offline donations.

## HOW TO REGISTER AS AN INDIVIDUAL

1. Go to [empowersimcoe.ca/cc2020](http://empowersimcoe.ca/cc2020)
2. Click on **Join as an Individual**.

The screenshot shows the homepage for the 'Celebrating Community Champions 2020 Virtual Giving Event' by the Empower Simcoe Foundation. At the top, there is a progress bar from \$0 to \$20,000, with a 'Donate Now' button. Below the progress bar, it says '2 months, 1 week REMAINING' and 'Campaign Ends Oct. 30, 2020'. There are social media share icons for Facebook, Twitter, Pinterest, and Email. At the bottom, there are three main navigation buttons: 'Find a Team or Person', 'Create a Team', and 'Join as an Individual'. The 'Join as an Individual' button is highlighted with a blue arrow pointing to it from the text above.

3. Fill out the fields on the registration form, starting with your email address (see next page for more about the email field). Be sure to select Corporate Group under Account Type if you are representing a group or business (Personal is the default). When finished, click on **Continue**.

The screenshot shows the registration form for the 'Join Celebrating Community Champions 2020 Virtual Giving Event'. The form includes the following fields and sections:

- EMAIL\***: A text input field for the user's email address.
- ACCOUNT TYPE**: A dropdown menu with 'Personal' selected and 'Corporate/Group' as an option.
- COMPANY NAME**: A text input field for the company name.
- FIRST NAME\*** and **LAST NAME\***: Text input fields for the user's first and last names.
- HOW DID YOU HEAR ABOUT OUR VIRTUAL GIVING EVENT?**: A text input field.
- WHAT IS THE MAIN REASON YOU SUPPORT EMPOWER SIMCOE?**: A text input field.
- YOUR PERSONAL FUNDRAISING PAGE NAME\***: A text input field for creating a page name.
- Sign me up for charity communications
- Continue**: An orange button at the bottom right.

On the right side of the form, there is a sidebar with a lightbulb icon and the text: 'A great name for your personal fundraising page can help draw attention to your campaign, and more importantly, connect and inspire your friends and other people to give. Try choosing a page name that includes a call to action—words such as "Please Help", "Join the Fight" or "We Can Stop"—and that conveys the need the fundraiser will support.'

### HINT:

When you enter your email address, you will receive a pop-up form asking for a password. Follow the instructions on the next page, then finish filling out the rest of the form.

### HINT:

Required fields are marked with an asterisk \*. All others are optional.

### HINT:

Here's your opportunity to enter a creative and action-oriented name for your personal fundraising page! See also the "light bulb" hint in the sidebar.

- Email prompts: see p. 4 for details. (The prompts are the same whether you are creating a team or joining as an individual.)
- Review your **Welcome** page.

The screenshot shows a fundraising page for 'Terry Tester' in support of the 'Celebrating Community Champions 2020 Virtual Giving Event on behalf of EMPOWER SIMCOE FOUNDATION'. The page has tabs for 'Welcome', 'Details', 'Images & Videos', and 'Donations'. The 'Welcome' tab is active, showing the page address, a short URL, social sharing options, and tips for maximizing success. Three hint boxes are overlaid on the page:

- Hint 1:** Points to the 'View My Page' button. Text: **HINT:** Your page will display the personal fundraising page name you created when you registered. You will be able to change the name on the Details tab.
- Hint 2:** Points to the 'Tips & Tools' section. Text: **HINT:** Check **Tips & Tools** for a downloadable version of this guide and other helpful resources TBA.
- Hint 3:** Points to the 'Share Across Your Network' section. Text: **HINT:** We recommend you finish creating your fundraising page before sharing it using the tools provided here. See p. 24 for more about sharing your fundraising page.

- Click on **Details**.

7. Fill in the fields on the **Details** tab.
  - a. **Page Name:** The name displayed below is from our test page. The field on your tab will display the page name you entered when you registered (p. 10). You can leave it as is or revise it here.
  - b. **Goal Amount:** \$50.00 is the default amount. You can revise it at any time to any amount you choose.
  - c. **Name of Page Owner:** enter either your name or your group or organization's name here.
  - d. **Fundraising Story:** Your page will display our default fundraising story. We encourage you to personalize it by telling your own fundraising story. What moves you to support Empower Simcoe? A compelling story can help your team raise more money!

**Terry Tester**  
In support of Celebrating Community Champions 2020 Virtual Giving Event on behalf of EMPOWER SIMCOE FOUNDATION

**Welcome** Details Images & Videos Donations

---

**PAGE NAME\***  
A great personal fundraising page name can help your campaign catch attention, and more importantly, connect and inspire people to give.

Terry Tester

**GOAL AMOUNT**  
Setting a goal will help you raise funds! Your goal will inspire visitors to your page to give.

\$ 50.00

**NAME OF PAGE OWNER**  
In emails, we refer to the page owner. Enter your name if you are fundraising as an individual. Otherwise, enter the name of the group or organization.

Terry Tester

Display a list of supporters to my campaign on my page. Please note, all supporters can choose what information (if any) will appear in this list.

Send me an email each time someone makes a donation to my fundraiser.

**FUNDRAISING STORY**  
Inspire your friends, family and co-workers to support the cause through your fundraising story. The better they connect with your story, the more likely they will make a donation. Be sure to not just tell them what the cause is, but why the cause is important to you.

← → Formats **B** *I* U

Please help me reach my goal! All donations go to the Empower Simcoe Foundation to help pay for new mobility and accessibility equipment, respite care for families, recreational and educational programming for youth and adults with intellectual disabilities, and much more. When you donate online, you receive an official charitable receipt for tax purposes by email.

If you make a donation, thank you very much for helping me reach my goal! Please share my page with your friends and family (see the social media links above).

Also, don't miss the CCC2020 online event Thursday, October 22 at 7 pm. You'll hear inspiring stories from the people Empower Simcoe supports, meet some frontline heroes, and more! Watch it here: [empowersimcoe.ca/virtual-giving-event](http://empowersimcoe.ca/virtual-giving-event).

1 characters remaining (includes hidden HTML)

**HINT:**  
 These boxes are unchecked by default. We recommend checking both of them, but the choice is yours. (Knowing your supporters makes it easier for you to thank them personally!)

