

# American Cancer Society Cancer Action Network

DonorDrive Fundraiser User Guide






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# DonorDrive Fundraiser User Guide

- Creating a Fundraising Page
- Accessing the Fundraiser Portal
- Your Fundraising Page
- Donations
- Messages
- Best Practices


### Your Raised Dollars Make a Difference!


Your fundraising support goes toward historic legislative accomplishments that will save more lives from cancer. Examples include securing the largest increase in federal cancer research funding in a decade, expanding access to cancer care for hundreds of thousands of people, and making restaurants and bars smoke-free.

Back 


#### Update your account photo

Current Account Photo



 Connect your account to Facebook to import your profile picture.

[UPLOAD AN IMAGE](#)




#### Update your display name

Do you prefer a nickname? Don't want your first and last name to appear on your fundraising page and in search results? We've got you covered!


Display Name

[UPDATE DISPLAY NAME](#)



#### Update your fundraising story

Import your story from: [Choose a previous event](#)

Paragraph 

By joining the American Cancer Society Cancer Action Network (ACS CAN) you will be able to amplify your voice and your story, so lawmakers truly understand the impact cancer is having on families in every community across the country.

Your financial support allows us to recruit, train and activate our volunteers in every congressional and state legislative district. Please consider making a donation today.

Thank you for your support! Together we can make a difference.

Characters 471

[UPDATE STORY](#)

# Creating a Fundraising Page

## Navigate to ACS CAN DonorDrive to begin fundraising

- Go to [www.fightcancer.org/donordrive](http://www.fightcancer.org/donordrive)
- Select the page you want to fundraise on by clicking the fundraise box



### Create Your Own Event

Get creative by organizing a party, host a bake sale or celebrate a birthday

FUNDRAISE



### Lights of Hope

Recognize a loved one with a Lights of Hope

FUNDRAISE



### Honor/Memorial

Recognize someone special or honor a loved one's memory

FUNDRAISE



### Relay For Life

Recruit ACS CAN members for your Relay

FUNDRAISE



### Cancer Research

Fundraise with us to help our campaign increase federal funding for cancer research

