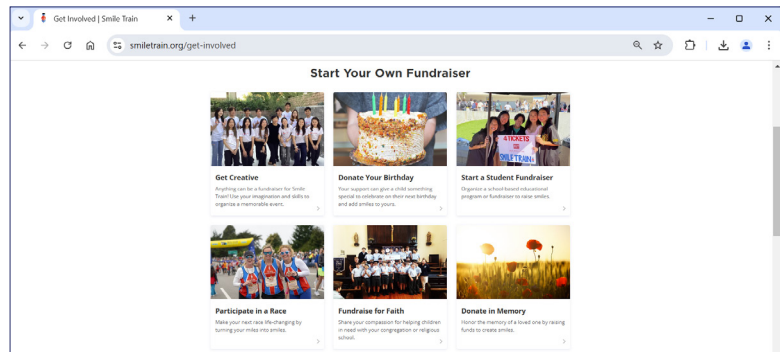


GUIDE TO CREATING AN ONLINE FUNDRAISING PAGE

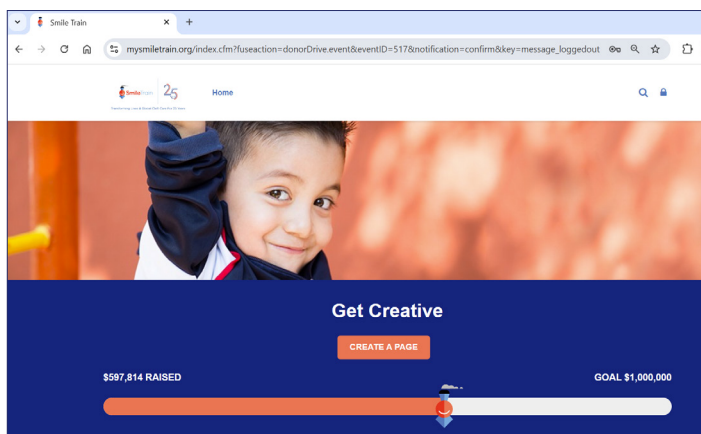
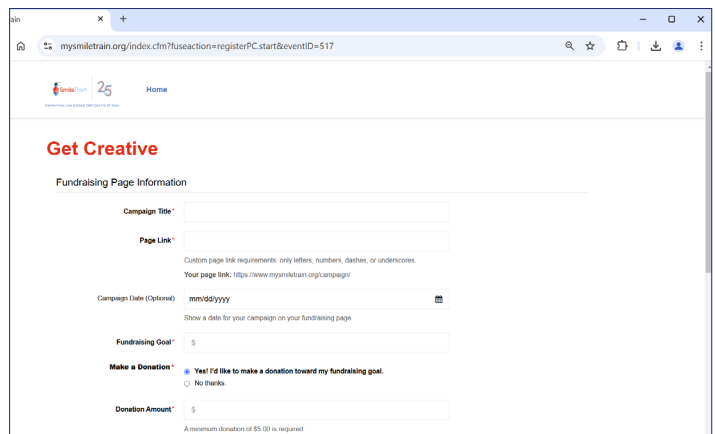
1. Explore Smile Train's Get Involved webpage to determine what type of fundraiser you want to create, then start a page of your own using one of the following links:

- [Birthday](#)
- [Get Creative](#)
- [Students for Smiles](#)
- [Memorials](#)
- [Tributes](#)
- [Weddings](#)



2. Click “Create a Page” and enter your fundraiser and registration details.

- Add a page title
- Create a customized link
- Make a fundraising goal
- Consider donating to your own page to kickstart your fundraiser!

Get Creative

Fundraising Page Information

Campaign Title*

Page Link*

Custom page link requirements: only letters, numbers, dashes, or underscores.
Your page link: <https://www.mysmletrain.org/campaign/>

Campaign Date (Optional) mm/dd/yyyy 

Show a date for your campaign on your fundraising page

Fundraising Goal*

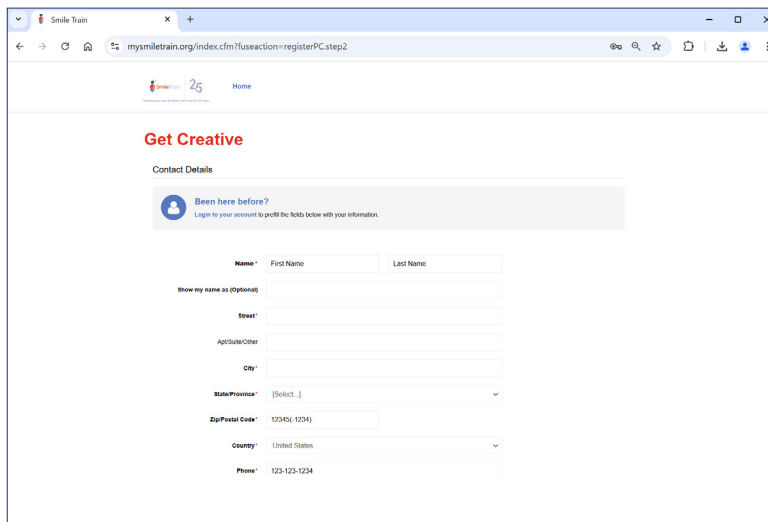
Make a Donation* ☒ Yes I'd like to make a donation toward my fundraising goal.
☐ No thanks.

