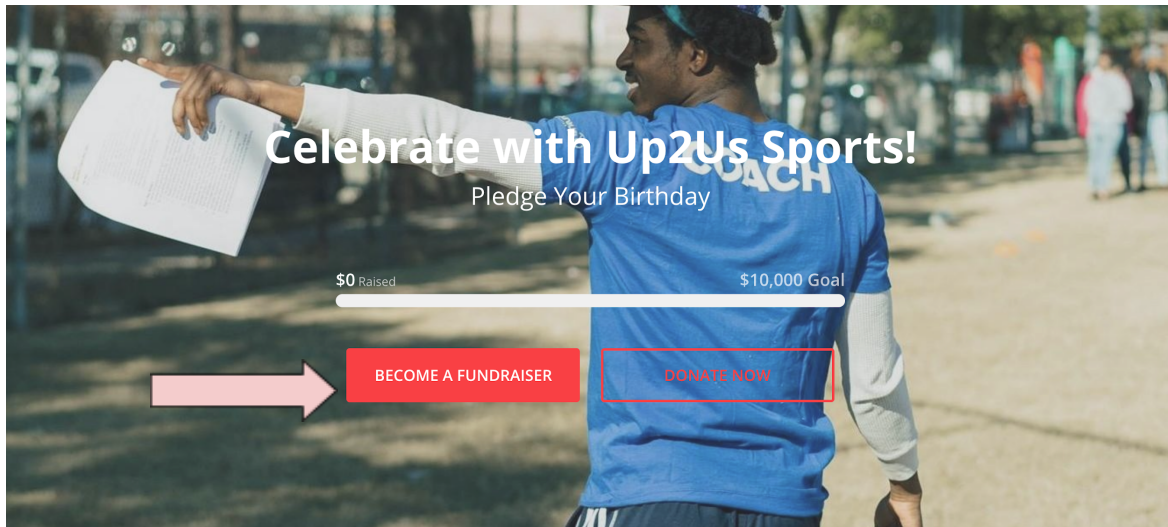


Campaign Page Set-Up Guide

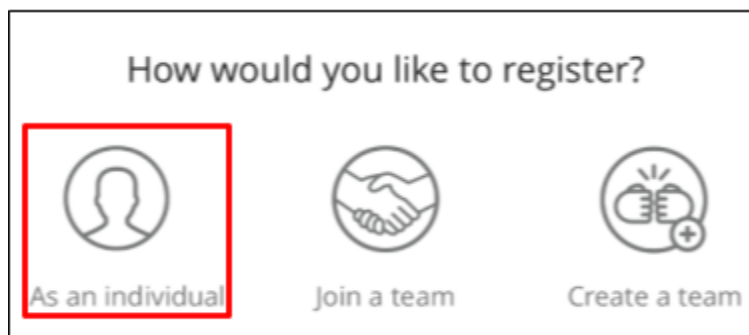
How to Create your Birthday Fundraising Campaign with Classy:

Thank you for committing to fundraise for your birthday and help connect youth to a transformational coach! When fundraising, you will use Classy, our online fundraising platform. Below is the step-by-step guide for creating your account, setting your fundraising goal, and editing your fundraising page.

- 1 To begin, click the link to our [Birthday Pledge Page](#) and select **Become a Fundraiser**.



- 2 Choose to fundraise as an **Individual**.
This guide focuses on creating an individual fundraising page. If you would like to fundraise as a team, or join an existing team, follow the steps at this link: [How to Create a Fundraising Team](#)



