



CLASSY GUIDE

Classy is our online fundraising platform.

You will set up a Classy account and fundraising page after registering for our event. Your fundraising page will allow you to start collecting donations and matching gifts which will be credited toward your fundraising goal as they are received. This guide walks you through setting up your account and fundraising page as well as accessing donor information and thanking your donors.

Need help with Classy or have a question?

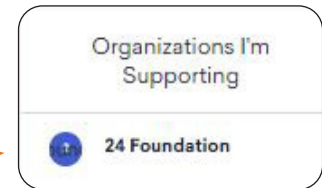
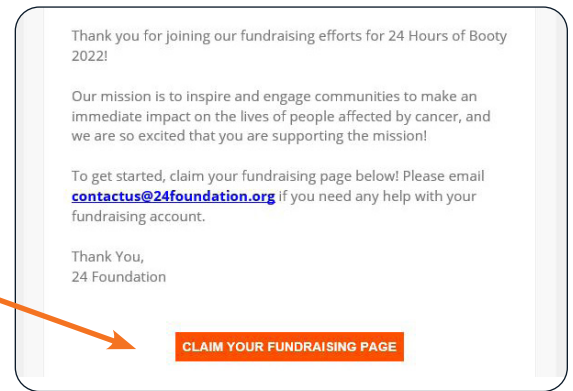
Call us at 704-365-4417x101 or email cass@24foundation.org

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NOW THAT YOU'VE REGISTERED, SET UP YOUR ACCOUNT:

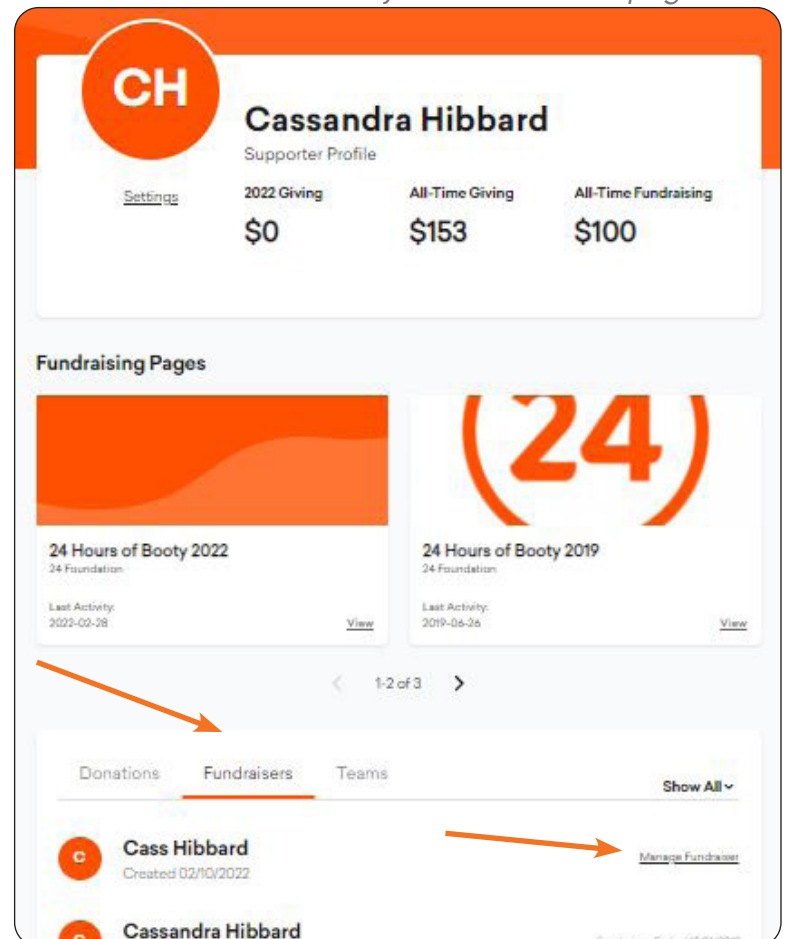
- Check your email for a [Claim Your Fundraising Page](#) email from Classy. If you don't see it in your inbox, check your junk or spam folders.
- Click the link to claim your fundraising page.
- Set up your password for your account using the email address that you used to register.
- Or if you are a returning participant, go to login.classy.org and log in using your password from last year (if the same email address was used to register this year).
- If you can't remember your password, click "forgot password".
- In your Classy profile, [click 24 Foundation](#) under "Organizations I'm Supporting."
- This takes you to your 24 Foundation Classy account home page.



