



**Create your own
fundraising page!**



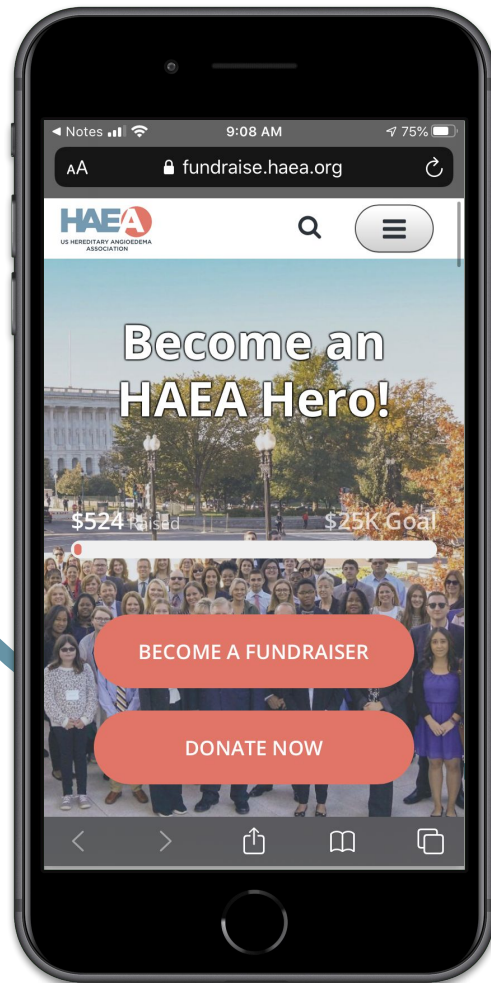
How to Create your Fundraising page

Just a few simple steps to get started!

Step 1: Visit our website

<https://fundraise.haea.org/HAEHero>

Step 2: Click "BECOME A FUNDRAISER"



Choose how you would like to participate:



Start fundraising



As an individual



Join a team



Create a team

As an individual: This will allow you to create a page, share your story with your network and ask them for support.

Join a team: You can create a page within a friends team. You will still have a fundraising page to share but donations to your page will also count toward the team goal.

Create a team: Create a fundraising page and reach out to your network to also create a fundraising page to help your team reach t's goal.



Create Your Page and Add a Photo

Step 1: Set your personal fundraising goal, we recommend to start with a \$500 goal.

Step 2: Set the end date (May 16, 2020)

Step 3: Write something fun for your headline that reflects you.

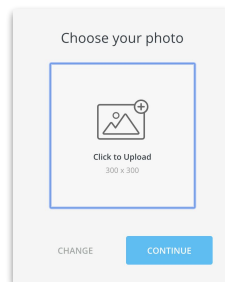
Maybe incorporate your name or the city you live in.

Example: "Team Abby is raising money for HAE Research."

Step 4: Make sure to note that you are fundraising for Research

Step 5: (optional) create a unique URL
<Click NEXT>

Step 6: Customize your photo!

A screenshot of a 'Create your page' form. It includes fields for 'Set your fundraising goal' (USD \$ 200.00), 'Fundraising end date' (05/16/2020), 'Your Page's Headline' (Team Abby is raising money for HAE Research!), 'I'm fundraising for' (HAE Research for a Cure), and 'Set your Fundraising Page's Short URL' (abbyscookies). There is a checkbox for 'It's okay to contact me in the future.' and a large red 'NEXT' button at the bottom.

Create your page

Set your fundraising goal *

USD \$ 200.00

Fundraising end date *

05/16/2020

Your Page's Headline *

Team Abby is raising money for HAE Research!

44/255

I'm fundraising for *

HAE Research for a Cure

Set your Fundraising Page's Short URL (optional)

<https://fundraise.haea.org/abbyscookies>

abbyscookies

☐ It's okay to contact me in the future.

NEXT



Answer a Few Questions

Provide your phone number and address

Note: unless it's relevant you won't need to add a company or website

<Click Finish>

A screenshot of a 'Member Questions' form. The form is titled 'Member Questions' and has a subtitle 'Please tell us a little more about yourself.' Below the subtitle are several input fields: 'Cell Phone *' (text input), 'Address Type *' (dropdown menu with 'Please Select' as the selected option), 'Address *' (text input), 'City *' (text input), 'State *' (dropdown menu with 'Please Select' as the selected option), 'Zip *' (text input), 'Country *' (text input), 'Company / Organization' (text input), and 'Website' (text input). A large blue curved arrow points from the left towards the form.



