

SPECIAL OLYMPICS UNITY SPORTS EVENTS FUNDRAISING TOOLKIT

<http://thon.kintera.org/UnitySportsEvents>



PLAY TO UNITE THE WORLD

Please direct any questions to Parker Ramsdell at pramsdell@specialolympics.org

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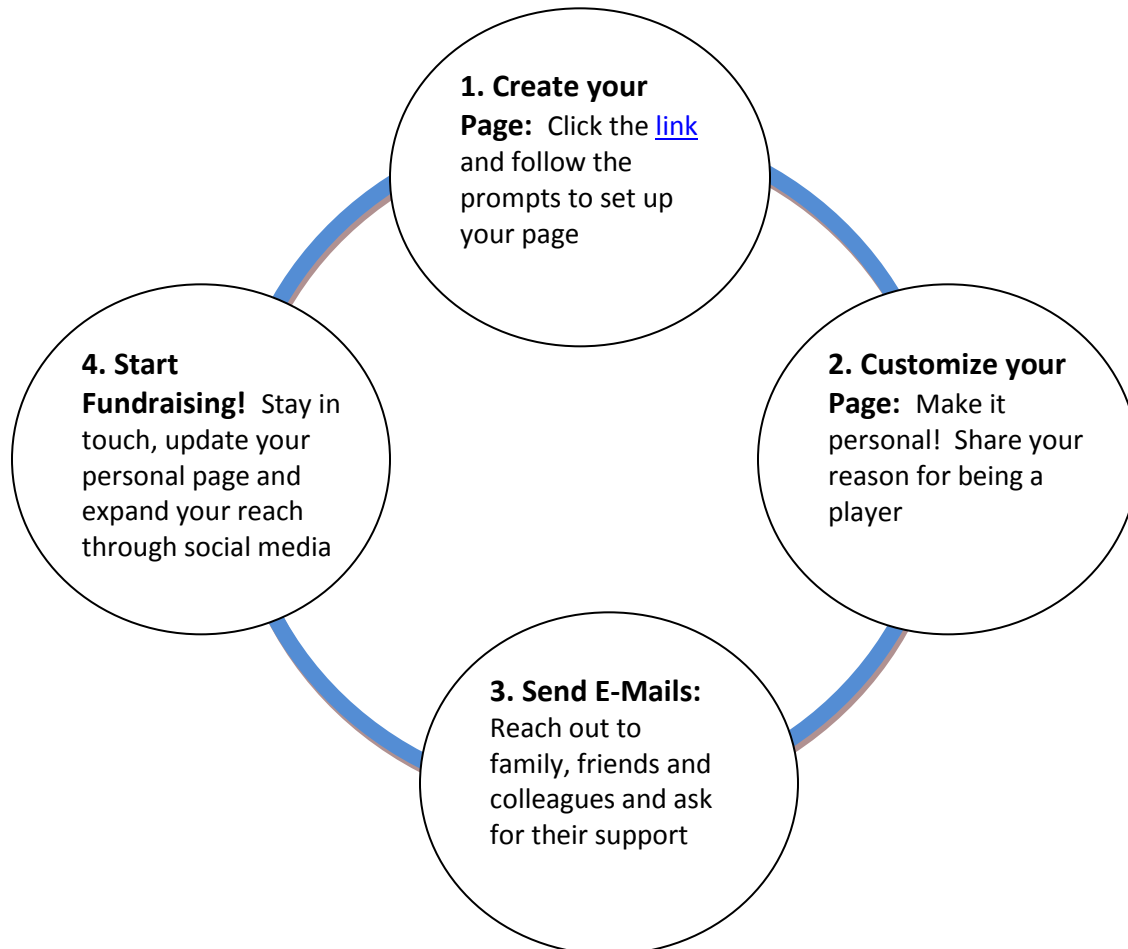
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GET STARTED

READY TO GET STARTED? Follow these four simple steps to start your *Special Olympics Unity Sports Events* fundraising page today!