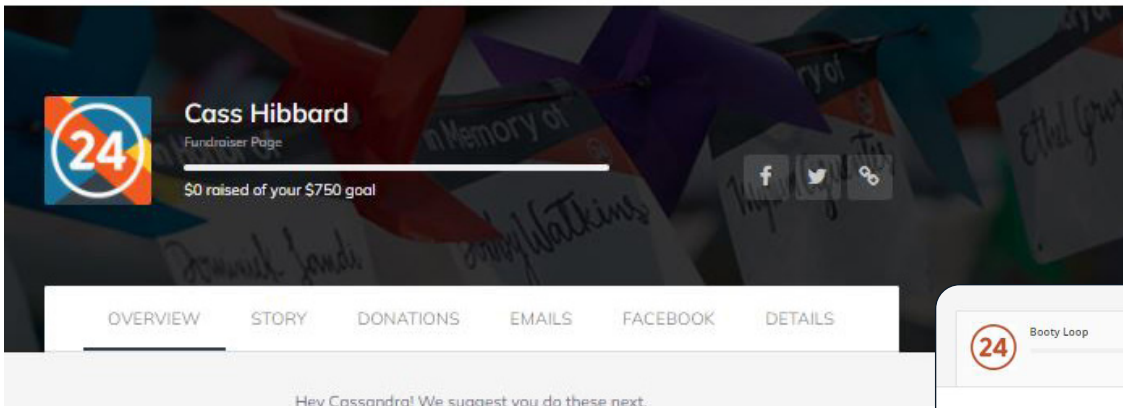
NAVIGATE TO YOUR FUNDRAISING PAGE:

- Click on the [fundraisers](#) tab. Pages are organized new to old.
- Click the [Manage Fundraiser](#) link.
- This takes you to your fundraising page.
- Click [Manage](#) in the upper right corner to begin editing your page. If you don't see the manage button, click login.
- Bookmark your fundraising page in your browser to easily navigate to it.
- Click on older fundraising pages if you want to copy any text or images from there to your new page, or to view your donors' email addresses from a previous year.
- [Click here](#) to see how to pull past donor emails.

24 Foundation Classy account home page

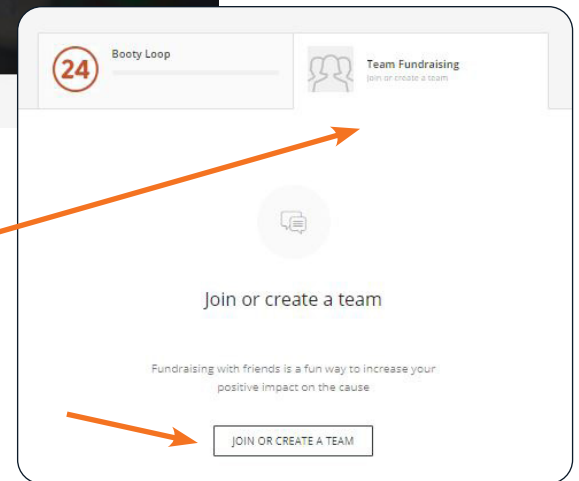


PERSONALIZE YOUR FUNDRAISING PAGE:



OVERVIEW

Scroll to the bottom and click the **Team Fundraising** tab – if you wish to **join or create a team after registering**.



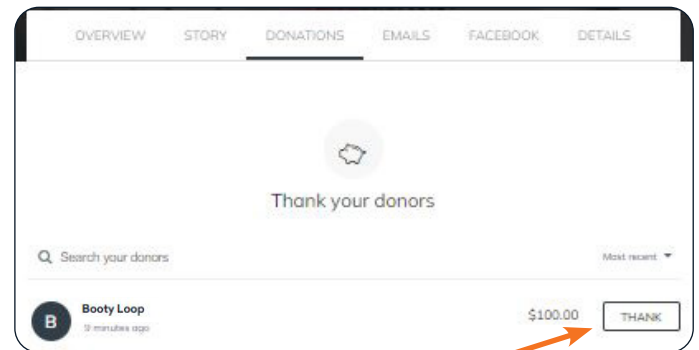
STORY

Customize the template to tell your story. Explain why 24 Foundation's mission is important to you, and how cancer has impacted your life. Add images, videos, or links.

Updates - Let your supporters know that you hit a goal or that you have a new fundraising goal 'cause you're killing it.

