

HOW TO CUSTOMIZE YOUR RACE FOR THE CURE FUNDRAISING CENTER

The initial page of the Fundraising center should include the contents of your **Dashboard**. The “Me” view will be default. If you are a team captain, you will also be able to view your team fundraising center.

1. Badges you received from fundraising
2. Descriptions as a participant
3. Fundraising goal
4. Amount raised

The screenshot shows the 'Desmond's Fundraising Center' dashboard. At the top, there are navigation tabs for 'Dashboard', 'Email', 'Edit Page', and 'Fundraising Tools'. Below the tabs, there is a 'Share my page' button with Facebook and Twitter icons. A 'Select your view' dropdown menu is set to 'Me' with 'My Team' as an option. The main content area features a central fundraising goal: 'Fundraise today to reduce mortality rates by 50% in the U.S. by 2026'. The goal amount is '\$250' with an 'UPDATE GOAL' button. Below the goal is a progress bar and the text 'Amount Raised \$0' with a 'DONATE TO MY PAGE' button. On the left, there is a section 'I'm a...' with an 'Alumni' icon and a pink square callout '2'. On the right, there is a 'My Badges' section with a badge icon and a pink square callout '1'. A large pink ribbon icon is positioned in the center of the dashboard.

- To update your fundraising goal, click “UPDATE GOAL”
- To donate to your fundraising page, click “DONATE TO MY PAGE”
- For a cash/check donation, click “ADD CASH/CHECK DONATION”

Scrolling down, you can also:

1. Connect your fundraising center to Facebook
2. Make a donation
3. Update your page and photo
4. Email your family and friends
5. Share your page with others through social media
6. Recruit additional team members
7. Create a breast cancer declaration.

REACH YOUR GOAL FASTER

Raise money directly on Facebook

- 1 Connect this fundraiser to Facebook.
- 2 Invite friends, share updates and collect donations on Facebook.
- 3 Keep track of your progress. The money you raise on Facebook will count toward your goal.

[CONNECT FUNDRAISER TO FACEBOOK](#)

BE MORE THAN PINK™ - TAKE YOUR NEXT STEPS!

- Make a Donation
- Update Your Page and Photo
- Email Your Family and Friends
- Share Your Page
- Recruit Team Members
- Make a Breast Cancer Declaration

Use the **Email** page of the fundraising center to send emails to correspond with teammates, donors, and non-teammates about registration and fundraising.

1. You can customize your email audience using the selections under “Contacts” towards the left.
2. When finished drafting your email, you can preview and send it by clicking “PREVIEW & SEND”
3. You can save it as a template by clicking “SAVE AS A TEMPLATE”.