FUNDRAISE



### Making Strides Against Breast Cancer

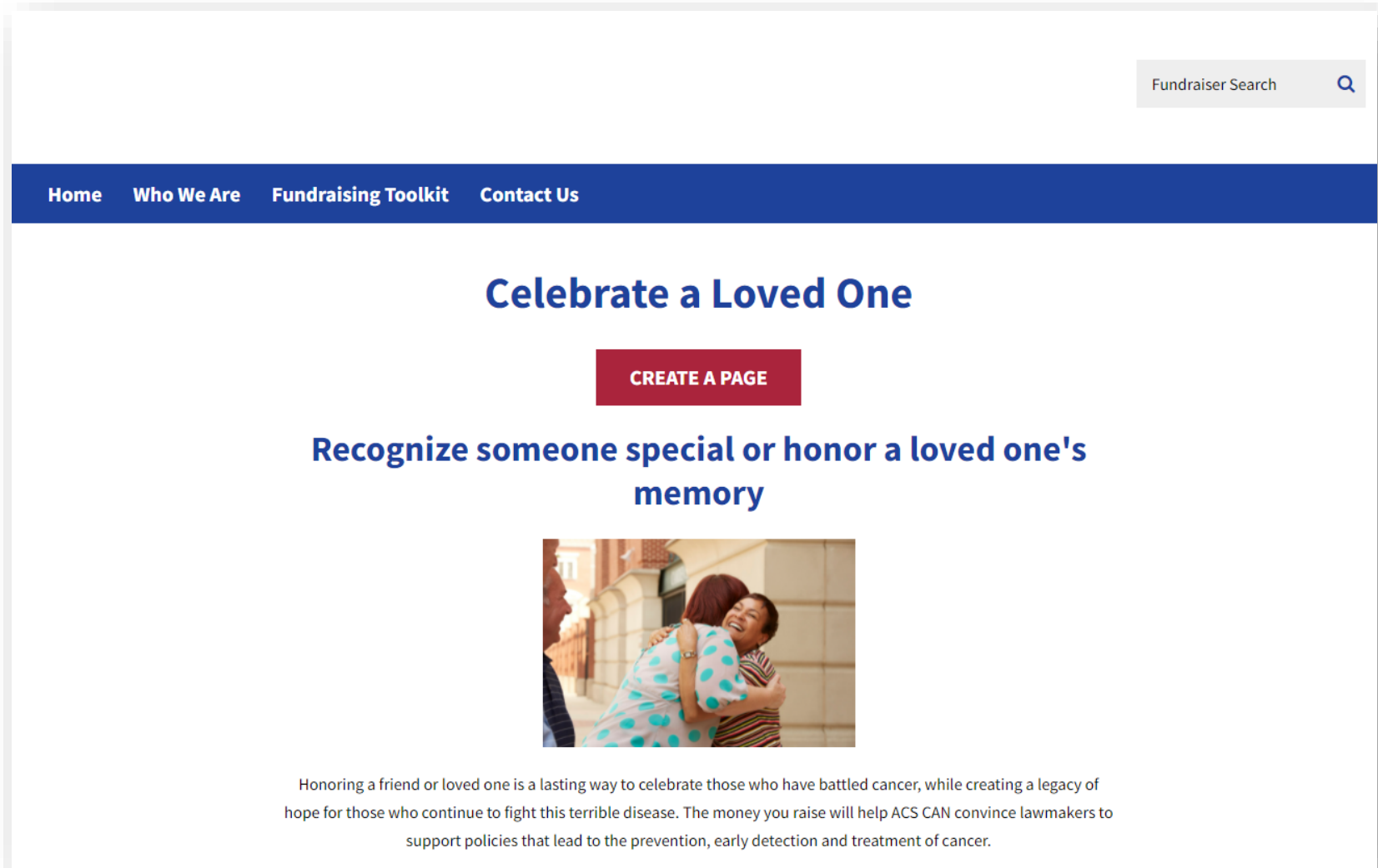
Recruit ACS CAN members for MSABC

FUNDRAISE

# Creating a Fundraising Page

## Begin setting up a page

- Once you select the campaign you want to fundraise for click **create a page**



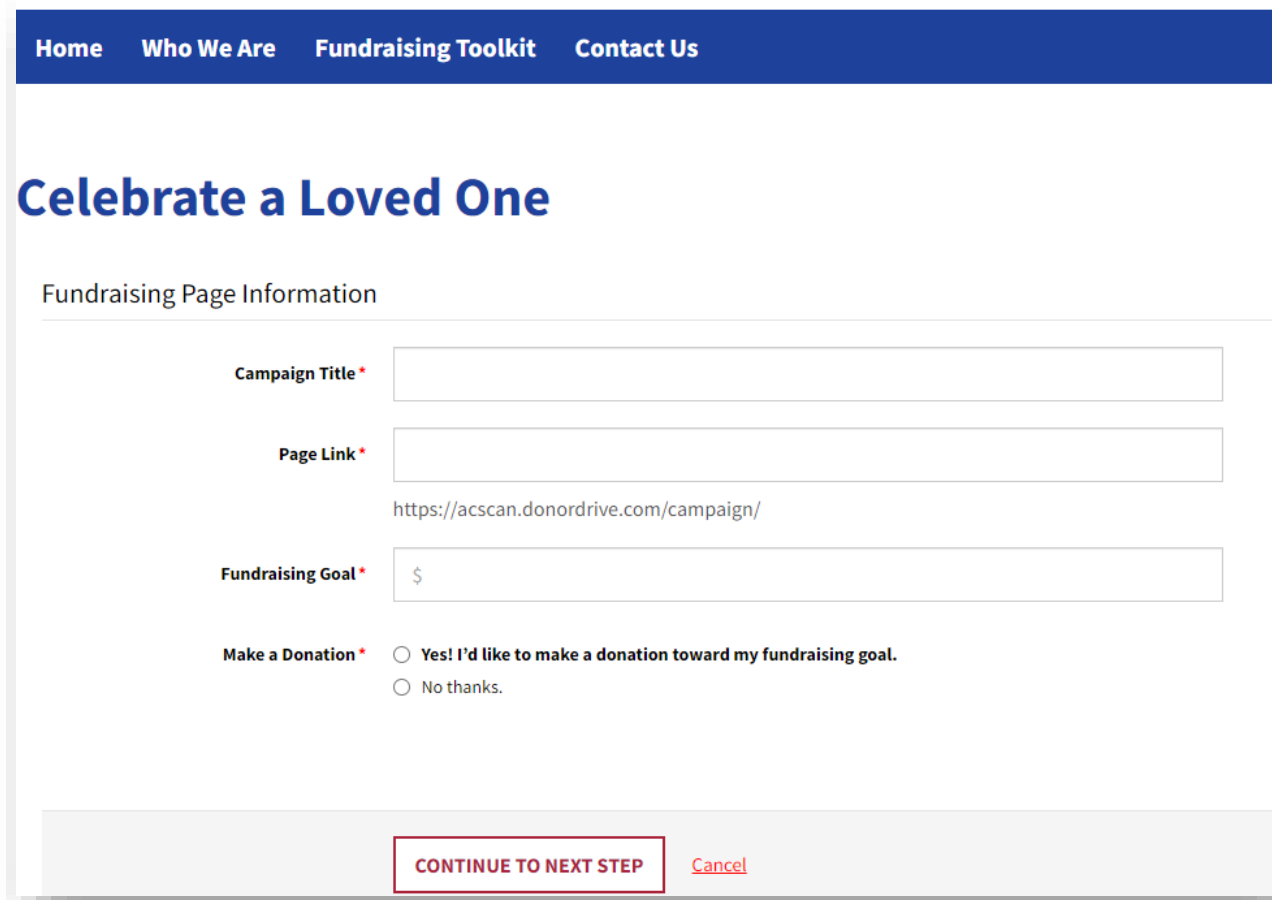
The screenshot shows a web page with a dark blue navigation bar containing links for Home, Who We Are, Fundraising Toolkit, and Contact Us. In the top right corner, there is a 'Fundraiser Search' box with a magnifying glass icon. The main content area features the heading 'Celebrate a Loved One' in a large, bold, blue font. Below this heading is a prominent red button with the text 'CREATE A PAGE' in white. Underneath the button, the text reads 'Recognize someone special or honor a loved one's memory' in a bold, blue font. A photograph of a woman in a blue and white polka-dot shirt being embraced by another woman is positioned below the text. At the bottom of the page, a paragraph explains that honoring a friend or loved one is a lasting way to celebrate those who have battled cancer, while creating a legacy of hope for those who continue to fight this disease. The money raised will help ACS CAN convince lawmakers to support policies that lead to the prevention, early detection and treatment of cancer.



# Creating a Fundraising Page

## Registering

- Enter your **Campaign Title**. The campaign title is the title of your event or fundraiser.
- Enter your **Page Link**. This will pre-fill for you, but you have the option of customizing the link if you'd like. This is the link that you will send out to promote your personal page.
- Enter your **Fundraising Goal**.
- Select if you'd like to make a donation towards your fundraising goal.