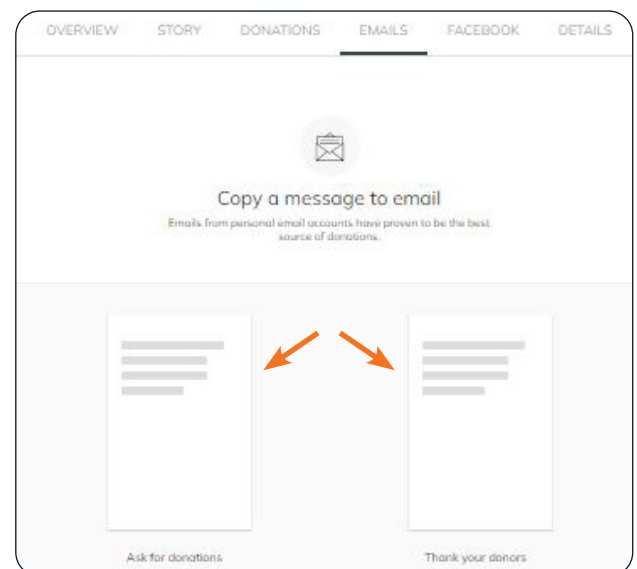
DONATIONS

See a feed of your donors and **thank** them for their contributions in the feed.



EMAILS

Copy the "Ask for Donations" or "Thank your Donors" templates we've provided to send emails to donors from your personal email. Want to copy the emails of your previous donors? [Click here](#) to see how to pull donor email addresses from a previous year.



FACEBOOK

Set up the Classy for Facebook integration so that you can collect donations on Facebook and they are automatically applied to your fundraising total! If you opt

to not take advantage of the integration, **DO NOT** hit the “Raise Money” button. This unlinks your page from our fundraising platform, and you will not receive credit for the donations.

DETAILS

Profile Picture - Use the Upload button to change your profile picture.

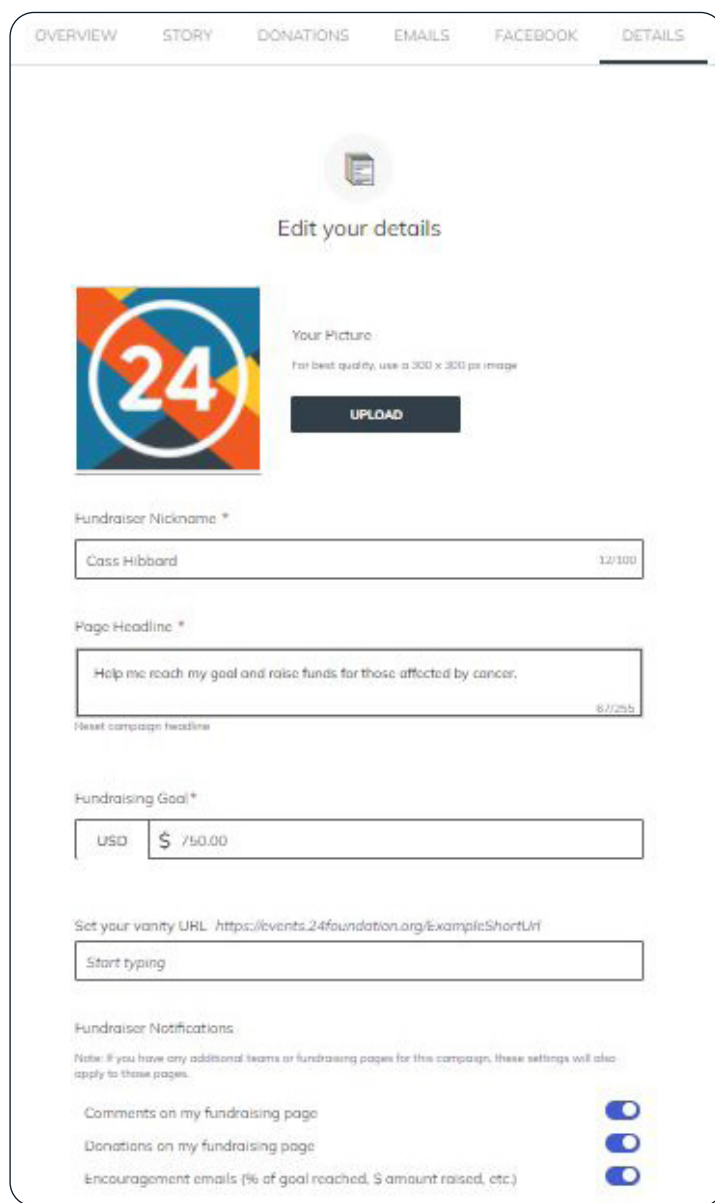
Fundraiser Nickname - This is the name that will display on your fundraising page and how people can search for you from our donation page.

Page Headline - This is the headline that appears on your fundraising page. We recommend keeping it short and sweet.

Fundraising Goal - Set the amount you plan on fundraising. The default goal is set to \$750 (First fundraising prize level). Keep fundraising to reach other levels and win more prizes. Adult fundraising minimum is \$400, Youth minimum is \$200 and child minimums are \$50.

Vanity URL - This is simply a shorter version of your fundraising page’s website address. Short URLs are easier to share and look nicer on social media.