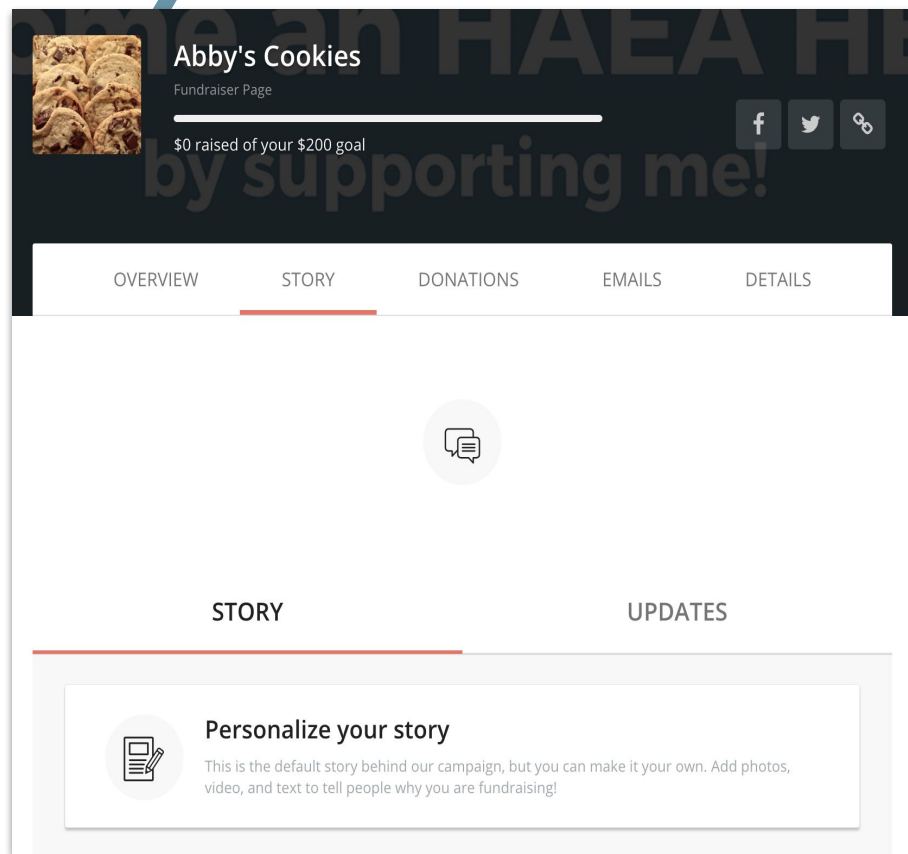
Share Your Story

Now that you've created your fundraising page, you can add your personal story.

Click the **Manage** button on the top right of the screen.



Click **Story** to add your personal story to the page.



