

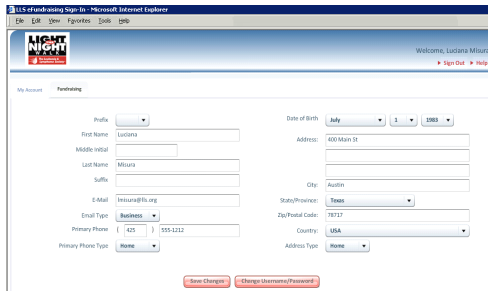


Online Fundraising Quick Start Guide

Step 1: Sign Into Your Fundraising Page

Visit <http://etools.lightthenight.org/signin>

Enter the Username and Password that you received in the Welcome email after registering to access your fundraising page. Once signed in, you can change your user name and password along with your profile information on the **My Account** tab.



Step 2: Customize Your Page

To get started on your fundraising page, click on the **Personalize Pages** tab. If you are a team captain, you can choose to customize the team page or your own page.

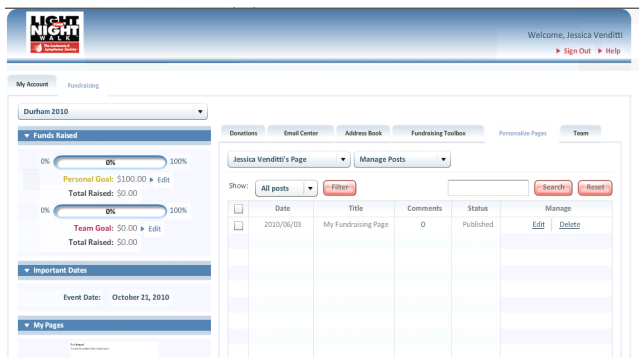
Select **Manage Posts** in the dropdown then click the **Edit** link next to the item titled 'My Fundraising Page' to customize the text and post photos that will display on your fundraising page.

Select **New Posts** item in the dropdown to create New Posts about your fundraising and training progress so that visitors to your page can post comments. The **Manage Comments** item provides the ability to control what comments are to be displayed on your page.

Select the **Options** item to modify how the various features of your fundraising page will be displayed, including changing the Title, page link, how your name is displayed and indicate who you are walking in honor / memory of.

Be sure to click on **Save** after making any changes.

To set a fundraising goal, click on **Edit** next to "Personal Goal" in the **Funds Raised** section on the left where the thermometer displays, then enter your goal amount and click on **Save**.



Questions?

Please contact LLS Support Services at:

888.557.7177 or SupportServices@lls.org

OR

Please contact Stephanie Holland at:

1-248-581-3898 or Stephanie.holland@lls.org

Step 3: Send Emails

After personalizing your fundraising page, import your contacts.

- Click on the **Address Book** tab.
- Select the email system that you use under the Choose an Option next to **Import address book**. For Gmail, hotmail or Yahoo, enter your login information for your email account and click on **Import**.
- Otherwise, choose the Microsoft Outlook option to import a comma-separated value (csv) file with your contacts to import.
- For any additional contacts, enter their First Name, Last Name and E-mail Address then click on the **Add** button

Now, you're ready to send emails to family, friends and co-workers.

- Click on **Email Center** tab, **Compose Email**.
- Click on the Address Book icon and select those to email.
- Enter additional email addresses separated by commas.
- Customize the Donation Request template or enter a new message in the "Message" box. Make sure that your message contains a link to your fundraising page so people can donate easily.
- Click on the **Send** button to send your email. Your email will be sent from your personal email address with a link to your page, where people can make a donation and support your efforts.

Making a donation is easy.

- In the **Make a Donation** section of your page, select or enter a donation amount and then click on the **Donate Now** button.

Step 4: Updating Your Page

Be sure to access your page often to check on donations, update your page's message and send additional donation requests.

You can also send thank you emails to those that have donated by going to the **Email Center** tab, **Compose Message** and selecting **Thank-You Note** in the Message Type option. Then, click on your Address Book icon and choose the "Donors to be thanked" option that will automatically select only those donors that you have yet to email a thank-you note.

Also, if you are part of a team, be sure to invite others to walk with you on your team by emailing the **Team Invitation** Message Type to those who might be interested in joining you. They will receive an invitation with a link to the Light The Night registration webpage and will automatically be added to your team after they complete their registration.

Team Captains can also email their team members easily by selecting the **Team Captain Msg** Message Type which will automatically place all of the team member email addresses in to the To box. Just enter your message and click on **Send** the email the team.

Team Captains can also utilize the **Team** tab to view all of the contact information and funds raised for all members on the team. By clicking on the **Team Captain Guide** button, a Getting Started message along with downloadable reference materials are available to support the success of your team's fundraising efforts.