8. Click on **Save** (lower right) Cancel View Save then on the **Images & Videos** tab.

9. Add your own **Images & Videos** (optional).

Your page is pre-loaded with a default Empower Simcoe image (not necessarily the same one as shown below). With the **Images & Videos** tab you can upload your own images and even your own video link (YouTube or Vimeo only). Follow the steps below. You can remove or add new images and videos at any time during the campaign.

- Steps:
1. Prepare your image(s) or video(s) as per specifications shown here.
  2. Click on **Remove** under the default Featured Image if you want to replace it.
  3. For each Photo, click on Upload an Image, then add a caption.
  4. For a Video, paste the full video link in the URL field, then add a title and caption.
  5. Repeat to add more images/videos. Content added here is automatically saved.
  6. Click on **Donations**.

**View My Page**

## Terry Tester

In support of Celebrating Community Champions 2020 Virtual Giving Event on behalf of EMPOWER SIMCOE FOUNDATION

Welcome Details **Images & Videos** Donations

**FEATURED IMAGE**  
Make your page more impactful by including a featured image that relates to the reason for your fundraising or the cause.



Remove

**Images**

Images added here must be selected as part of a Media Carousel to display on your campaign page. Image must be at least 400px x 400px, but no larger than 5000px x 5000px. Supported formats include JPG, PNG and GIF.

Upload an Image

**CAPTION**  
Add a caption

Remove

Add An Image

**Videos**

Videos added here must be selected as part of a Media Carousel to display on your campaign page. Please add the page URL from Youtube or Vimeo e.g. <http://www.youtube.com/watch?v=o7.Jxi0ZdzB0>

**URL**  
Please add the page URL from Youtube or Vimeo e.g. <http://www.youtube.com/watch?v=o7.Jxi0ZdzB0>

Add a url

**TITLE**  
Add a title

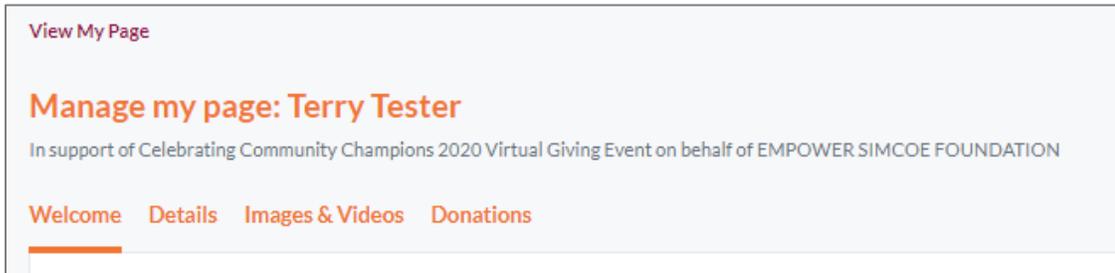
**CAPTION**  
Add a caption

Remove

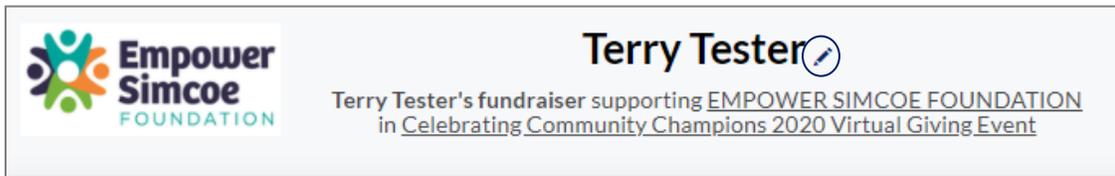
Add A Video

**HINT:**  
Review the required specifications before adding images or videos. (Ignore the first sentence mentioning a "Media Carousel" – this does not seem to be relevant.)

10. The **Donations** tab is where you can view the donations you've received to date. For more, see p. 25 – How to Add and Manage Donations on Your Fundraising Page.
11. See what you've done! Click on **View My Page** (top left on any of your tabs) to see your finished fundraising page. See p. 15 for a preview of our test page.



12. Once you are on your fundraising page, you can edit it at any time by clicking on the edit symbol to the right of your page title (circled below). If you don't see this symbol, it means you have to log in again. See p. 18 – How to Login to Your Fundraising Page.



Your finished fundraising page should look something like this, with your page name and any images you've added:

**Empower Simcoe FOUNDATION**

## Terry Tester

Terry Tester's fundraiser supporting [EMPOWER SIMCOE FOUNDATION](#) in [Celebrating Community Champions 2020 Virtual Giving Event](#)

\$0 \$25 \$50

2 months, 1 week REMAINING Campaign Ends Oct. 30, 2020

Donate to Me

Share this

f t p e

Hello! Welcome to my fundraising page for Empower Simcoe's *Celebrating Community Champions 2020*.

Please help me reach my goal! All donations go to the Empower Simcoe Foundation to help pay for new mobility and accessibility equipment, respite care for families, recreational and educational programming for youth and adults with intellectual disabilities, and much more. When you donate online, you receive an official charitable receipt for tax purposes by email.

If you make a donation, thank you very much for helping me reach my goal! Please share my page with your friends and family (see the social media links above).

Also, don't miss the CCC2020 online event Thursday, October 22 at 7 pm. You'll hear inspiring stories from the people Empower Simcoe supports, meet some frontline heroes, and more! Watch it here: [empowersimcoe.ca/virtual-giving-event](http://empowersimcoe.ca/virtual-giving-event).





Click on a thumbnail to enlarge a photo or watch a video

**Donate to Celebrating Community Champions 2020 Virtual Giving Event**

Donate Now Donate Monthly

\$25 \$100 \$200 \$400 \$ Other

ADD A MESSAGE OF SUPPORT

1200 characters remaining

HOW SHOULD WE DISPLAY YOUR DONATION IN THE PUBLIC-FACING SUPPORTERS LIST?

Please display my name, message and donation amount.

Continue with my Donation

**HINT:**  
Now that you've created your page, but before you share it, it's a good idea to add your first donation – from yourself or a friend. That way you can show progress towards your goal when others receive your invitation to donate.