- Click Continue to **Next Step**.



The screenshot shows a web form for creating a fundraising page. At the top is a dark blue navigation bar with links for 'Home', 'Who We Are', 'Fundraising Toolkit', and 'Contact Us'. Below this is a main heading 'Celebrate a Loved One' in blue. The form is titled 'Fundraising Page Information' and contains the following fields:

- Campaign Title \***: A text input field.
- Page Link \***: A text input field with the pre-filled URL 'https://acscan.donordrive.com/campaign/' below it.
- Fundraising Goal \***: A text input field with a '\$' symbol.
- Make a Donation \***: Two radio button options: 'Yes! I'd like to make a donation toward my fundraising goal.' and 'No thanks.'

At the bottom of the form, there are two buttons: a red-outlined button labeled 'CONTINUE TO NEXT STEP' and a red-outlined button labeled 'Cancel'.


# Creating a Fundraising Page

## Registering

- Enter your **Contact Details**.
  - You can update your **Display Name** that appears on your fundraising page. If you do not choose to update this during the campaign creation process, you can do so at a later time through your **Fundraiser Portal**.
- Enter your **Email Address** and **Password**.
- Click **Create Page**.

The screenshot displays a registration form with two main sections: 'Contact Details' and 'Account Information'. The 'Contact Details' section includes a 'Been here before?' prompt with a login link, and several input fields for Name (First and Last), an optional name display field, Street, Apt/Suite/Other, City, State/Province (dropdown), Zip/Postal Code, Country (dropdown), and Phone. The 'Account Information' section contains fields for Email Address and Create Password. At the bottom, there are 'CREATE PAGE' and 'Cancel' buttons.

