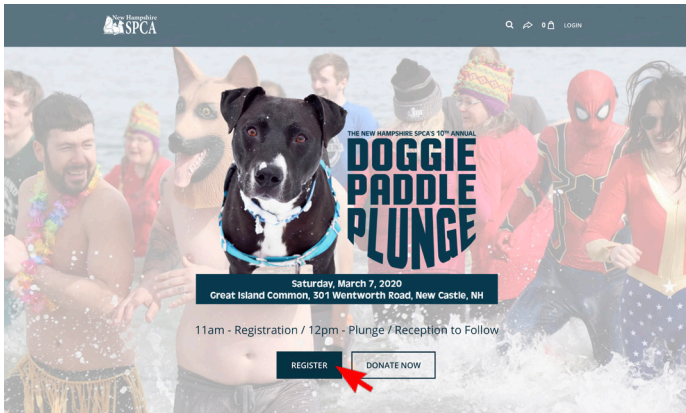


# GET THE MOST OUT OF YOUR FUNDRAISING PAGE



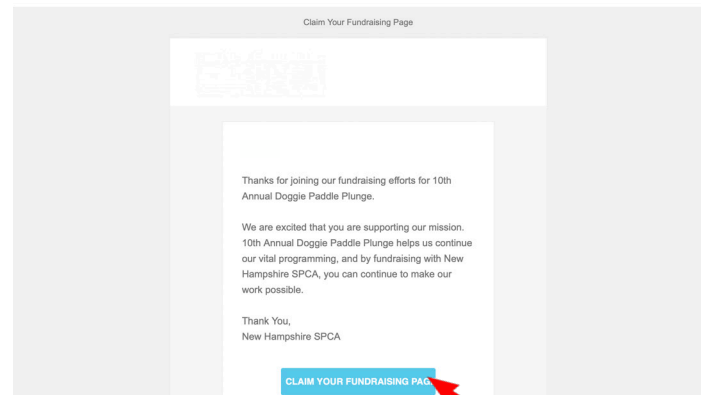
## GETTING STARTED...



1. Click “Register” on the Doggie Paddle Plunge Classy page.
2. Choose whether to register as an individual, creating a team or joining an existing team.
3. Select the type and number of registrations you’d like to pay for.
4. Fill out the information page.
5. Finalize your order by clicking “Purchase”.

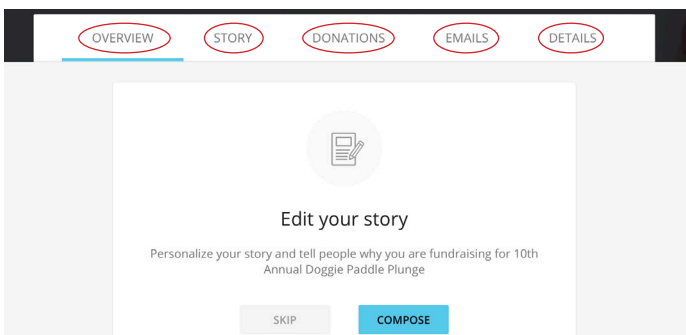
6. You will be directed to your email where you will find a link to your personal fundraising page. The subject line will be “Claim Your Fundraising Page.” Click the button to customize certain features, such as your fundraising goal, personal story and photos. If you don’t see an email in your inbox within minutes, check your junk folder.

Subject: Claim Your Fundraising Page



7. Claim your account by creating a password that will be linked to the email address you provided.

## MAKE IT YOUR OWN...



1. You will be prompted to click through the Overview, which features the parts of your page that can be customized. Add a personal touch to your page to maximize donations!
2. Click the “STORY” tab to personalize the text that appears on your fundraising page. This is where you can write about your connection to the cause and entice people to support you.

3. View sample emails to send out to your friends, family, co-workers, etc., under the “EMAIL” tab. Certainly don’t be afraid to make it unique!
4. Click the “DETAILS” tab to update your photo, fundraising goal, and your vanity URL. Changing your URL is incredibly helpful because it gives you a shorter link to send to your family and friends. Once you type in your unique URL, copy the light grey link that appears next to “Set your vanity URL” to share.

Set your vanity URL [https://give.classy.org/I\\_Save\\_Lives](https://give.classy.org/I_Save_Lives)

I\_Save\_Lives

5. To get back to this screen at any time, return to your personal fundraising page and locate the “MANAGE” button that appears in the top right corner of your screen.

**FUNDRAISING TIP:** Does your employer have a matching gift policy? This is a simple way to double your gift. Some companies match overall employee fundraising, while others match only employee donations, so be sure to check! Encourage your donors to do the same.