See p. 25 for more on How to Add and Manage Donations on Your Individual Page.

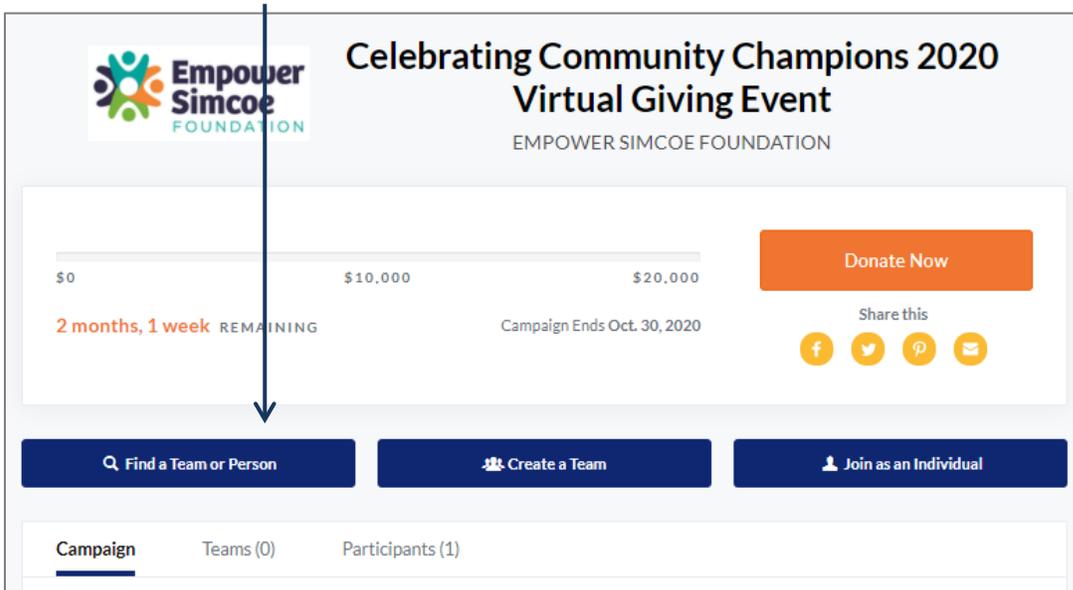
**Congratulations!** You've finished creating your fundraising page. Remember, you can return to it any time to edit your story, revise your goal, or add new images or video.

## HOW TO JOIN AN EXISTING TEAM

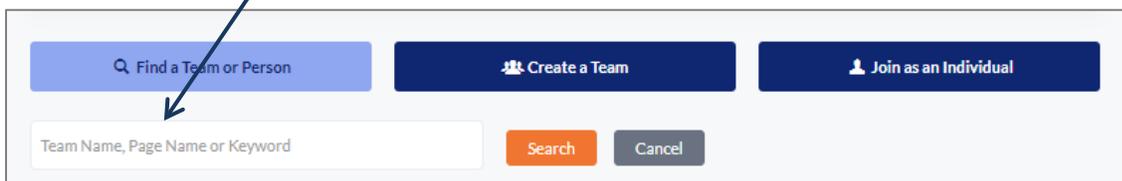
There are two ways to join an existing team. You can search for a team or person's name on the main event fundraising page, or respond to an invitation from a Team Captain.

**Method 1:** Search for a name on the main event fundraising page.

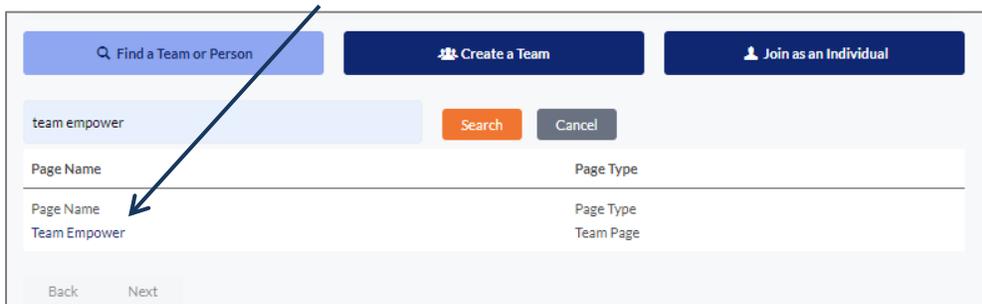
1. Go to [empowersimcoe.ca/cc2020](http://empowersimcoe.ca/cc2020)
2. Click on **Find a Team or Person**.



3. Type in the name of the team you want to find. If you aren't sure of the team name, try a person's name associated with the team, or a keyword that may be part of the name, and click on **Search**.