Contact Details

 **Been here before?**  
Login to your account to prefill the fields below with your information.

**Name \*** First Name  Last Name

Show my name as (Optional)

**Street \***

Apt/Suite/Other

**City \***

**State/Province \*** [Select...]

**Zip/Postal Code \*** 12345(-1234)

Country

Phone

Account Information

**Email Address \***

**Create Password \***

# How to Get Started

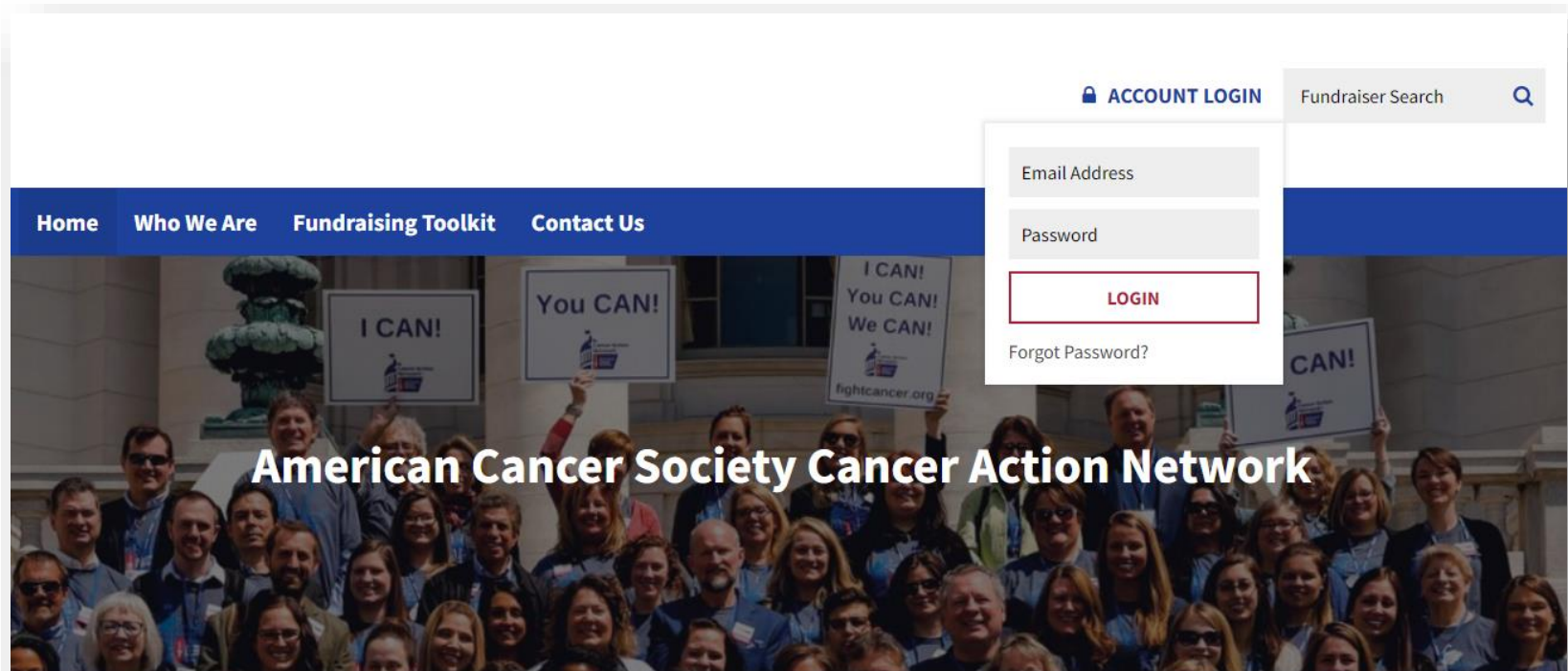
## Accessing the Fundraiser Portal

### Logging In

- Go to [www.fightcancer.org/donordrive](http://www.fightcancer.org/donordrive)
- From the top of any DonorDrive page, click **Account Login** in the top right corner
- Enter your email and password you used during registration

### Forgot Your Password

- Click the **Forgot Password** link to reset your password.
- There can be up to a 15-minute wait between clicking this link and receiving the email



# Your Fundraising Page

## Editing Your Page

The **Your Page** tab is how you can access your personal fundraising page. You can easily make updates to your fundraising page such as updating your profile image, adding content to Your Story, and updating settings for your personal fundraising page. Anything on your page with the pencil icon can be edited.