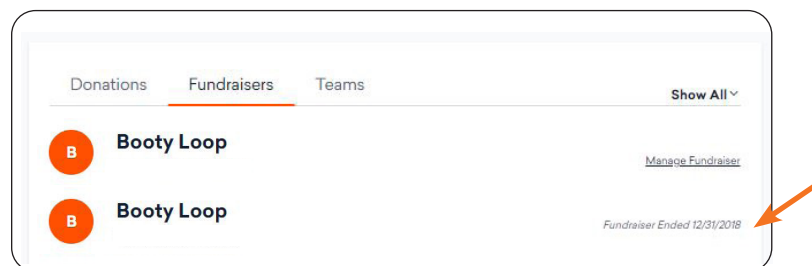
- Click the View button in the upper right-hand corner to **see your inished page**.
- **You’re done! Copy the url** of your new fundraising page and share it so you can start collecting donations!



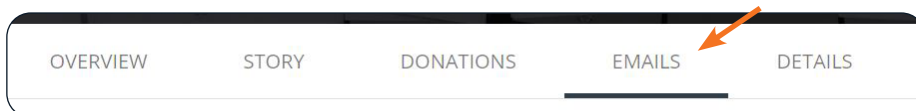
The screenshot shows the 'Edit your details' page for a fundraiser. At the top, there are navigation tabs: OVERVIEW, STORY, DONATIONS, EMAILS, FACEBOOK, and DETAILS. Below the tabs is a profile picture placeholder with a '24' logo and an 'UPLOAD' button. The page is titled 'Edit your details'. Below the profile picture, there is a 'Your Picture' section with a note: 'For best quality, use a 300 x 300 px image'. The 'Fundraiser Nickname' field contains 'Cass Hibbard' with a character count of 12/100. The 'Page Headline' field contains 'Help me reach my goal and raise funds for those affected by cancer.' with a character count of 87/255. The 'Fundraising Goal' field is set to 'USD \$ 750.00'. The 'Set your vanity URL' field shows the example 'https://events.24foundation.org/exampleShortUrl'. At the bottom, there is a 'Fundraiser Notifications' section with three toggle switches: 'Comments on my fundraising page' (checked), 'Donations on my fundraising page' (checked), and 'Encouragement emails (% of goal reached, \$ amount raised, etc.)' (checked).

VIEWING AND COPYING EMAILS OF PREVIOUS DONORS:

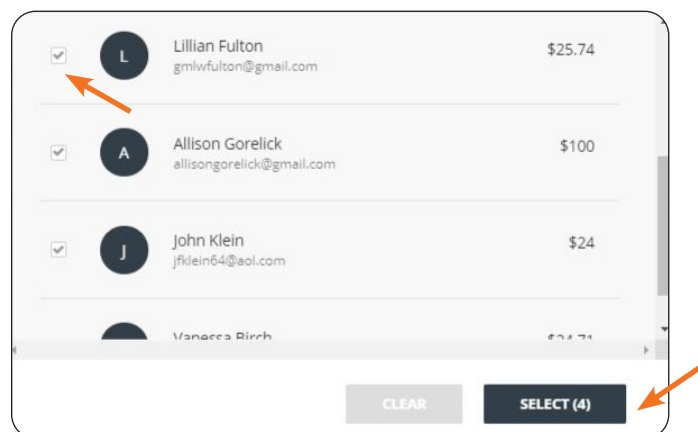
- Go to your 24 Foundation Classy account home page.
- Click on the **fundraisers** tab. Pages are organized new to old.
- Click on a **previous year's page**.



- Click **Manage** in the upper right corner of your fundraising page.



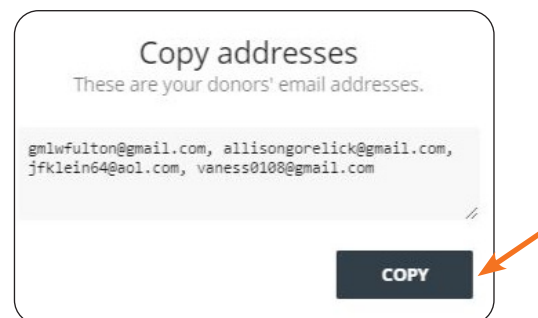
- Click on the **emails tab**.
- Click the **Thank your Donors** icon.
- Click the button at the bottom that says, **View Donors**.
- This gives you a list of all of your online donors from that campaign.
- **Select the donors** whose emails you would like to copy by checking the boxes and clicking the **select button**.