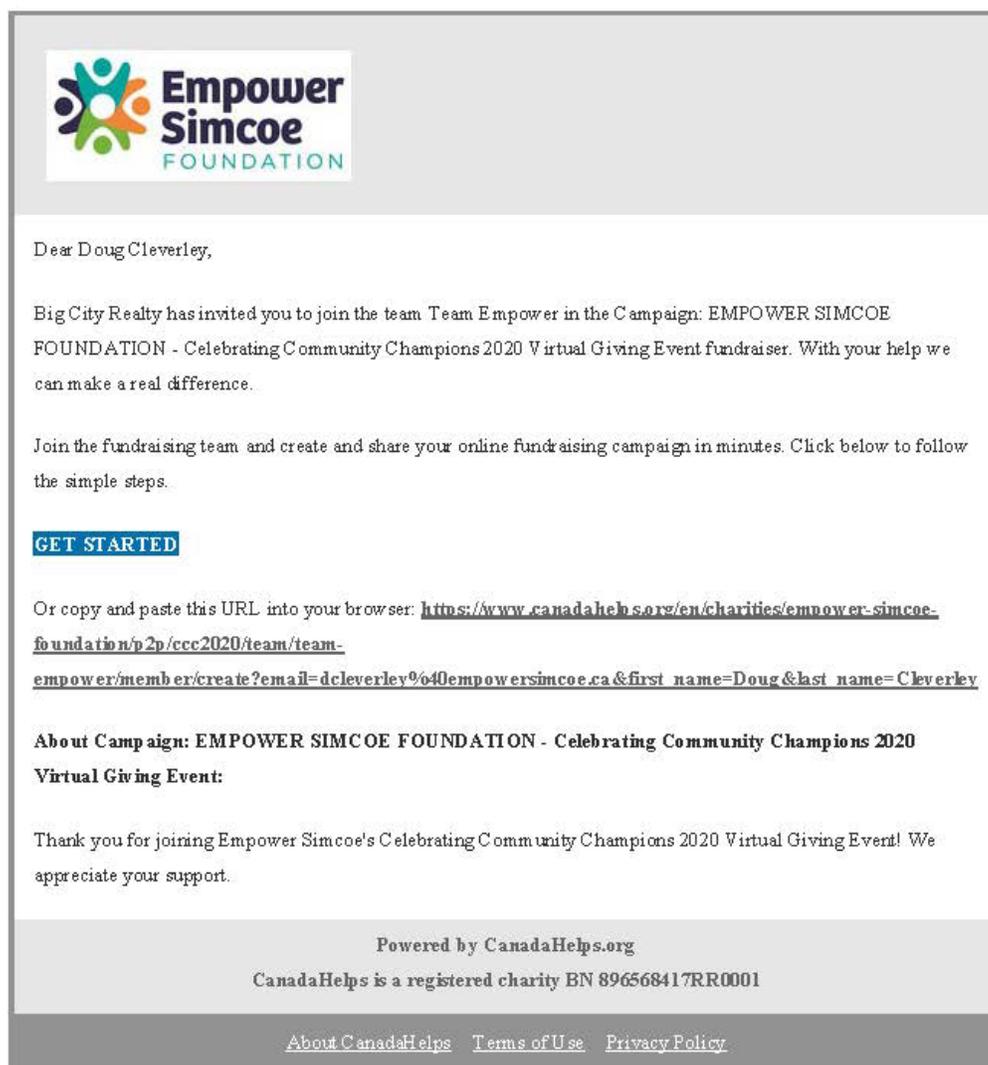
4. In the list that pops up, click on the name that you think is the one you're looking for. If you don't see the team you're looking for, try a different name.



5. When you land on the team page you were looking for, choose either **Donate to Team** or **Join this Team**, and follow the prompts. If you select **Join this Team**, you will land on a page called **“Join [Team Name].”** Follow the prompts to set up your own account and fundraising page, or walk through the steps from pages 10-14 of this manual, starting at Step 3 on p. 10.

**Method 2:** Respond to an invitation from a Team Captain.

1. Open the email you receive from a Team Captain. It will look something like this:



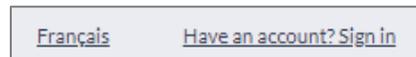
2. Click on the links in the email to respond to the invitation. You will land on a page called **“Join [Team Name].”** Follow the prompts to set up your own account and fundraising page, or walk through the steps from pages 10-14 of this manual, starting at Step 3 on p. 10.

## HOW TO LOG IN TO YOUR FUNDRAISING PAGE

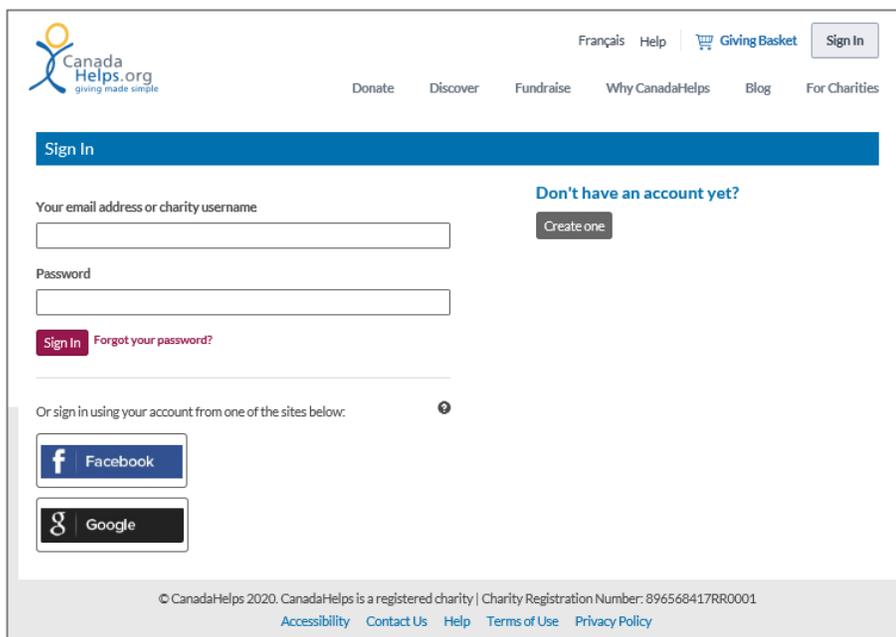
Once you've created your fundraising page, you can log in to it again through your page (Method 1), through the main event fundraising page (Method 2), or through the CanadaHelps home page (Method 3).

### Method 1: Through Your Page

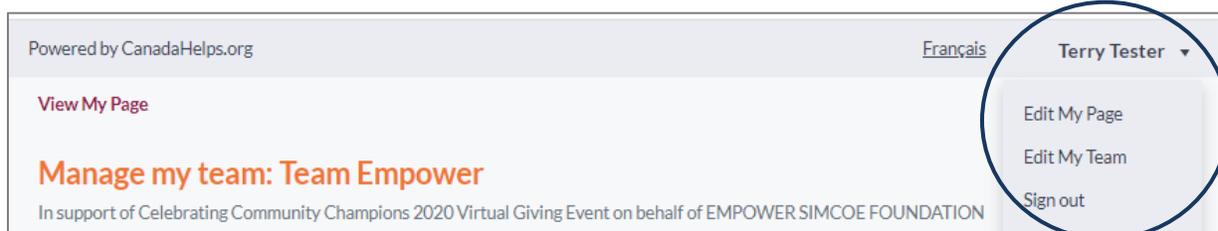
1. Go to your page. If you can't find it or you didn't save the address, go to Method 2.
2. On your page, click on **Have an account? Sign in** (top right corner).



