

HOW TO SET UP A FUNDRAISING PAGE IN RAISIN

LOCAL COMMITTEE GUIDE



**WORLD UNIVERSITY SERVICE OF CANADA
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REGISTRATION

STEP 1

As the President of your Local Committee, visit wusc.akaraisin.com/localcommittees to begin your registration on Raisin and create your Local Committee's fundraising page. **Please note that the person in charge of creating this page will be in charge of updating it in the future.**

Select your preferred language (English or French) from the top right corner, then click on **REGISTER** in the left-side menu to get started.

STEP 2

Select the **Team Captain's Registration** option to create your personal AND your Local Committee fundraising page, and click **CONTINUE**.

STEP 3

Complete the Registration form. Note that * indicates a required field.

In the **Participant Centre Access Information** section at the bottom of the page, create a username and password to access the space where you will be able to track your progress, send emails to potential donors, send thank you letters, connect via social media, and more. A confirmation including your login information will be emailed to you once you have completed the registration process. Once you have filled all the fields, click **CONTINUE**.

STEP 4

Name your Local Committee fundraising page (e.g. WUSC Dalhousie's Fundraising Page), then set a goal for your team.

The **Registration Password** you choose here will be the one **you will share with your fellow Local Committee members when you invite them to join your fundraising team**. Be sure to write it down in a secure place.

STEP 5

The next page will ask you if you would like to make a donation to your own campaign. It is not mandatory to make a donation in order to register, so you can click **CONTINUE** to proceed with registration process if you do not wish to make a donation at this time.

STEP 6

Confirm that your information is correct, and click **CONTINUE**. If it is not correct, you can choose to **EDIT** to revise it.

STEP 7

Congratulations, you've completed your registration!



You will receive a confirmation email, which will include your username and password for the Participant Centre. CHECK YOUR SPAM FOLDER IF YOU DON'T RECEIVE IT.

Click on **START FUNDRAISING NOW** and you will be taken to the **Participant Centre** where you can design your page and invite the other Local Committee members to join your team.

You can also exit and complete the page at a later date. You will be able to log back in by going to the confirmation email and then clicking on "Participant Login" in the email.



USING THE PARTICIPANT CENTRE

The Participant Centre is essentially your Fundraising Dashboard. It is the place where you can:



DESIGN AND SETUP YOUR PERSONAL AND TEAM FUNDRAISING PAGE

Click on the **PERSONAL PAGE** and **TEAM PAGE** icons to start designing your personal and team fundraising pages. You will be able to customize some fields, including the title of your fundraising pages, your profile photo, and your fundraising homepage text.

IMPORT YOUR CONTACTS TO GET IN TOUCH WITH YOUR LOCAL COMMITTEE MEMBERS AND POTENTIAL DONORS

Click on the **ADDRESS BOOK** icon to add your Local Committee members and other contacts (potential donors) to your contact list. You can choose to import your **contacts from your e-mail account(s) or add them manually.**

INVITE YOUR LOCAL COMMITTEE MEMBERS TO JOIN YOUR FUNDRAISING TEAM

Click on the **EMAIL CENTRE** icon, and in the **Sample Invitations E-mails** section, click on the **Join My Team** hyperlink. In the **Contacts available** box, select the people you want to invite to join your team and move them to the **Selected contact** box using the green arrow pointing to the left. You can personalize the message if you wish. Please note that whenever you see something like: [%ContactFirstName%], it indicates a merge field, which will be automatically populated once you send the letter. When you're ready to send your message, click on the button **Send E-mail Now.**

Do not forget that you will need to communicate your **Registration Password** with the members of your Local Committees in order for them to join your team.

E-MAIL YOUR CONTACTS TO ASK FOR THEIR SUPPORT

Send messages about your fundraiser by clicking on the **EMAIL CENTRE** icon. In the **Sample Fundraising Emails** section, click on the **Sponsor Me** template to see sample text we have drafted for you. Modify the letters – and don't be afraid to make it personal! Tell your potential donors why you support WUSC. Let your potential donors know about your Local Committee's specific initiatives.

You can also send **follow-up** messages, **thank you** messages or **design your own** message from scratch. Always send yourself a test message first – to make sure everything is set up the way you want it!

MANAGE YOUR FUNDRAISING EFFORTS

Click on the **FOLLOW UP** icon to review your outreach efforts. You will be able to see every contact you imported into your fundraiser, as well as how many emails you have sent them and whether those emails were opened, if they visited your fundraising page, and if they made a donation. Follow-ups are key in fundraising! Visit the **E-MAIL Center** to reach out to your contacts again.

SPREAD THE WORD ABOUT YOUR FUNDRAISER ON SOCIAL MEDIA

The **GET SOCIAL** icon allows you to connect your fundraising page with your social media. One of the first things you can do is link your fundraising page with Facebook by clicking on the **FConnect** button. You can also create automatic Facebook posts when you receive a donation, or when you reach certain targets in your fundraiser. At the bottom, the different social media icons allow you to share your fundraising page through Facebook, Twitter or other social media channels.

ENTER OFF-LINE PLEDGES

If you get a donation in person in the form of a cheque or cash, you can still enter it into your fundraising page. This will ensure it is reflected in your fundraising total, and will count toward your goal! **You can enter all of the donor information and the donation amount and then mail their cheque** (or a cheque from you if it is cash) to WUSC and we will confirm the donation on your fundraising page once the cheque has been processed. When receiving an offline donation, be sure to ask for the donor's name, mailing address, and e-mail address so that they can receive an automatic tax receipt.



Please note that an offline donation form is available at the bottom of your fundraising pages for your potential donors who wish to donate offline.