VIEW DONORS

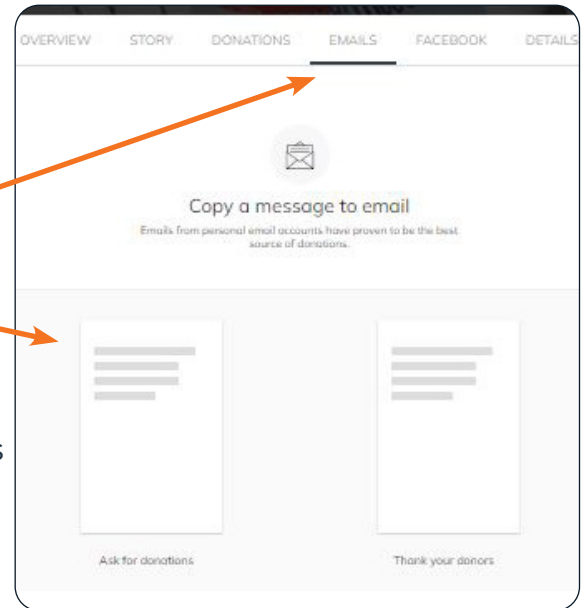


- Click the **copy button** and paste the emails in a new email message (Gmail, Outlook, Yahoo, etc.)

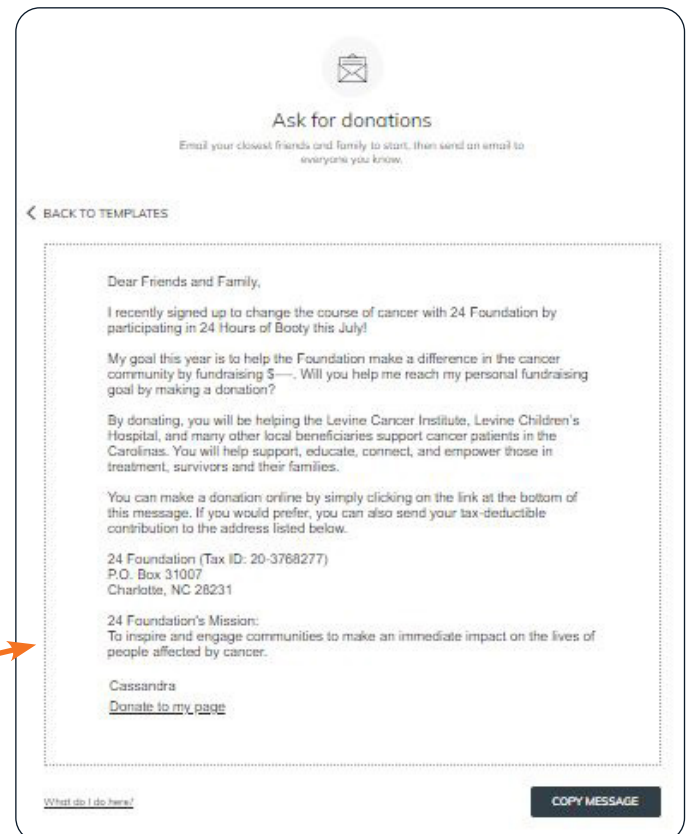


EMAILING POTENTIAL DONORS:

- Compose an “ask for donations” email in your personal email.
- You can access an “ask” email template by going to your fundraising page and under the emails tab, and clicking the **Ask for donations icon**.
- Make sure you **copy the ask template from your your current fundraising page** as it contains a link to this year’s fundraising page. Ask templates from previous years will link to old fundraising pages.
- If you are composing your own email, you can just paste the url of your 2023 fundraising page into the email.
- The url generated for you when you registered for 2023 or the vanity url you created will work. **Fundraising page URL Example:** <https://events.24foundation.org/fundraiser/2424242>
Vanity URL Example: <https://events.24foundation.org/BootyLoop>
- **Check the campaign year** under your profile picture to be sure that you’re sending out the link to your 2022 page for people to donate to.



- **Customize the email template** as you see fit and copy and paste it into your email.
- Send your email and you’re done!



BE SURE TO SEND OUT THE LINK TO YOUR 2024 FUNDRAISING PAGE

THANKING YOUR DONORS:

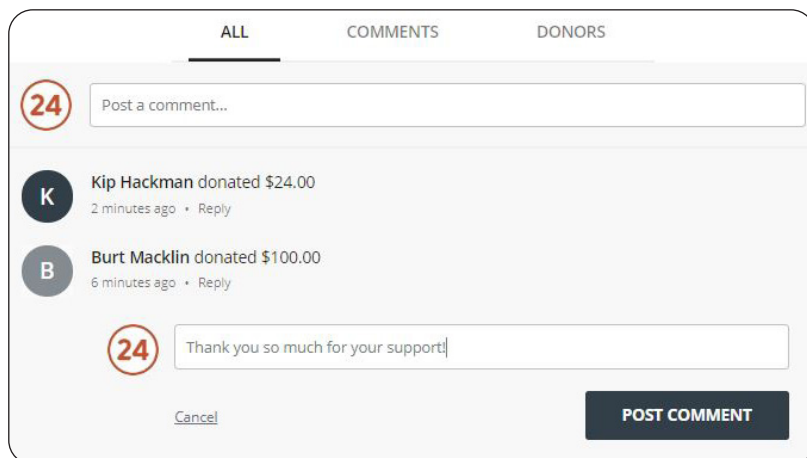
There are 3 ways to thank your donors:

1. Thank from your activity feed
2. Thank from your editor
3. Thank using email

Thank from your activity feed

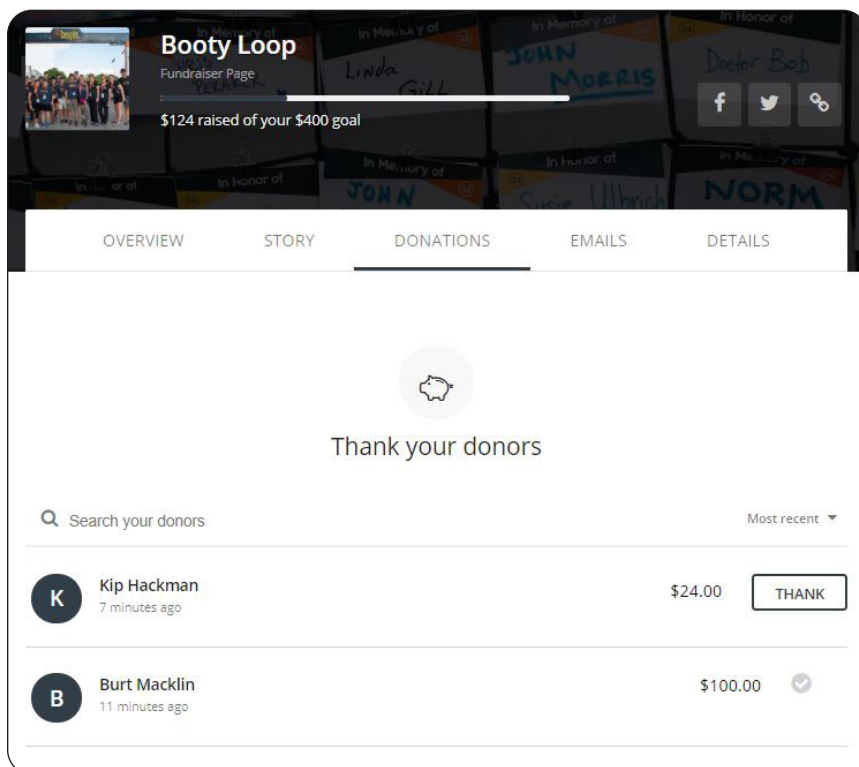
1. The easiest way to track and thank your donors is from your fundraising page.

1. Visit your page and scroll down to your activity feed.
2. Hit Reply under a donation and write your thank you message in the text block.
3. Tap Post Comment to post your message and to send a notification email to the donor.



4. Thank from your editor

1. Select the Donations tab to view your list of donations.
2. Any donors who haven't been thanked will have a Thank button next to their donation.
3. Hit the button to write a thank you message.
4. When your message is done, tap the Comment button to send it.
5. The message will appear on your fundraising page's activity feed and be sent as an email to the donor.
6. Thanking a donor also automatically marks them as 'thanked' (they'll have a check mark instead of the Thank button).