3. You will be directed to the CanadaHelps sign-in page, which looks like this:



4. Fill in the email address and password you used when you registered your page. Click on **Sign in** and you will be directed to the main event fundraising page. Click on the arrow next to your name at the top right of the screen (see below). If you have a team page, you can choose between **Edit My Page** and **Edit My Team**. (If you are not a Team Captain, your only option will be **Edit My Page**.) Click on your preference to go to your **Welcome** tab. From there, follow the steps as laid out previously in this manual for Team Captain and Individual pages.

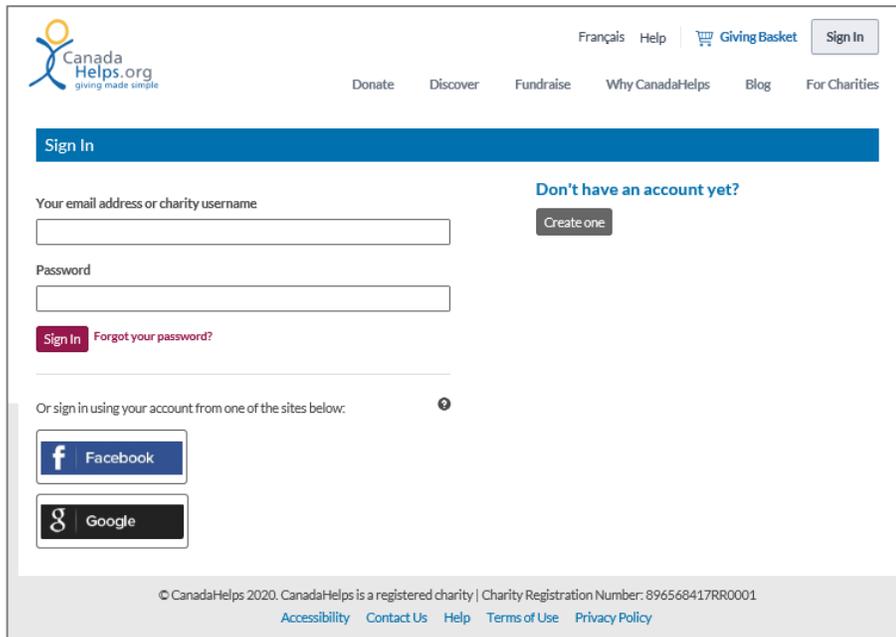


## Method 2: Through the Main Event Fundraising Page

1. Go to [empowersimcoe.ca/cc2020](http://empowersimcoe.ca/cc2020)
2. Click on **Have an account? Sign in** (top right corner).



3. You will be directed to the CanadaHelps sign-in page, which looks like this:

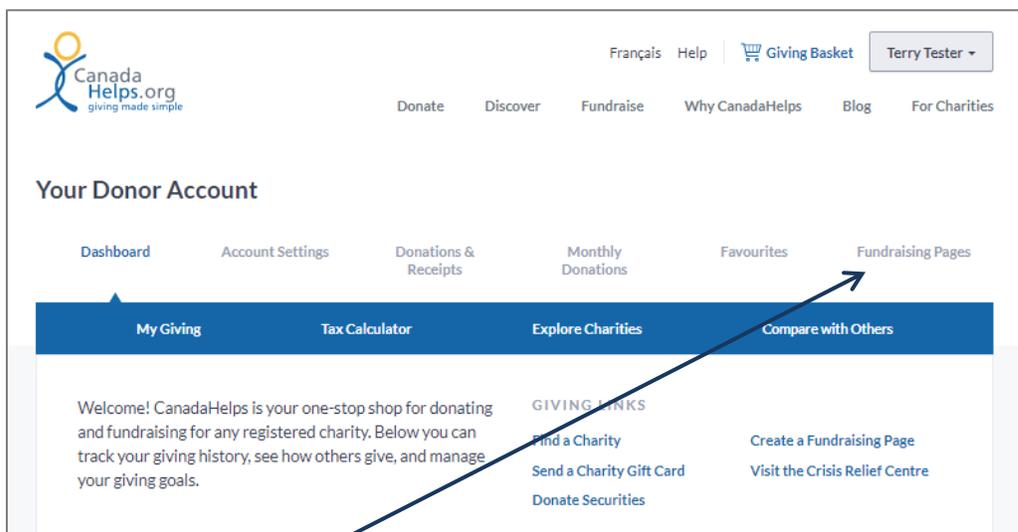


4. Fill in the email address and password you used when you registered your page. Click on **Sign in** and you will be directed back to the main event fundraising page. Click on the arrow next to your name at the top right of the screen (see illustration at bottom of p. 18). If you have a team page, you can choose between **Edit My Page** and **Edit My Team**. (If you are not a Team Captain, your only option will be **Edit My Page**.) Click on your preference to go to your **Welcome** tab. From there, follow the steps as laid out previously in this manual for Team Captain and Individual pages.

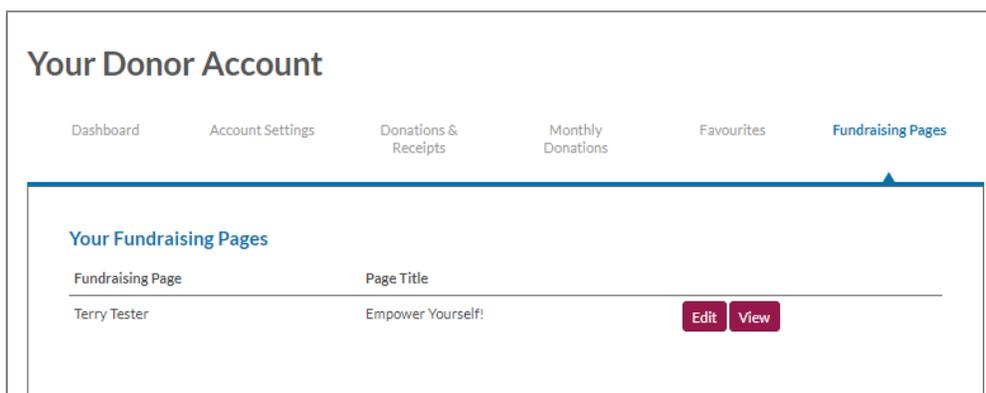
## Method 3: Through the CanadaHelps website

1. Go to [CanadaHelps.org/en](http://CanadaHelps.org/en) (English) or [CanadaHelps.org/fr](http://CanadaHelps.org/fr) (French)
2. Click on **Sign in** (top right corner).
3. You will be directed to the CanadaHelps sign-in page (see above illustration). Continue to Step 4 on next page.