ONLINE USER GUIDE

1. Create Your Account

- Click on the <Register Here> link, read and accept the participation waiver form and select <Join as Individual> to start the process.
- Fill out your personal information and create a username and password.
- If you choose to, you can begin the fundraising process by making your own personal donation.
- Set your fundraising goal – challenge yourself! And start making a difference for Special Olympics.

2. Customize Your Personal Page

- After you register, click <Continue> at the bottom of the confirmation form.
- You will now have access to MY HQ (fundraising headquarters), which will allow you to build and edit your personal web page, send e-mails to friends and family, and access fundraising reports.
- Customize your personal fundraising page by clicking on <My Webpage>
- Add your personal story to the page by editing the text – share your motivation for being involved in Special Olympics, your excitement for attending the Special Olympics World Games, and the challenge ahead of you as a player on in the Unity Sports Event.
- Upload a picture or YouTube video, edit the caption and personalize your page even more.
- When complete, click the <Submit> button.

3. Spread the Word

- Now that you have created your personal page, it is time to get the word out!
- **Email:** Use an email message template (or create your own message) to start your message to family and friends, import your address book and send your message. ***Your contacts will remain private and confidential.***
- **Facebook:** Let your Facebook friends know you are part of the Unity Sports Event Challenge – update your Facebook status right from the email section of your HQ.
- **Twitter:** Take time to tweet about your fundraising progress. Click on the Twitter link inside the email section of your HQ and use one of the template messages or create your own.

4. Start Fundraising

- After you contact your friends and family through email, Facebook and Twitter, support should start coming in.
- Set a schedule and send out reminder emails every few weeks to share your progress and keep the funds coming in. Remember, every dollar counts to make a difference for Special Olympics!
- Don't forget to thank your supporters and recognize them individually through Facebook and tweets from your HQ.

SOCIAL NETWORKING TOOLS

Update your Facebook status

- Log in to your account and enter My HQ. Click the <Email> tab.
- Click the <Facebook> link below the tabs.
- Click <Connect with Facebook> and a pop-up window will appear asking you to allow FeedRaiser to connect with Facebook. Accept the permissions and log in to your Facebook account.
- Edit the status update to include a personal message encouraging people to support you in the Unity Sports Events and then click <Update Your Status>. Your status will now include a link to your personal website.



Update your Facebook Status

Communicating with your friends and family in Facebook to reach your fundraising goal is easy!

- Click the 'Connect with Facebook' button and login
- Allow permission for the event to update your Facebook status
- Fill out the textbox and click the 'Update your Status' button

Connect with Facebook

Send a Tweet

- Log in to your account and enter My HQ. Click the <Email> tab.
- Click the <Twitter> link below the tabs.
- Enter your Twitter username and password.
- If you would like, you may adjust the default tweet, but be sure to keep your tweet under 140 characters.
- Click <Send Tweet>.



Send a Twitter Tweet

Tell your Twitter followers about the event. Just fill out the form below and send the Tweet. It's that simple!

For security reasons, we will not save your login information.

Enter your Twitter user name or email address

Enter your Twitter password

Type in your message (up to 140 characters)

(Notice that we've already included the URL to your personal page.)

Please join me in supporting a great cause:
<http://blba.us/i.asp?id=454469-318629116-2>

Send Tweet

Upload a video on YouTube

- Go to <http://www.youtube.com>.
- Click <Upload>.
- Click <Upload Video>.
- Browse for your video file on your computer and click <Open>.
- The status of the upload will show in the upper right corner.
 - o Add a title and description.
- Be sure to use Special Olympics as the tag and choose “nonprofits & activism” as the category so related videos can be found on YouTube.
- Click on <Save Changes>.



Video File Upload

The image shows the "Video File Upload" section of the YouTube interface. It features a large white box with a yellow "Upload video" button and a blue "Record from webcam" link. A black arrow points to the "Upload video" button. To the right, a light blue box lists video specifications: "Videos can be..." followed by bullet points: "High Definition", "Up to 2 GB in size.", "Up to 15 minutes in length.", and "A wide variety of formats". On the far right, there are two promotional banners: "YouTube di" with a mobile phone icon and "Advanced V" with a wrench icon.

