



for the **Turkey Trot**

This year, we would like to offer students the option of using **Go Fund Me** to make it easier for them to collect pledges and donations from distant family and friends in support of the Turkey Trot. Go Fund Me is a personal online fundraising website for use by individuals, groups & organizations. Your sponsors can go to your Go Fund Me page and donate to you there, directly. You get the credit for the donation, and their money is collected electronically. We are hoping this might make it easier for students to expand their pool of donors and to collect funds.

Of course, for those of you who wish to continue to use the collection envelopes, they are available to you.

To take advantage of Go Fund Me, all you have to do is:

- Sign up for the Trot indicating that you will be using Go Fund Me
- Set up an account and choose 'Personal Best Charity, Inc.' as your 'certified charity'
- Let family and friends know through e-mail or Facebook that they can donate to you on Go Fund Me
- Just before the Trot, export your donation activity, print it out in landscape format, and add up the donations. Bring the printout to the Trot to register and get your t-shirt!

Please speak to a member of the PBK staff if you have any questions.



Remember that you are setting up a campaign, naming Personal Best Charity as the beneficiary of any donations that you may receive.

If you've **never created a sign-on** to Go Fund Me:

Go to www.gofundme.com and click on the 'Sign-up' button

You can set-up an account with either your e-mail address or Facebook information.

A blank template will appear to begin creating a campaign. Please follow the instructions below beginning at **Step 4**.

If you **already have a sign-on** to Go Fund Me:

1. Sign in to your GoFundMe account at www.gofundme.com and click on the 'Sign-in' button
2. Then, from your Dashboard, click on 'More' at the top
3. Select 'Add New Campaign' from the drop-down menu. A blank template will appear to begin creating your campaign.
4. First enter your dollar goal, or how much you are hoping to raise.
5. Next, at the top of the screen, click on 'Campaign Type', which is defaulted to 'Personal'. You want to select 'Certified Charity' as the 'Campaign Type'. **THIS IS VERY IMPORTANT!**
6. Once you do this, a new field will appear in the template called 'All Money Raised Will Go Directly To:' You should type/select 'Personal Best Charity'.
7. Give your campaign a name (i.e., 2015 Turkey Trot – John Smith). Fill out the rest of the fields in the first template and click on Next.

Follow the screens, as they will walk you through the process and allow you to customize your campaign. For example:

- Add a picture
- Insert the description you'd like your viewers to read
- Post your project on Facebook
- Invite contacts (enter up to 10 e-mail addresses to be contacted directly with links to your campaign).

You will also be provided with a custom link to your campaign, which can be copied and inserted into more e-mails.

You are now ready to being accepting donations.

Printout for Turkey Trot:

On the day of the Trot, you are asked to print out a summary of your Go Fund Me activity and submit it when you register. To do this:

1. Sign in to your GoFundMe account at www.gofundme.com and click on the sign-in button
2. Then, from your Dashboard, click on the "More" tab at the top
3. Select "Donations" from the drop-down menu. A page will appear listing the donations you have received.
4. Just above the green 'Say Thanks' button is an option to 'Print'. Go ahead and click on it.
5. An on-screen version of the donation printout will appear on screen, along with the printer commands. Make sure to select the 'landscape' orientation under Printer Preferences.
6. Once you've printed out the document, add up all of the donations and write the total on the document.