Campaign Page Set-Up Guide

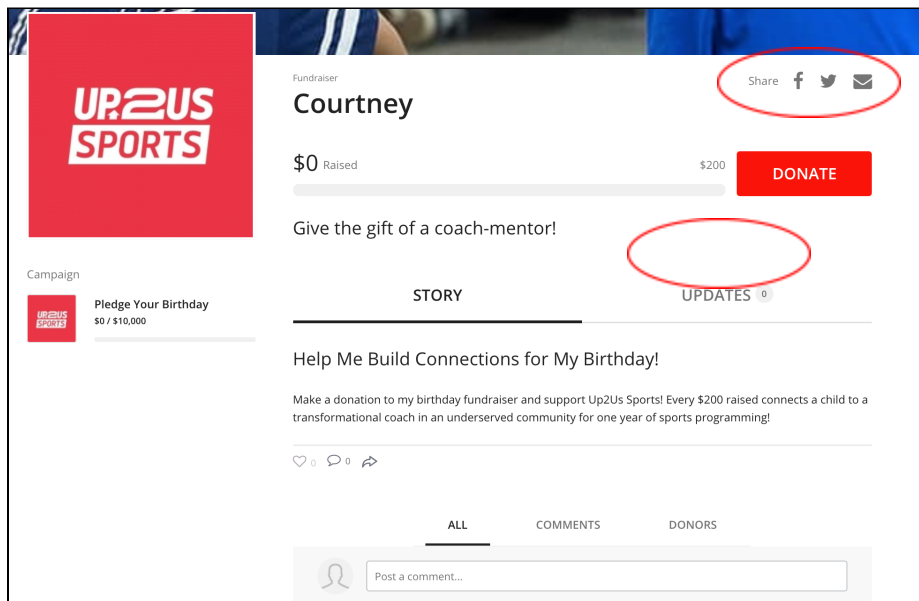
3 Login to an existing Classy account or Create a new account.

Next, create your page:

1. Set a meaningful fundraising goal. Every \$200 raised connects a child to a transformational coach for one year of sports programming!
2. Add a Page Headline.
3. Enter a short URL—a shorter version of your fundraising page’s website address for easy sharing (optional).
4. Click **Next** to move on.
5. Upload a profile picture for your fundraising page. Uploading a picture helps personalize your page. You can always change your photo later on.

4 Share Your Fundraising Page

Congratulations, you have created your fundraising page! Click the Facebook and Twitter icons on the right side of the screen to share your fundraiser on social media.



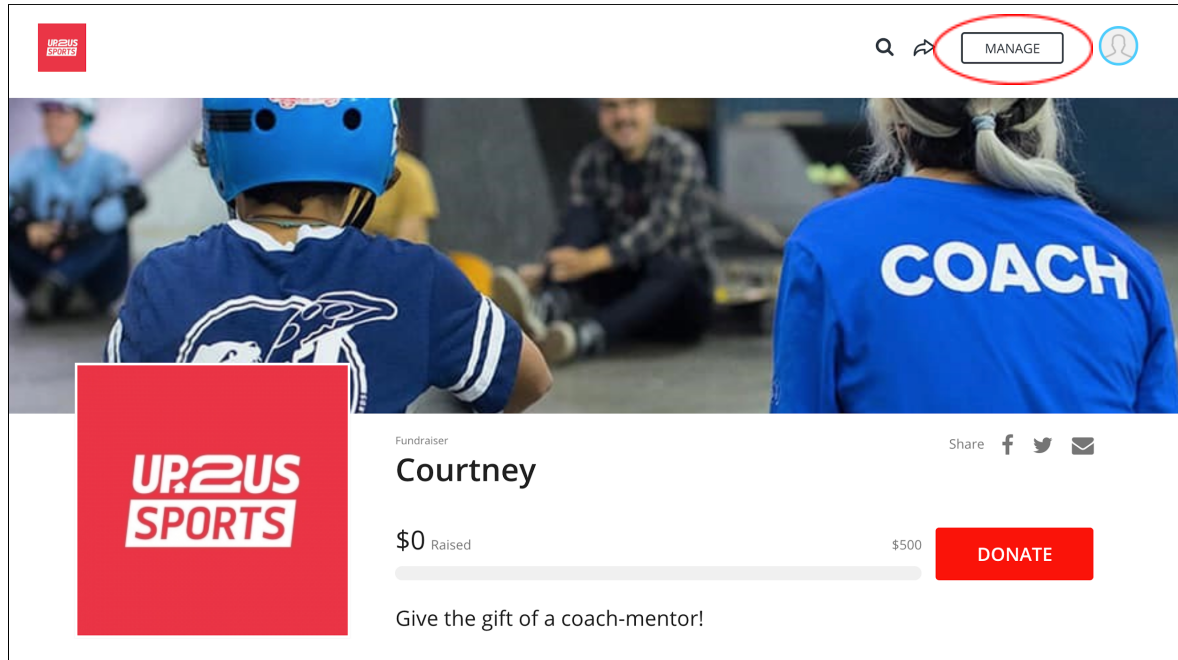
Your fundraising page will be updated each time you receive a donation. From this page, you can provide campaign “Updates” to donors, respond to donor comments or questions, and monitor your campaign activity.