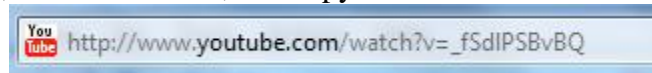
- See [YouTube Help Guide](#) for more information

Add a YouTube video to your personal page

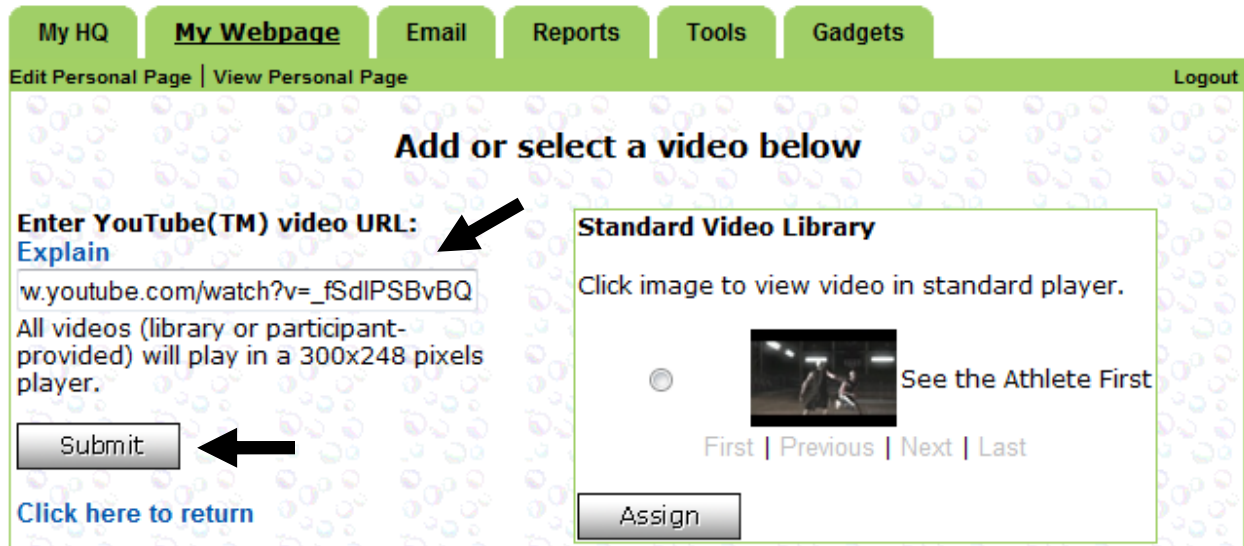
- Log in to your account and enter My HQ.
- Click the <My Webpage> tab to edit your personal page.
- Go to the “Do you want a video or image?” dropdown and click <Video>.
- Click on the link for <Upload>.

The image is a screenshot of the "Edit your Personal Page" interface. At the top, there are navigation tabs: "My HQ", "My Webpage" (which is selected), "Email", "Reports", "Tools", and "Gadgets". Below the tabs, there are links for "Edit Personal Page" and "View Personal Page", and a "Logout" link on the right. The main content area has a light blue background with a bubble pattern. It contains a "Header Text:" section with two text input fields labeled "Line 1:" and "Line 2:". The "Line 1:" field contains the text "Welcome to the Donation Page of John Doe". Below this is a "Do you want a Video or Image?" section with a dropdown menu currently set to "Video". A black arrow points to the dropdown. Below the dropdown is a "Webpage video" section with the text "You may use the default video or select a video from the library or upload your own." and a small video player showing a soccer goal. A black arrow points to the "select" link in the text.

- To copy the YouTube URL for your personal page, you need to make sure the video uploads to YouTube first (see, [How to add a video to YouTube](#)).
- In a new browser, navigate to <http://www.youtube.com>.
- Using your mouse, move the pointer over your account username and select <My Videos>
- From My Videos, select your video to access the YouTube URL.
- Highlight URL, as shown below, and copy it.



- Past the YouTube URL into the URL field on your My HQ page.



- Click <Submit>
- When you view your personal page, the video should be available for viewing.