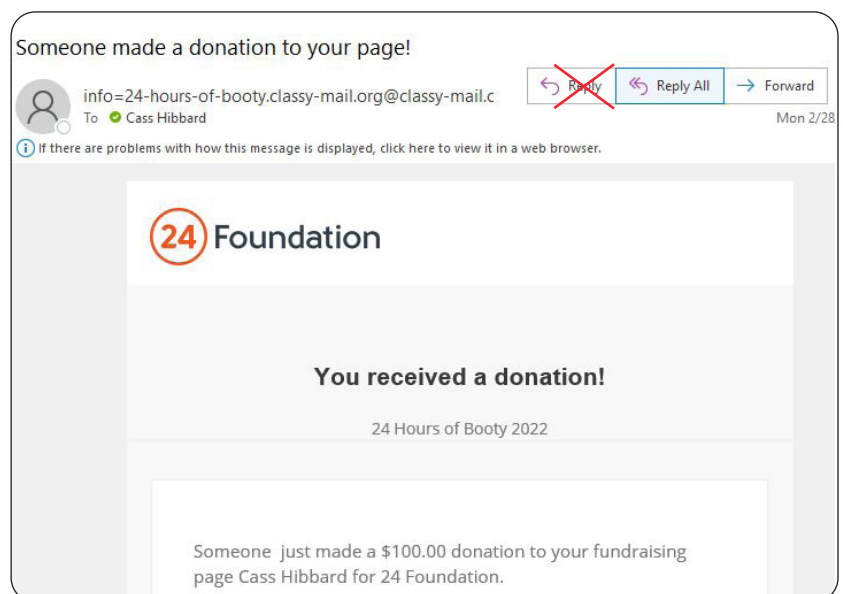
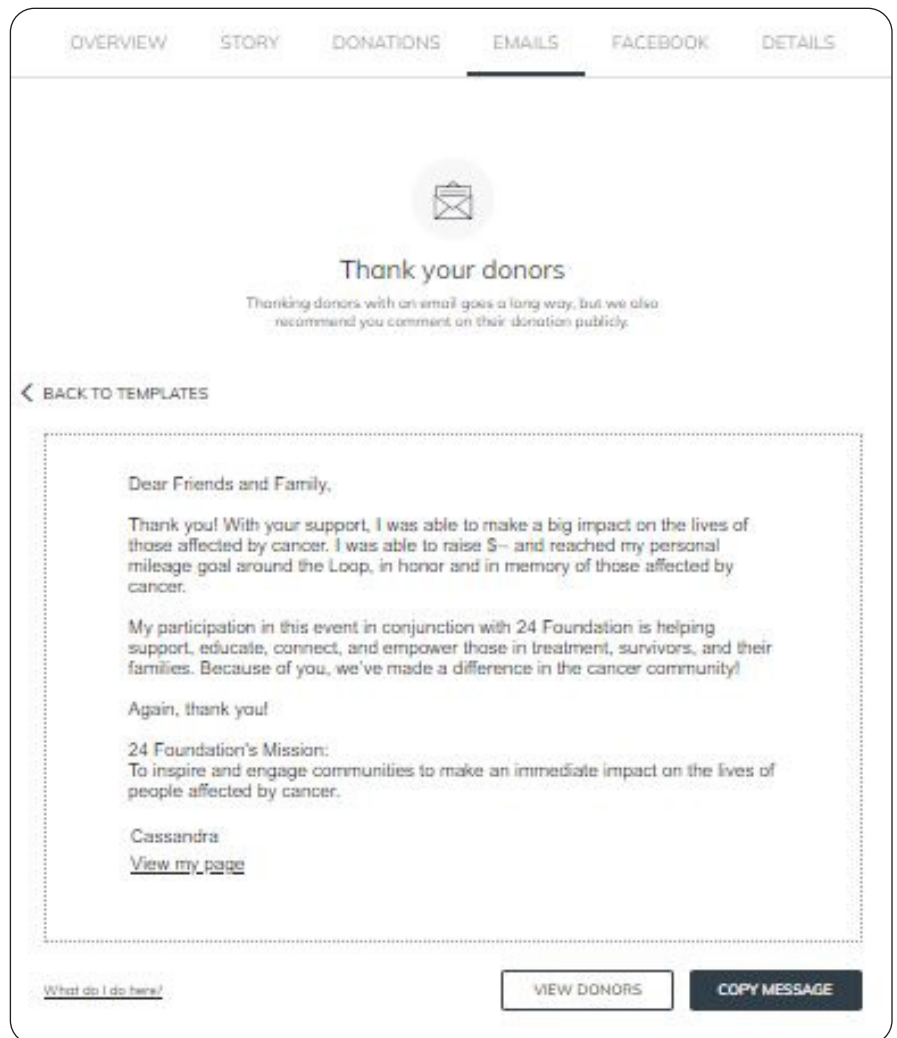
Thank using email

When donors submit donations to your fundraising page, they'll be asked to enter their email. Thank you messages and comments are sent to the email they enter. However, if they change their email or you need to thank them at a different email address, you can. We have a template message that you can copy and send to your donors.

1. To access the template, open your fundraising page editor and select the Emails tab.
2. Click the Thank your donors icon.
3. You can customize the message and copy and paste it into your email.
4. You can return to this template at anytime so you don't have to start new messages from scratch.