Campaign Page Set-Up Guide

5

Edit your Fundraising Page

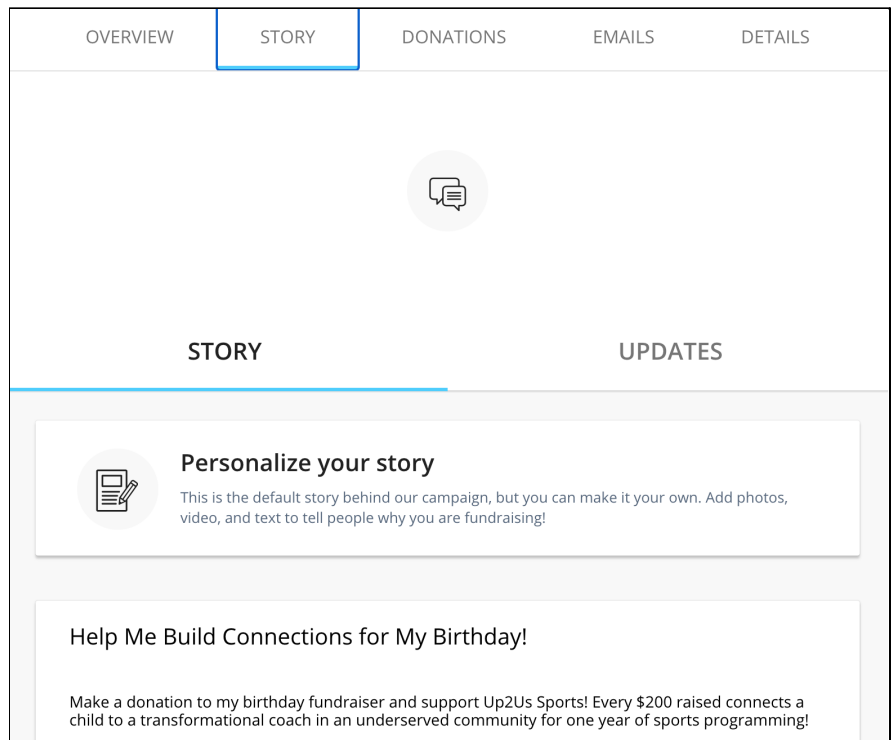
Click the **Manage** button at the top right of the screen to open the editor page.



6

After clicking the **Manage** button, you will be directed to the editor page where you can:
 1) Personalize your story 2) Create and copy a message to an email 3) Edit your campaign details.

1. Personalize your story: When you select the “Story” tab, the Up2Us Sports default message will appear. You can personalize this message to align with your specific campaign goal. *Why are you raising money for Up2Us Sports? Why did you choose your specific fundraising goal? The more personal, the better!* Friends and family are more likely to connect with your personalized message.



Campaign Page Set-Up Guide

2. Create and Copy an Email:

When you select the “Emails” tab, you will find two email options: “Ask for donations” and “Thank your donors”. Select the email you would like to send in order to view the template. On the template page, you can personalize the email to an individual, or keep it general. Select the “Copy Message” button when you are done, and paste the message into your email to send. Classy will not send emails for you, you will need to use your personal account.

3. Edit Your Campaign Details:

From the “Details” tab, you can upload a profile picture, edit your Fundraiser Nickname, change your Page Headline, or update your Fundraising Goal.

Campaign Page Set-Up Guide

Fundraiser Notifications:

You can also adjust your Fundraiser Notifications from the “Details” tab. Fundraiser Notifications are sent via Classy to the email you used when registering for a Classy account. Toggle the notifications on or off depending on your preferences.

Fundraiser Notifications

Note: If you have any additional teams or fundraising pages for this campaign, these settings will also apply to those pages.

Comments on my fundraising page

Donations on my fundraising page

Encouragement emails (% of goal reached, \$ amount raised, etc.)

[SAVE CHANGES](#)

7

Spread the Message & Help Youth!

For more campaign tips, and examples of social media posts and emails, visit our [Fundraising Tip Guide](#).