Personal Fundraising Page Guide

Become a fundraising superstar by mastering Classy, our online fundraising platform. Registering and fundraising through Classy is easy when you follow our step-by-step guide. Read on, and you'll be ready to begin in no time!

CHOOSE YOUR REGISTRATIONS TYPE

Start on the **Walk of Hope home page**, select a **Walk** location, and find the “Register” button. Choose the way you’d like to participate: as an individual or on a team.

REGISTRATION AS AN INDIVIDUAL
You don’t have to be part of a team. Participants can register as individuals. Click “As an individual.” Done and done.

JOINING A TEAM
Click “Join a team,” and choose one from the alphabetical list by navigating through the pages or by searching for a specific team name. All teammates will receive personal fundraising pages by default.

CREATING A TEAM
To create your own team, click “Create a team,” type in your team name, and set a fundraising goal. Click “Create Team,” and you’re done! Please note: The individual who creates the team will be assigned as the Team Captain. All individuals will receive personal fundraising pages.

After finishing any one of these three steps, you'll be taken to the registration page.
From here forward, the sign-up experience is the same no matter what type of participant you are. Your fundraising page is only a few steps away.

Finish up the additional questions. Answer the registrations questions as accurately as possible so that RESOLVE and our volunteers can tailor the event experience to our participants.

All participants are required to register and read the event waiver. Accept the waivers by clicking the check box—and be sure to read the waivers before you do so you understand the terms of the event.
ADD AN EXTRA DONATION

Here you have the chance to add an extra donation of $24, $50, $100, $250, or whatever amount you’d like. If you don’t want to donate, click “Skip” to continue.

NEXT STEPS

And you’re done!

With part I at least. From here, you have two options:

1. Check Your Email
2. View Your Fundraising Page
In your email inbox, you should find two messages with the subjects “Claim your fundraising page” and "Your Order Confirmation...". Make sure to check your junk mail!

Click the link in the body of either email, create a password, and you'll gain access to Classy, the online platform you'll use to manage your fundraising!

If you have registered and/or raised funds for a RESOLVE event in the past, you can manage your fundraisers, donations, and teams from your account page. Find the fundraising page for your most recent event and click "View".
And here you are on your fundraising page! Now you’re ready to start raising money to support RESOLVE’s mission to improve the lives of people living with infertility. Here are some quick ways you can get started.

SHARE

From your fundraising page, click “Manage” in the top right-hand corner to start creating and editing page details like your name, photo, story, and page updates.

Once you’ve got those in place, it’s time to start spreading the word. Click the Facebook and Twitter icons next to your name to share your page on social media—the link icon is another way to share on other platforms, or anywhere else you can think of.
Another effective way to get the word out is campaigning through email. A personal email to people who care about you goes a long way to help raise money for this important cause. And we’ve made it easy with email templates!

If you click “Emails” underneath your name on the management page, you’ll be shown two templates, “Ask for donations” and “Thank you donors,” which you can copy, paste into an email draft, and modify as you like. It takes away the stress of staring at that blank page and trying to think of the best way to ask for donations.
SHARE UPDATES
For those who have already donated, they'll appreciate knowing your progress since they are invested! And for those who haven't yet given, seeing how close you are to your goal is a great way to encourage others to join in support.

BREAK IT DOWN

“I'm only $100 away -- if 10 people donate $10, I'll achieve my goal!”

MAKE IT URGENT

“The end of my campaign is only 4 days away -- help me meet my goal of $1,000!”

SHOW THE IMPACT

“If just 5 more people donate $3, we'll be able to help ensure RESOLVE has the capacity, proficiency, and structure to both guide and respond to state and federal public policy that impacts people’s ability to build a family.”
Other Classy Resources

5 Classy Fundraising Features Every Fundraiser Needs to Use
Link: https://www.classy.org/blog/overlooked-classy-fundraising-features/

3 Psychological Triggers That Can Help You Win Donations
Link: https://www.classy.org/blog/3-psychological-triggers-to-win-donations/