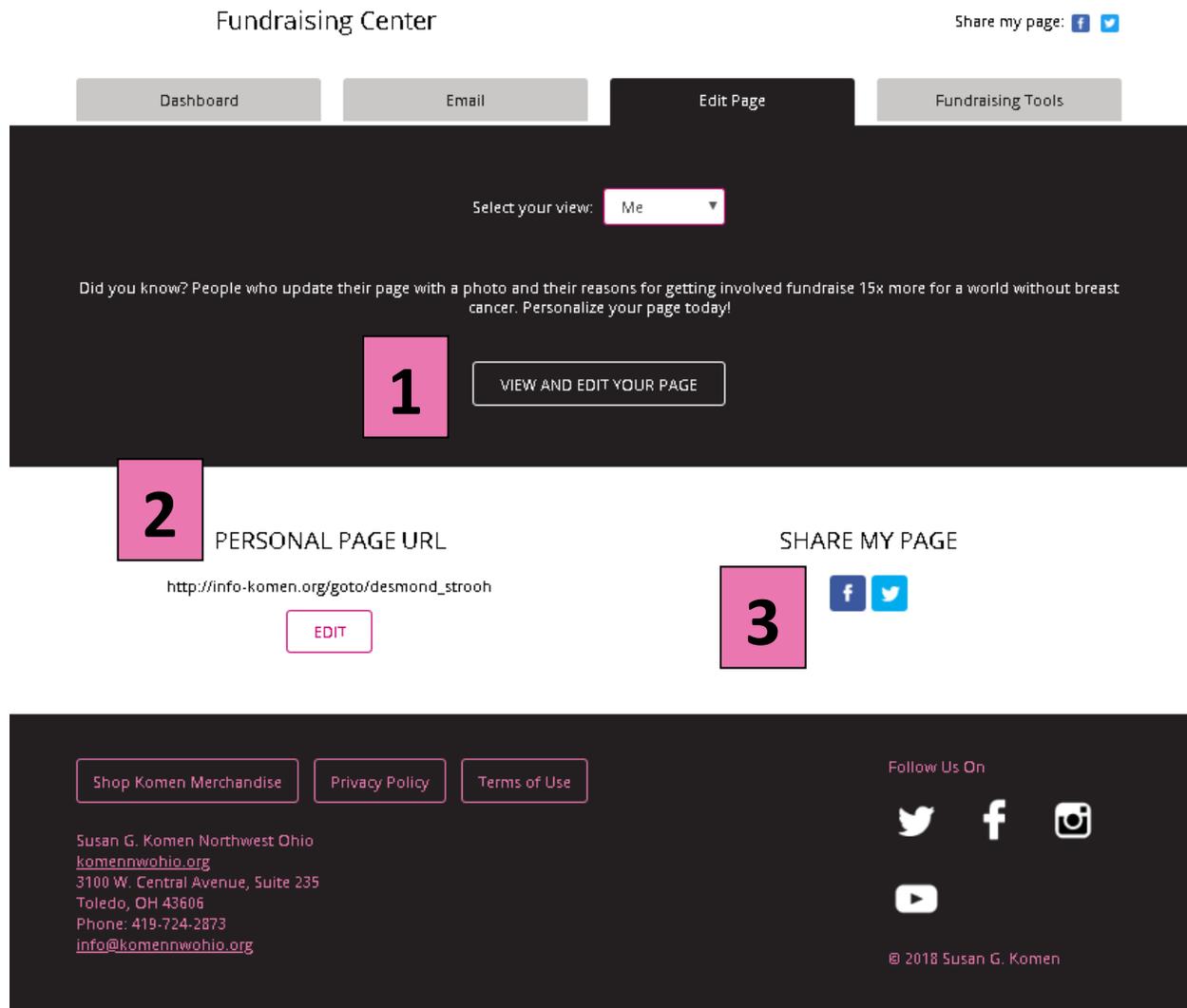
4.

The screenshot shows the 'Fundraising Center' interface. At the top, there are navigation tabs: 'Dashboard', 'Email' (selected), 'Edit Page', and 'Fundraising Tools'. On the right, there is a 'Share my page' link with Facebook and Twitter icons. The main content area is divided into a left sidebar and a main editing area. The sidebar, highlighted with a pink box and the number '1', contains a 'Compose' button, 'Drafts' (1), 'Sent Mail' (0), and a 'Contacts' section with various categories and counts: All Contacts (8), Never Emailed (8), Needs Follow-Up (0), Unthanked Donors (3), Donors (5), Non-Donors (3), Teammates (2), Non-Teammates (6), Past Donors (2), Past Donors who have not donated this time, Past Teammates, and Past Teammates who have not joined this time (0). The main editing area includes a 'Recipients' field, a 'Choose a sample message' dropdown, a 'Subject' field, a checked 'Include personalized greeting' option, and a rich text editor with various formatting tools. At the bottom of the main area, there are two buttons: 'PREVIEW & SEND' (highlighted with a pink box and the number '2') and 'SAVE AS A TEMPLATE' (highlighted with a pink box and the number '3').

Within the **Edit Page** tab, you are able to edit your fundraising page. After selecting a view between “Me” or “My team”(if you are a team captain), Initially you can:

1. Edit your page
2. Edit your page URL
3. Share your page with Facebook or Twitter

After clicking on the “VIEW AND EDIT YOUR PAGE” button, you will be able to edit your page.



Click "View and Edit Your Page:

1. Edit your cover photo
2. Edit the photo/video displayed
3. Edit your story headline
4. Edit your story

DESMOND STROOH IS MORE THAN PINK

\$250 \$135 \$60 \$30 Other

DONATE

My Team: [Komen More Than Pink](#)
My Company: [Susan G. Komen Northwest Ohio](#)
My Event: [2019 Komen Toledo Race for the Cure®](#)
Date: Sunday, September 29, 2019

research care community action

This screenshot shows a fundraising page for a Komen event. The header features the name 'DESMOND STROOH IS MORE THAN PINK' in white text on a pink background. Below the header are five donation amount buttons: \$250, \$135, \$60, \$30, and Other. A prominent 'DONATE' button is centered below these. The page lists the team as 'Komen More Than Pink', the company as 'Susan G. Komen Northwest Ohio', the event as '2019 Komen Toledo Race for the Cure®', and the date as 'Sunday, September 29, 2019'. At the bottom, there is a navigation bar with four colored segments: purple for 'research', green for 'care', blue for 'community', and orange for 'action'. A red box with the number '1' is overlaid on the top right corner of the page, pointing to a photo of a group of people running outdoors.