- Fill in the email address and password you used when you registered your page. Click on **Sign in** and you will be directed to a page labelled Your Donor Account:



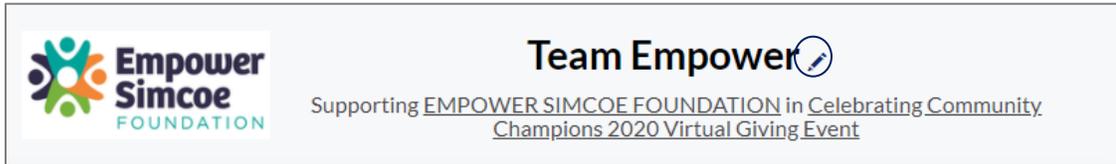
- Click on **Fundraising Pages**, then select either **Edit** or **View** to the right of the page name you created for this campaign:



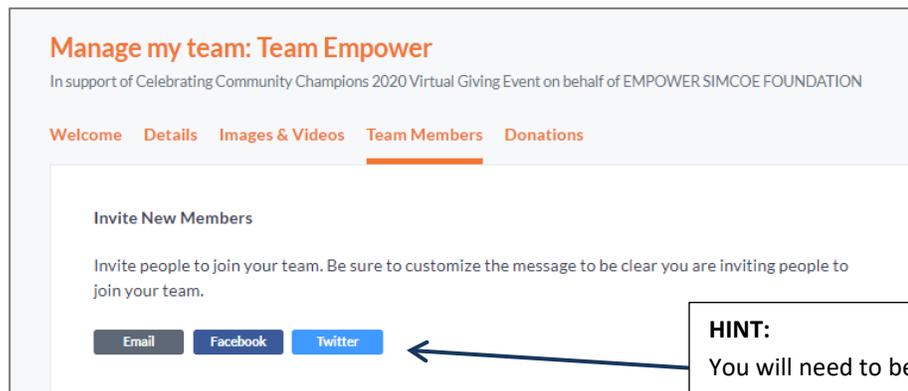
- By default, this site displays your Individual page. If you are a Team Captain and want to access your Team page, you will need go to your Individual page first, then click on the arrow next to your name at the top right of the screen, and select **Edit My Team** (see illustration at bottom of p. 18). This will take you to your Team page **Welcome** tab.
- From your **Welcome** tab (Team or Individual), follow the steps as laid out previously in this manual for Team Captain and Individual pages.

## HOW TO INVITE PEOPLE TO JOIN YOUR TEAM

1. To send invitations from your page, log in to the event fundraising platform and go to your team page. If you aren't sure how to do this, see p. 18 – How to Login to Your Fundraising Page. If you haven't created a team page yet, go to p. 3.
2. If you land on your team home page, click on the edit symbol to the right of your page title (circled below) to access the page management section.

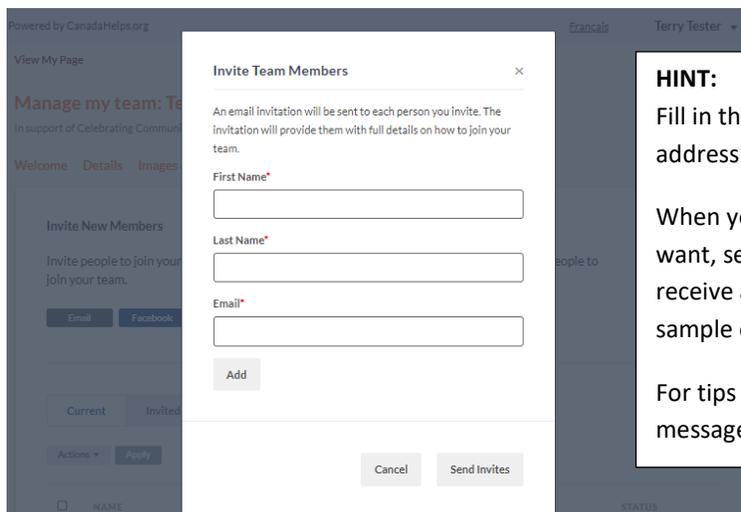


3. Click on the **Team Members** tab.



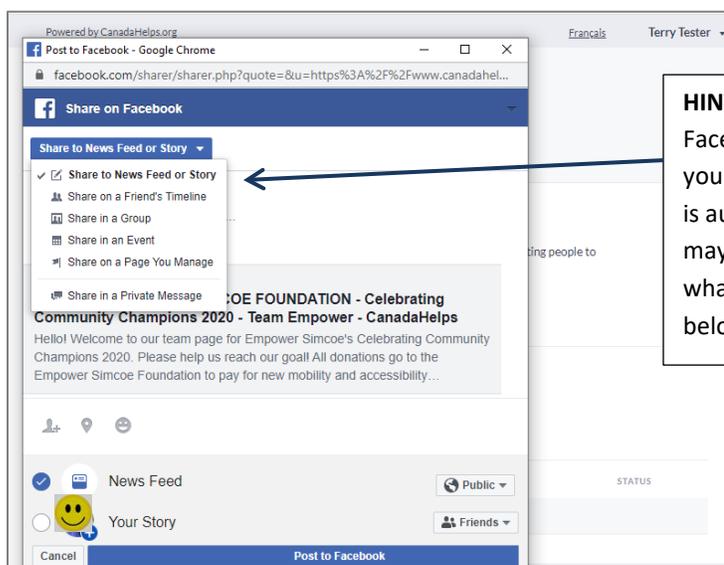
**HINT:**  
You will need to be logged into your Facebook or Twitter account to use these buttons.