- Display Name
- Profile Image
- Fundraising Goal
- Milestones
- Your Story

The best way to connect people to our mission is to **share your story**.

Share why you stand with the American Cancer Society Cancer Action Network in the fight against cancer.

Create monetary milestones to help achieve your goal

The screenshot shows a fundraising page for 'Molly's Bake Sale' with a goal of \$500. The page includes a profile image, a 'SUPPORT ME' button, a progress bar showing '\$10 Raised', and a 'My Story' section. A navigation bar at the bottom contains links for 'Home', 'Who We Are', 'Fundraising Toolkit', and 'Contact Us'. Below the navigation bar, there are two examples of monetary milestones: '\$100 Cookie Cutter Milestone - Help me raise \$100' and '\$500 Dozen Cookies Milestone - Help me raise \$500'. Blue arrows point from the list on the left to various elements on the page: the profile image, the fundraising goal, the progress bar, the 'My Story' tab, and the milestone examples.



# Your Fundraising Page

## Adding a Livestream

Add a livestream from Twitch or YouTube to your page and bring your viewers into your fundraising efforts with you:

- Select the Settings tab of your page or click the “**Add Stream**” button on center of your page
- Check “**Add a stream**”
- Select your streaming service (Twitch or YouTube) and enter your username or YouTube URL

**Manage your page settings here.**  
(These settings can only be seen by you.)

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**Campaign Date**

mm/dd/yyyy

**Fundraising Goal \***

\$ 500.00

**Page Link**

<https://acscan.donordrive.com/campaign/Molly-s-> Copy Customize

**Stream your fundraising ?**

Add a stream to your page

**Service**

YouTube

Twitch

**YouTube**

# Your Fundraising Page

## Milestones

Milestones allow you to set mini goals along the way to your overall fundraising goal and to tie them to specific stats, such as “\$100 raised provides X for ACS CAN” or to actions such as, “when I raise \$500 I’ll dye my hair blue”. Milestones are a great way to get that next donor to give you \$25 instead of \$20 and push you over that milestone.

- To add a Milestone, select the pencil icon next to your fundraising thermometer
- Navigate to "**Add a Milestone**"
- Add in a fundraising amount and a description
- Select **Save Milestone**

\$10 Raised

Goal \$500

Add milestones to celebrate progress on the way toward your fundraising goal!

Add a Milestone ▶

Back



## Add a Milestone

Milestone Amount \*

\$

Milestone Description \*

SAVE MILESTONE

**NEXT MILESTONE** See All Milestones ▶

**\$100:**

Cookie Cutter Milestone - Help me raise \$100 to fight for more cancer research funding

# Your Fundraising Page Settings


Make updates to your fundraising page settings such as:

- Update the campaign/event date
- Update your **Fundraising Goal**
- Copy or customize your personal fundraising page link
- Add a **livestream** or **milestones** to your page
- Privacy:
  - **Allow people to search for my fundraising page:** If unchecked, users will not be able to search for your fundraising page, you will not appear in fundraising leaderboards.
  - **Show donors on my fundraising page:** If this setting is unchecked, users will not be able to access your Donations tab
  - **Show donation amounts on my fundraising page:** If this setting is unchecked, only the donor's name will appear and only you (when logged in) will see their amount

## Manage your page settings here.

(These settings can only be seen by you.)

### Campaign Date

### Fundraising Goal \*

### Page Link

### Stream your fundraising ?

 Add a stream to your page

### Milestones

Add milestones to celebrate progress on the way toward your fundraising goal!

[Manage your milestones](#)

### Privacy

- Allow people to search for my fundraising page.
- Show donors on my fundraising page.
- Show donation amounts on my fundraising page.