FUNDRAISING TIPS

Fundraising can seem like a difficult task, but using the tips below will help you surpass your goal. To begin fundraising you should develop a list of potential donors, including coworkers, friends, and family. You can ask for donations via e-mail by using the Unity Sports Events website or by inviting people to visit your personal page on Facebook or Twitter. Through your involvement in the Unity Sports Events and the Special Olympics World Summer Games, you have demonstrated a remarkable commitment to the Special Olympics global movement. Share your personal stories about Special Olympics and explain to potential donors why you are asking for their support.

Show Your Involvement

- Update your Facebook and Twitter status once a week from your Unity Sports webpage.
- Add a link to your personal webpage in your email signature.
- Upload a YouTube video describing your involvement in Special Olympics.
- Engage in conversations with friends, family, coworkers, and neighbors about Special Olympics.

Raise Money Online

- Register online and personalize your Unity Sports page with a photo and brief anecdote about your past involvement in Special Olympics and your participation in the Unity Sports Events at the upcoming Special Olympics World Summer Games Athens 2011
- Use your personal page to send e-mails to family and friends asking for donations. Add personal touches that inspire people to give.

Potential Donors:

Consider contacting the following people to ask for a donation. Other good places to start include your holiday card list and your email address book.

- **FAMILY**
 - o Spouse
 - o Parents
 - o In-Laws
 - o Siblings
 - o Children
 - o Aunts & Uncles
 - o Grandparents
 - o Cousins
- **FRIENDS & NEIGHBORS**
 - o Close friends
 - o Neighbors
 - o Book club members
 - o Optimist/Rotary Club members
 - o Religious organization members
 - o Former classmates

- **AT WORK**

- Co-Workers
- Employer/Boss
- Spouse's co-workers
- Spouse's boss
- Clients

- **AROUND TOWN**

- Car Mechanic
- Landlord
- Newspaper Deliverer
- Gym Owner
- Bank Teller
- House-sitter
- Doctor
- Bus Driver
- Orthodontist
- Teachers
- Dry Cleaner
- Hair-Dresser
- Dog Walker
- Mail Carrier
- Masseuse
- Veterinarian
- Therapist
- Coffee Barista
- Dentist

Matching Gifts

Double your donations with gifts from companies that match employee donations.

These days it's quite common for companies to have a matching gift program in place. This means that your donors may be able to have their donation matched by their employer – effectively doubling their contribution towards your fundraising goal. For a list of companies A-Z, we know match, please [click here](#). If you or someone you know works at any of the listed companies, be sure to ask for a matching gift donation. If you are a member of or know of any organization that matches gifts and is not yet on this list, please let us know.

Applying for a matching gift could not be easier. Just follow these five simple steps:

1. The donor should check with their Human Resources department to determine if their organization will match a donation made to Special Olympics.
2. The donor makes his/her donation either online or with a personal check payable to Special Olympics via mail along with a filled out sponsor form to:

Special Olympics
Attn: Christy Collum
1133 19th Street NW, 12th Floor
Washington, DC 20036-3604 USA

3. The donor should also fill out the matching gift form payable to Special Olympics from their company and mail it to Special Olympics at the address above. The matching gift form can be found by searching for matching companies [here](#).

4. Once Special Olympics receives the filled out matching gift form, we will complete the bottom half to confirm the donation was received from the donor, and mail/fax it back to the company.
5. The company will then process the matching gift and send their matching gift check to Special Olympics and you have doubled your donation.

Please Note:

- Most companies vary in how and when they process checks – monthly, quarterly, bi-annually, or annually. Because of this, it is important to remember that matching gifts do not count toward your fundraising commitment until the matching check is received and processed by Special Olympics. So be sure to handle the matching gift process early and do not forget to ask when the check will actually be written and mailed to Special Olympics. If the company's HR department knows you are on a fundraising deadline perhaps they will be able to cut the check more quickly.

Matching gifts are a fantastic way to maximize your fundraising efforts. Do not hesitate to remind your donors about this option!

QUESTIONS

If you have any further questions or need any assistance with your fundraising efforts, please contact Parker Ramsdell at pramsdell@specialolympics.org or 202-824-0280.