Donation Amount*

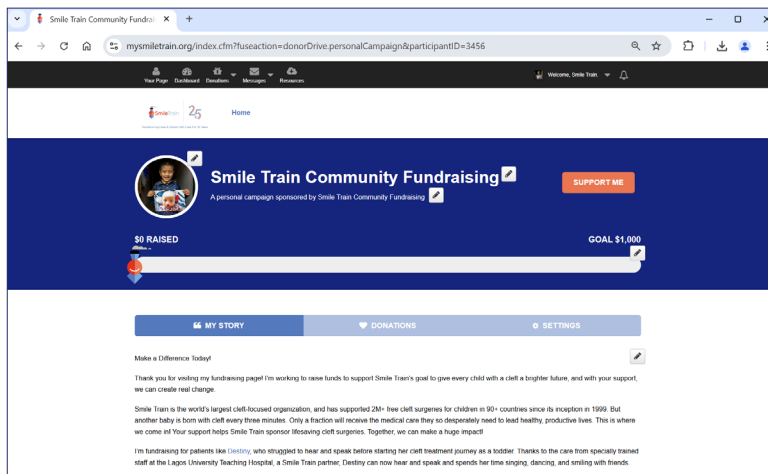
A minimum donation of \$5.00 is required.

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3. Create a DonorDrive account or login to your existing account.

A screenshot of a web browser showing the Smile Train registration page. The URL is mysmltrain.org/index.cfm?fuseaction=registerPCstep2. The page has a header with the Smile Train logo and a 'Home' link. Below the header is a 'Get Creative' section. Underneath is a 'Contact Details' form. The form includes a 'Been here before?' checkbox with a 'Login to your account to prefill the fields below with your information.' link. The form fields are: Name (First Name, Last Name), Show my name as (optional), Street, Apartment/Other, City, State/Province (dropdown), Zip/Postal Code (12345, 1234), Country (United States, dropdown), and Phone (123-123-1234).

4. Personalize your fundraising page with a story and photos. You can use our [template](#) for inspiration on how to connect with potential donors. Your page is now set up!

A screenshot of a personalized fundraising page on the Smile Train website. The URL is mysmltrain.org/index.cfm?fuseaction=donorDrive_personalCampaign&participantID=3456. The page features a dark blue header with navigation tabs: Your Page, Dashboard, Messages, and Resources. Below the header is a section for 'Smile Train Community Fundraising' with a profile picture, a 'SUPPORT ME' button, and a progress bar showing '\$0 RAISED' out of a 'GOAL \$1,000'. Below the progress bar are tabs for 'MY STORY', 'DONATIONS', and 'SETTINGS'. The 'MY STORY' tab is active, showing a 'Make a Difference Today!' section with a thank you message and a story about a child named Destiny.

5. Use the bar at the top of the page to move around the fundraising portal and view your dashboard, messages, and account settings. Here's what each of those tabs allow you to do:

- Your Page — Displays your fundraising page and lets you modify your profile picture, title, display name, goal, and story
- Dashboard — Offers an overview of your fundraising progress and suggested actions
- Donations — Lists the donations you've received, provides downloadable reports, and allows you to record offline donations like cash and checks
- Messages — Enables you to request support and share updates
- Resources — Opens additional fundraising tips and guidance
- Account — Allows you to view or edit your contact information

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6. Make the most of your page by:

- Personalizing — Use photos, videos, and personal stories to connect with potential donors and demonstrate how much your partnership with Smile Train means to you.
- Updating progress — Post updates on your page's profile after events or milestones to let supporters know how things are going
- Milestones and Incentives — These are only available if activated by Smile Train
 - Milestones — Fundraising milestones allow you to create mini-goals to inspire your donors. Donations made directly to a milestone will help you reach your mini-goal and still count towards your overall fundraising goal
 - Incentives — Fundraising incentives are a tool to help you encourage your donors to give and reward them for their support. You can create giveaway items for certain donation amounts.
- Sharing — Share your page's custom URL everywhere you can: text, email, social media, etc.
- Download the DonorDrive Fundraising Mobile App for easy access to your page anywhere you go
 - Download our Mobile App user instructions for Smile Train supporters

7. You're ready to start fundraising! Learn how to add offline donations, like cash and checks, [here](#).