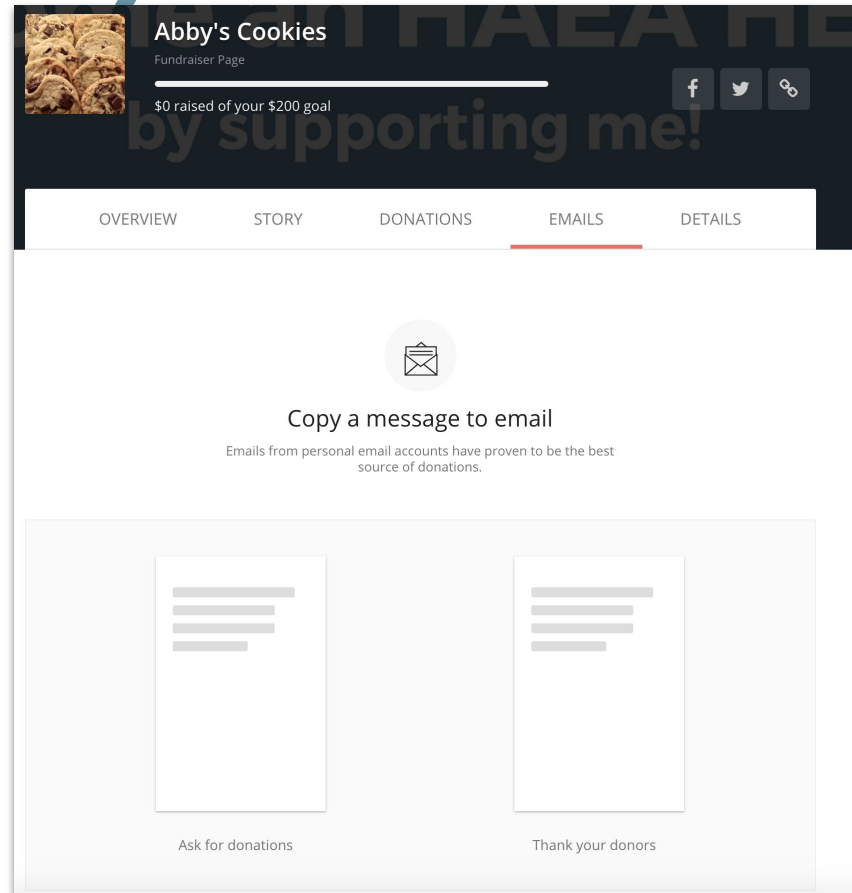


Communicate With Your Donors

Create emails that can be sent out for the following purposes:

- **Ask for donations**
- **Send thank-you emails to your supporters**

Sample emails are on the next pages...



Thank Your Donors: E-mail Example

Dear [insert name],

You might have heard that I'm fundraising for Hereditary Angioedema research. This cause is very important to me because [supply a personal reason that appeals to the reader's emotions].

I'm encouraged by the support I've already received, but I still need help reaching my fundraising goal of [insert your fundraising goal]. Would you be willing to make a contribution to my fundraiser? A gift of any amount would mean the world to me. To donate, simply click the link to my fundraiser below:

[Insert link to fundraiser]

It would also mean a lot if you could share my fundraiser link on social media. The more exposure I get, the faster I will reach my fundraising goal. I'd love to talk to you in person about my fundraiser, so please don't hesitate to reach out.

Sincerely,

[Your name]



Thank Your Donors: E-mail Example

Dear [insert name],

Thank you so much! I am truly grateful that you chose to contribute to my campaign. Thanks to your donation I am now closer to meeting my goal of [\$XXX]. Your support and encouragement is making a huge difference for Hereditary Angioedema Research. I will keep you posted on the progress of my campaign. If you know of anyone else who may be interested in supporting my cause, please feel free to share it with them.

Thank you again,

[Your name]

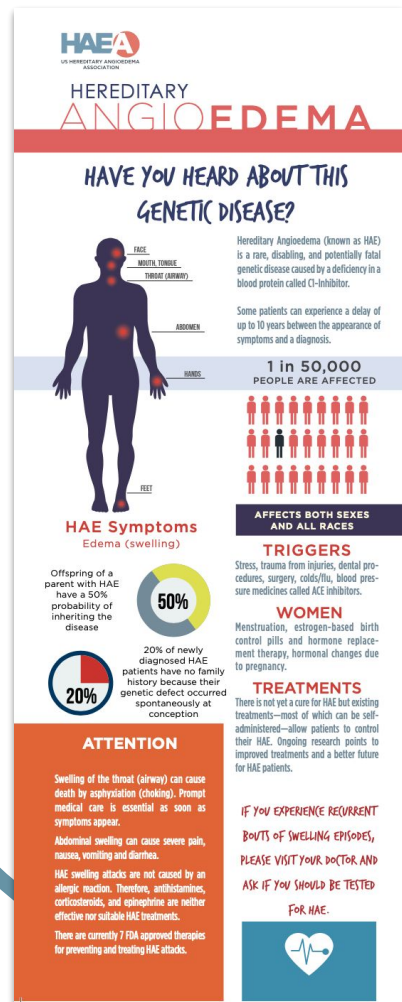




HAE Information to Giveaway at Your Event

We have HAE Infographics for your event!

- All you have to do is send a request 3 weeks before your event by emailing mikemallory@haea.org and we will mail them to you.





Thanks!

Any questions?
Contact Mike Mallory
mikemallory@haea.org