4. Select one of the buttons to send your invitations out.
5. If you select **Email** this box will pop up:



**HINT:**  
Fill in the first and last name and email address of each invitee, and then click **Add**.  
  
When you have added all the names you want, select **Send Invites**. Your invitees will receive a default message similar to the sample email shown on p. 17.  
  
For tips on sending a more personalized message, see #8 on p. 22.

6. If you select **Facebook** and you are logged into your Facebook account on your computer or mobile device, you will see a box like this pop up :



**HINT:**

Facebook gives you many sharing options for your invitation. Note that your team page link is automatically included. Beyond that, you may add your own personal invitation in whatever sharing option you select. See #8 below for messaging suggestions.

7. If you select **Twitter** and you are logged into your Twitter account on your computer or mobile device, a tweet window when open with the link to your fundraising page included. Simply fill in the message you want. Remember this will be a public message, even if you put the Twitter handle of your invitee(s) in your message. To send a direct message to your invitee(s), you will need to open your Twitter account and send your invitations from there.
8. **Custom invitations:** When you send an email message from your page (#5 above), your invitee(s) will receive a standard invitation from the email address [noreply@canadahelps.org](mailto:noreply@canadahelps.org). (To see what it looks like, see sample email on p. 17.) This standard invitation includes your team name and a link to your team fundraising page, but no personalized message from you. Also, you run the risk that your invitation goes into a spam or junk mail folder.

Instead, consider sending your invitations from your own email account. Here is a message you're welcome to copy or adapt for your personalized invitations, no matter how you send them – email, Facebook, Twitter, or other messaging apps. (Make sure you replace the text in square brackets with your own words.)

Hi [NAME],

Join my team! I'm participating in a virtual giving event called *Celebrating Community Champions 2020*, and it benefits one of my favorite charities, Empower Simcoe. I wanted to invite you to learn more about the cause, and to join my team so we can work together to reach our fundraising goal. [EXPLAIN WHY EMPOWER SIMCOE'S CAUSE IS IMPORTANT TO YOU]

Empower Simcoe empowers people throughout Simcoe County to lead a meaningful and inclusive life. Donations to the Empower Simcoe Foundation help pay for new mobility and accessibility equipment, respite care for families, recreational and educational programming for youth and adults with intellectual disabilities, and much more.

Will you learn more about this cause on my fundraising page and maybe join my team? Here is the link to my page: [LINK TO YOUR "TEAM FUNDRAISER PAGE"]. If you can't join my team, maybe you could make a donation, or help spread the word. My goal is to raise [FUNDRAISING GOAL AMOUNT]. All the money I raise will go directly to the Empower Simcoe Foundation to make a #MeaningfulLife a reality for people of all abilities. All donors will receive an official charitable receipt for tax purposes.

You can read more about Empower Simcoe's *Celebrating Community Champions 2020* virtual giving event at [empowersimcoe.ca/virtual-giving-event](http://empowersimcoe.ca/virtual-giving-event).

Thank you so much!

[YOUR NAME]

**IMPORTANT NOTE ABOUT INVITATIONS:**

If someone you want to invite to join your fundraising team has already created their own individual fundraising page, they will not be able to join your team. For this reason, **we recommend sending your team invitations out as soon as you register and finish preparing your page.** Remember, you can return to edit your page at any time.

## HOW TO SHARE YOUR FUNDRAISING PAGE VIA SOCIAL MEDIA OR EMAIL

1. Go to [empowersimcoe.ca/cc2020](http://empowersimcoe.ca/cc2020) and log into your account (if unsure how to do this, see p. 19 for logging in Through the Main Event Fundraising Page).
2. This method should take you to your **Welcome** tab, which gives you several sharing options. If you are directed to a different site, review the methods and illustrations beginning at p. 18 – How to Login to Your Fundraising Page.

**Terry Tester**  
In support of Celebrating Community Champions 2020 Virtual Giving Event on behalf of EMPOWER SIMCOE FOUNDATION

**Welcome** Details Images & Videos Donations

**Your Page Address**  
Include your page address in all your fundraising efforts so people can easily donate to your fundraiser, learn more about the campaign, or join as a participant. Use the short address to simplify the appearance of your message.

**SHORT URL**  
 **Copy**

Your short address will automatically redirect to your full address. [Copy full URL](#)

**Share Across Your Network**  
Share your page and your fundraising progress often using the social media and email sharing features on your published page. Start spreading the word now using the buttons below:

Email Facebook Twitter Google Plus Pinterest

**Tips & Tools**  
Reference the files below to help you with your fundraising efforts.  
[Team Captain Guide](#)

**HINT:**  
The sample page shown here is for an Individual fundraiser. The steps below apply to both Individual and Team fundraiser pages.

**HINT:**  
The Copy button allows you to copy your fundraising page address to your clipboard, so you can then paste it into another social media site or message.

3. To send an email, click on the **Email** button. Your computer's default email program should open a new window displaying an email with the following Subject line:

I've joined the Celebrating Community Champions 2020 in support of EMPOWER SIMCOE FOUNDATION. See how you can help, too.

In the text field, a link to your fundraising page's short web address should appear. You can add your personal fundraising message here (for suggestions, see **Templates for Correspondence** in the **Guide for Fundraisers** – also available under **Tips & Tools** on your **Welcome** tab).

4. To share a post on social media, you must be logged into your account. Click on the **Facebook**, **Twitter**, or **Pinterest** sharing button. The same message shown above will appear, with a link to your fundraising page. You can add your own message before sharing your post or tweet.
5. For suggested social media messaging, see **Social Media Contacts** on p.9 of the **Guide for Fundraisers** – also available under **Tips & Tools** on your **Welcome** tab.

## HOW TO ADD AND MANAGE DONATIONS ON YOUR FUNDRAISING PAGE

**Note: the directions on this page apply to both Individual and Team fundraising pages.**

1. If you are making a donation to your fundraiser yourself, you can make it on your front page – see Hint on p. 15. **Only use this method if it is your own personal donation.** The receipt for any donation added here will be issued to the person who enters their contact and payment details.
2. Go to [empowersimcoe.ca/cc2020](http://empowersimcoe.ca/cc2020) and log into your account (if unsure how to do this, see p. 19 for logging in Through the Main Event Fundraising Page).
3. Click on the **Donations** tab.
4. Any donation you receive through your personal fundraiser page or that your Team Captain assigns to you will show up in the list on this page.