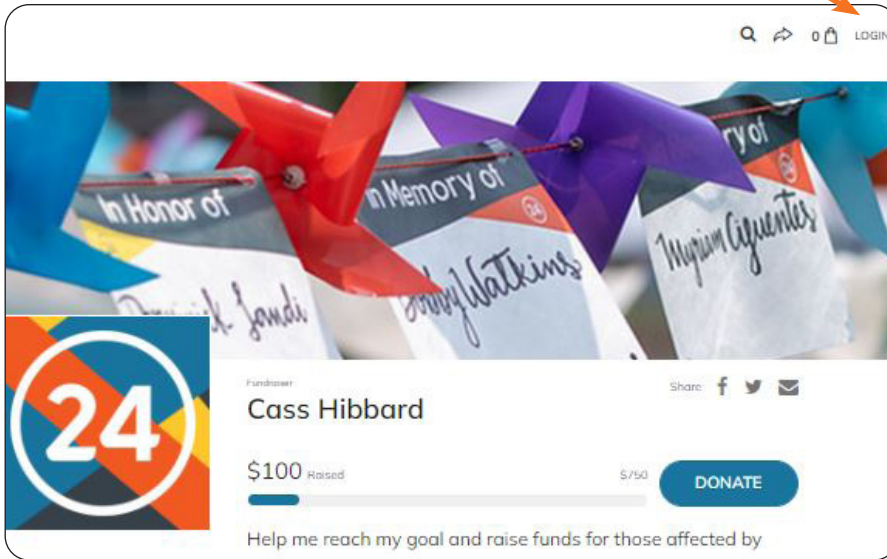
Do not reply to notification emails

When donors submit donations, you receive a notification email from Classy. Replying to this email to thank the donor **DOES NOT** send them an email. You need to use one of the options above to thank your donors.

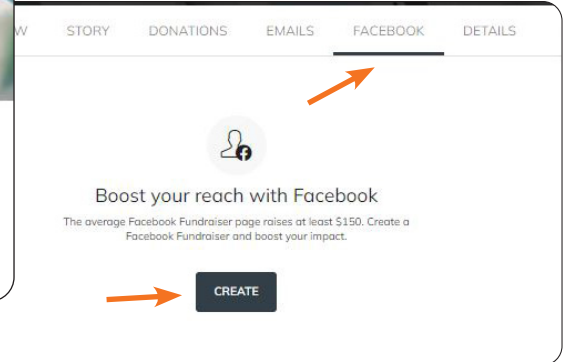


CLASSY FOR FACEBOOK INTEGRATION:

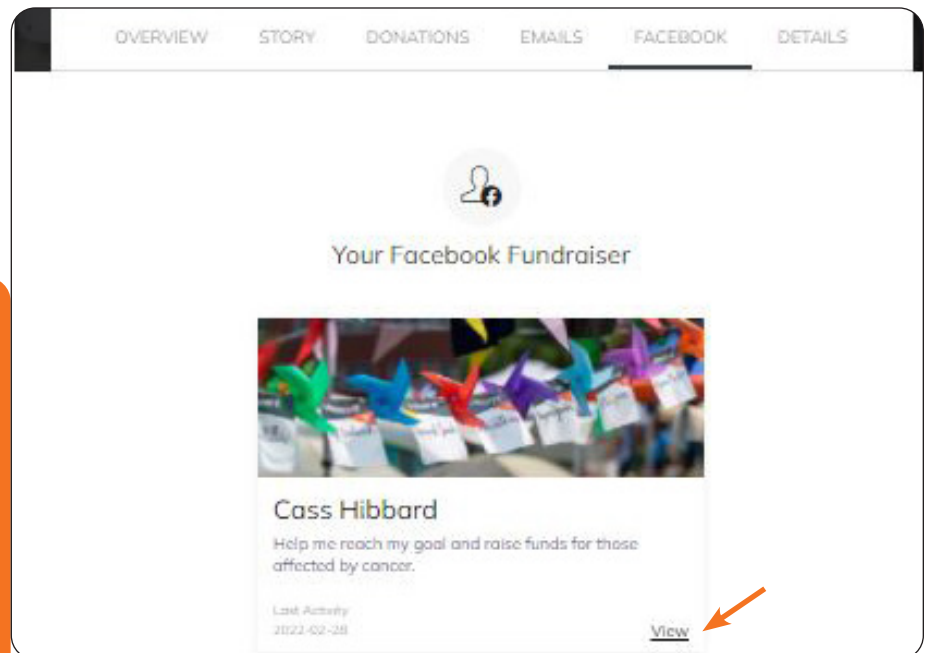
1. Access your fundraising page
2. Log in at the top-right of the page if you haven't already or select Manage at the top-right of your page



3. Select the Facebook tab
4. Select the Create button
5. When the Facebook login prompt appears, log in if you haven't already



6. Make sure the Manage your Fundraisers toggle is on
7. Once you complete these steps, your Facebook fundraising page will be created automatically and appear on your Facebook activity feed. Select View on the tile that appears to visit your Facebook fundraising page.



TIP:

Google Chrome is Classy's preferred web browser. If you use other web browsers, you may see an endless processing screen. To fix this, go to your address bar and look for a blocked pop-up notification. Select it and allow the pop-up to display to create your Fundraising page.