2 EDIT PHOTO/VIDEO

Up to 75% of net income raised from the Race stays in our area to fund community programs.
At least 25% supports Komen's national research & training grants program.

3 EDIT HEADLINE

MY STORY

4 EDIT STORY

The [redacted] registered for the Komen Race for the Cure because I want to take action and be **More Than Pink™**. I want to make an impact in the fight against breast cancer and need your help. Please consider making a tax-deductible donation today in support of my fundraising efforts.

Your support helps us get one step closer to a world without breast cancer. 75 percent of the money raised through the Race stays in the community to fund local breast cancer education, screening and treatment programs. The remaining 25 percent supports groundbreaking breast cancer research.

Together, we are fueling the best science, boldest community and biggest impact in the fight against breast cancer. And we will not stop until this disease is gone forever. That's our promise. Will you please join me in this fight by making a donation today?

This screenshot shows the 'My Story' section of the fundraising page. On the left, there is a video player with a play button and a red box with the number '2' overlaid on it. The video title is 'EDIT PHOTO/VIDEO'. The video content shows a person speaking, with text overlaid: 'Up to 75% of net income raised from the Race stays in our area to fund community programs. At least 25% supports Komen's national research & training grants program.' To the right of the video, there are two red boxes with numbers '3' and '4' overlaid on them. Box '3' points to the 'EDIT HEADLINE' button, and box '4' points to the 'EDIT STORY' button. Below these buttons is the 'MY STORY' section, which contains a short paragraph of text: 'The [redacted] registered for the Komen Race for the Cure because I want to take action and be More Than Pink™. I want to make an impact in the fight against breast cancer and need your help. Please consider making a tax-deductible donation today in support of my fundraising efforts.' Below this paragraph is another paragraph: 'Your support helps us get one step closer to a world without breast cancer. 75 percent of the money raised through the Race stays in the community to fund local breast cancer education, screening and treatment programs. The remaining 25 percent supports groundbreaking breast cancer research.' At the bottom of the page is a final paragraph: 'Together, we are fueling the best science, boldest community and biggest impact in the fight against breast cancer. And we will not stop until this disease is gone forever. That's our promise. Will you please join me in this fight by making a donation today?'

The **Fundraising Tools** tab involves detailed instructions, important information and helpful tips about how to fundraise. It also discusses what documents to use when accepting donations in forms of cash or checks.

On this page you can:

1. Visit your fundraising center page
2. Click for additional information on fundraising
3. Click to download additional tips for fundraising

Desmond's Fundraising Center Share my page: [f](#) [t](#)

Dashboard Email **Edit Page** Fundraising Tools

FUNDRAISING 101

Susan G. Komen® fundraisers help support national research programs as well as provide screenings, education and treatments to thousands of women and men who cannot afford breast health care in our community.

Join the movement! Turn your support into action by committing to a personal fundraising goal today.

How to Fundraise

Fundraising is easy with online fundraising tools and social media! When you registered for the event, you automatically received your own fundraising website, which can be personalized. Your website is your starting point for spreading the word and maximizing your fundraising impact.

Get started now:

- 1**
 - [Visit your Fundraising Center.](#)
 - Customize your page and share your link.
 - Encourage everyone you know to visit your site, learn more about your commitment to the fight against breast cancer and make a donation on your behalf.
 - Use the email templates provided in the Fundraising Center to easily send emails to your friends and families.
 - Through the Fundraising Center, use Facebook to connect with friends and spread the word about your fundraising efforts.
 - Download the FREE Susan G. Komen® mobile app to help amplify your fundraising efforts. Log in with your username and password to easily send emails, text messages, Tweets and Facebook updates! [Click here for more information](#) or search SGK Fundraise in your app store.

2 Fundraise on your personal Facebook page to raise money from friends more easily! Create your own fundraising