

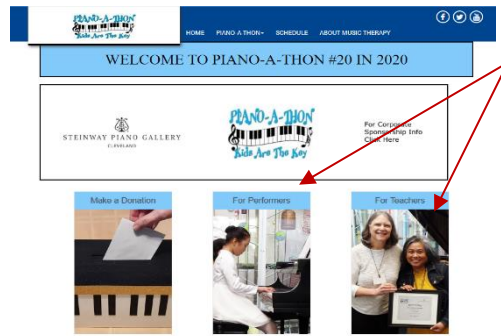


How to set up your Piano-a-thon Fundraising Website

If you have any questions as you walk through these steps, please contact Taylor Cooper at TCooper3@akronchildrens.org or 330-523-9553.

1. Go to giving.akronchildrens.org/piano-a-thon

If you are a student, click For Performers. If you are a teacher, click For Teachers.



2. Click

REGISTER HERE / LOG IN

3. Click

**JOIN AS A
NEW
PARTICIPANT**

or using your user name and password from 2021, sign in.

4. Proceed to Next Step

5. This is your registration form. Please complete all necessary information in order to set up your online fundraising page for Piano-a-thon. You will be required to indicate your school and/or teacher's name. This includes creating a User Name and Password (if you participated in 2021, please use that user name and password). Don't forget to write this down so that you can keep your page updated and stay in contact with your donors during your fundraising campaign. Click Next Step.



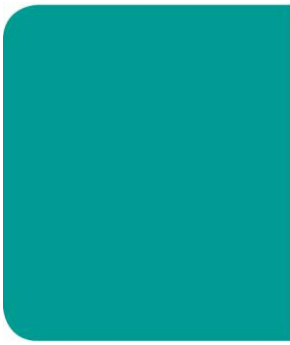
6. Your Participant Center will allow you to personalize your page, upload your contacts, track your progress and send out solicitation and thank you letters to your donors. All letters are written and templates with the focus on Piano-a-thon. It is also suggested that you add a personal touch to them emails, let your donors know why you are participating, how long you've been participating and what it means to you. Build a personal connection.

The screenshot shows a dashboard with a navigation bar at the top containing 'Home', 'Email', 'Progress', and 'Personal Page'. Below this is an 'Overview' section with a progress bar and four data boxes: '\$0.00 I Have Raised', '\$250.00 My Goal (change)', '0% Percent', and '114 Days Left'. A 'What to do next?' section follows, listing five tasks: 1. Set up your Personal Page (checked), 2. Add Contacts to Your Address Book (highlighted with a red arrow), 3. Send an Email, 4. Thank your Donors, and 5. Set a Goal.

Edit your personal page with fundraising, practice and personal story updates. Change your picture or add a video.

Find email templates to customize and send to your donors to solicit donations or thank them for their generosity.

Upload all of our email contacts. Visit http://help.convio.net/site/PageServer?pagename=User_TeamRaiser_PC2_Contacts_00Intro For information on how to upload your contacts from outlook, gmail, yahoo, etc...

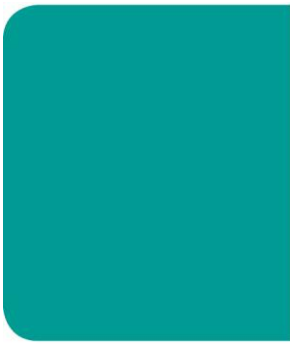


7. Personalize your fundraising page by changing the URL to reflect your name (website address) or adding a photo. Photos are to be 4MB or less. That's max pixel size of 300 x 127.

The screenshot shows the 'Edit Your Personal Fundraising Page' interface. At the top, there are navigation tabs: Home, Email, Progress, and Personal Page. The main heading is 'Edit Your Personal Fundraising Page' with a '(View Personal Page)' link. Below this, there is a section for 'Personal Page URL: (URL Settings)' with the current URL 'http://giving.akronchildrens.org/goto/Pianoathon' and a note 'This page is Public'. A red arrow points to the '(URL Settings)' link. To the right, there is a 'Content' sidebar with a 'Photos/Video' section, also indicated by a red arrow. The main content area includes a 'Title' field with the text 'Piano-a-thon 2018 Providing Music Therapy to Patients at Akron Children's Hospital' and a 'Body' section with a rich text editor. The editor contains text about the Piano-a-thon event and its purpose.

8. Send out solicitation emails to your donors. Just click on the Email tab to get started.

The screenshot shows the 'Compose Message' interface. At the top, there are navigation tabs: Home, Email, Progress, and Personal Page. The main heading is 'Compose Message'. Below this, there is a progress bar with four steps: 1. Configure, 2. Compose, 3. Set Recipients, and 4. Preview & Send. The 'Compose' step is currently active. Below the progress bar, there is a 'Select Email Template' section with three categories: 'Thank You (2)', 'Solicitation (2)', and 'Other (1)'. Under the 'Solicitation (2)' category, there are two options: 'Ask for Donations (Preview)' and 'Post Event Email to Non-Donors (Preview)'. At the bottom, there are buttons for 'Save as draft', 'Save as template', 'Preview', and 'Next'.



9. Track your progress and update your fundraising goal on the Progress tab

Home | Email | Progress | **Personal Page**

View Personal Report

Your Fundraising Progress

\$0.00
I Have Raised

\$250.00
My Goal ([change](#))

0%
Percent

114
Days Left

● Gift Amount

Donation History

Gift Notifications: **On** ([turn off](#))
([View personal donations](#) or [Download personal donation list](#))

| Donor | Amount | Notes | Date | Actions |
|---------------------|--------|-------|------|---------|
| No donations found. | | | | |

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