Powered by CanadaHelps.org Français Terry Tester

View My Page

**Manage my page: Terry Tester**  
In support of Celebrating Community Champions 2020 on behalf of EMPOWER SIMCOE FOUNDATION

Welcome Details Images & Videos **Donations**

**\$0.00** raised out of \$50.00 goal

All Online Offline

Find a donation Search

Add Offline Donation Send Message

NAME	AMOUNT	DATE	SOURCE
No results found.			

**HINT:**  
Only Team Captains and Charity Administrators can add Offline Donations – i.e. a donation received by any form of payment other than through the CanadaHelps platform. For more about offline donations, see p. 26.

5. Click on **Send Message** to send a personalized thank you to each of your donors.
6. You can also use the **Send Message** box to send a message to everyone who has donated to your fundraiser, or to selected individuals. Maybe you would like to give them an update on your fundraising progress, invite them to share your fundraising page with their personal networks, or remind them about the *Celebrating Community Champions 2020* video presentation on October 22 at 7 pm. See the **Guide for Fundraisers** pages 9-10 for more messaging ideas.

## **HOW TO MANAGE OFFLINE DONATIONS**

**A note about official receipts:** a donation from any donor who wishes to receive an official receipt for tax purposes must be processed by the Empower Simcoe Foundation, either through the CanadaHelps platform (an “online donation”), or by making the payment directly to the Foundation by other means (an “offline donation”).

An Offline Donation is any donation received by a form of payment other than through the CanadaHelps online platform that hosts the *Celebrating Community Champions 2020* Virtual Giving Event.

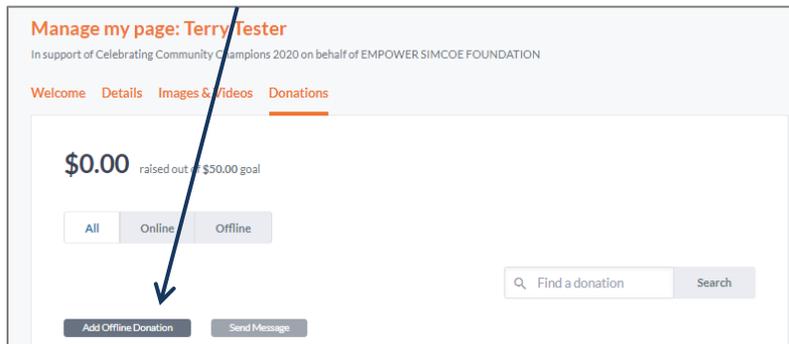
Generally, supporters should be encouraged to donate online, but we don’t want the online component to be a barrier to anyone who wants to give. There are several ways to receive and add offline donations, depending on the payment method – see below.

### **Procedures:**

1. **It is your responsibility as a fundraiser to record the following information for every offline donation you receive.** Without it, the Empower Simcoe Foundation will not be able to issue a tax receipt to the donor. You must record the following:
  - Donor Name
  - Donor Mailing Address including street/postal address, city, province, and postal code
  - Donor email address (if they have one) or phone number
  - Amount of donation
  - Name of Individual or Team fundraiser
  - Does the donor wish to be publicly identified?
2. If you are an Individual fundraiser **who is not a member of a team** and you receive an offline donation (cash or cheque only), please mail it or drop it off to the attention of Doug Cleverley, Empower Simcoe Foundation, 39 Fraser Court, Barrie ON L4N 5J5. Please ensure you include all of the donor information mentioned in #1 above. Deadline: October 26, 2020.
3. If you are an Individual fundraiser **who is a member of a team** and you receive an offline donation (cash or cheque only), please give it to your Team Captain to assign the donation to you. Your Team Captain will ensure the donation goes to the Empower Simcoe Foundation. Please ensure you include all of the donor information mentioned in #1 above.
4. If you are a Team Captain, collect offline donations from your team members (including yourself), so you can assign them accordingly. See Adding Offline Donations (Team Captains), p.37.
5. As a last resort, the Empower Simcoe Foundation can also accept a donation in the form of an Interac e-transfer. Please have the donor email Doug Cleverley, Donor Relations Coordinator at [dcleverley@empowersimcoe.ca](mailto:dcleverley@empowersimcoe.ca) for instructions.

## ADDING OFFLINE DONATIONS (TEAM CAPTAINS)

1. Go to [empowersimcoe.ca/ccc2020](http://empowersimcoe.ca/ccc2020) and log into your account (if unsure how to do this, see p. 19 for logging in Through the Main Event Fundraising Page).
2. Click on the **Donations** tab.
3. Click on **Add Offline Donation**.



4. A form that looks like the one below will pop up. Fill in all of the fields you can (at a minimum, the donor's First and Last Names, Email address, and Donation Amount).

### **HINT:**

Check with your donor to see how they want their name and donation displayed.

If you have received this donation through another member of your team, be sure to assign it to that team member (or yourself) here. Otherwise, it will be recorded as a contribution to the whole team.

5. Click on **Add Donation** to have the donation added to your campaign.
6. Collect all offline donations (cheques and/or cash) and deliver to the attention of Doug Cleverley, Empower Simcoe Foundation, 39 Fraser Court, Barrie ON L4N 5J5 no later than October 26, 2020.

## **A FINAL NOTE ABOUT DONATIONS**

We invite you to get creative! You are welcome to add “anonymous” donations to your page at any time. Many fundraisers take up a collection at work, or hold a bake sale, car wash, or another type of fundraising event, and add the proceeds to their page as an offline donation (see pages 26-27).

Donations raised this way will not be eligible for an official receipt, but can still be an important part of your overall fundraising effort!

## **CONTACT US**

Remember, if you have any questions about *Celebrating Community Champions 2020* or how to set up and manage your fundraising page, please contact Doug Cleverley, Donor Relations Coordinator at [dcleverley@empowersimcoe.ca](mailto:dcleverley@empowersimcoe.ca) or phone 705-718-3118.

That’s about all we have to say, except ...