**SAVE CHANGES**

# Donations

## Donations Received

In your Fundraiser Portal, you can view the donations you've received, get a list of your donors, and send thank you messages for the gifts you've received. The **Donations Received** tab lists any donations you've received from friends, family, or yourself

- You can easily thank donors by selecting a specific donor and sending a thank you message, or selecting multiple donors and sending those donors the same thank you message

Navigation: Your Page, Dashboard, Donations, Messages, Resources

### Donations

Create Your Own Event to Support ACS CAN

Donations Received | Add Offline Donation | Make a Donation →

Download Donor Report

You've raised 2% of your goal!

511 Raised

Search Donations...

THANK YOUR DONORS

### Send a Thank You Email

Subject \*

Thank you for the generous gift!

Message \*

Thank you for your generous contribution to ACS CAN. Your gift to support my event means a great deal to me.

By contributing to ACS CAN, you are joining with me to make sure that our elected officials do all they can in the fight against cancer.

SEND THANK YOU | Cancel



# Donations

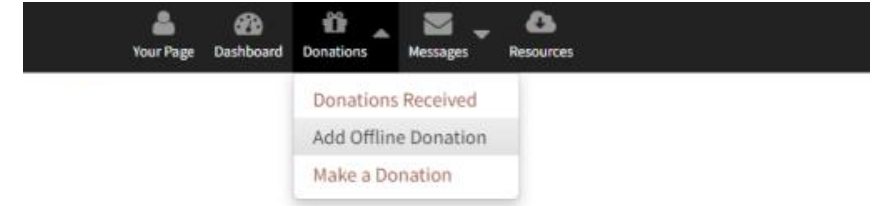
## Adding an Offline Donation

If a supporter chooses to give you a cash or check donation instead of making a credit card donation to your page, you can add this offline donation in your Fundraiser Portal and work with your staff partner to get the money deposited.

- Select **Donations** in the black toolbar at the top.
- Select **Add Offline Donation** tab.
- Enter the **Donation Amount**, **Donation Type**, and **Name**, as well as any additional information.
- Click **Add Donation**.

Any offline donations that you add will be reflected in your fundraising total and thermometer

**Please ensure that any checks are made payable to the American Cancer Society Cancer Action Network.**



## Dashboard

Create Your Own Event to Support ACS CAN ▾

Donations Received

Add Offline Donation

Make a Donation →

## Adding Offline Donation for Molly

Please list any cash or check donations that you have received.

Donation Amount \*

\$ 0.00

This gift is matching eligible

Donation Type \*

Cash

Check

Number:

# Messages

## Composing a Message

- You can create new messages under the **Compose a Message** tab, by selecting a Message Type (such as “ask a friend to donate” or “ask a friend to join”)
- Select your Recipients by either Importing from Webmail (*Gmail, Outlook.com, Outlook, Yahoo, iCloud, Mac Contacts, LinkedIn, or AOL*), uploading a CSV File, or typing your recipients’ email addresses directly in the recipients text box
- Update your email subject and content. A “**Donate**” button that links to your fundraising page will automatically be added to your message when it sends
- Send your message, save the email as a draft, or send yourself a test email
- The **Contact List** section displays any contacts you've uploaded or emailed previously. The Contact List will state the contact's first name, last name, email, amount donated, and total amount donated
- Donor email addresses are automatically

The screenshot shows the 'Compose a Message' interface. At the top, there is a navigation bar with icons for 'Your Page', 'Dashboard', 'Donations', 'Messages', and 'Resources'. Below this, there are four tabs: 'Sent Messages', 'Compose a Message' (which is active), 'Drafts', and 'Contact List'. The main content area is divided into four numbered steps:

- 1 Choose a message type \***: A dropdown menu is open, showing 'Ask a Friend to Donate'.
- 2 Recipients \***: Two buttons are visible: 'Select from Contacts' and 'Import from Webmail or CSV'. Below the buttons is a large empty text box for entering email addresses. A light blue note box below the text box reads: 'Please note: you may separate email addresses by comma, semicolon, or one address per line. Messages can be sent to a maximum of 100 recipients. This limit helps your message get delivered.'
- 3 Subject \***: A text box contains the subject 'Support Molly's Bake Sale'.
- 4 Message \***: A rich text editor is shown with a toolbar containing options for paragraph style, underline, bold, italic, bulleted list, numbered list, link, and unlink. The message body contains the text 'Hello friend!'.

# Messages

## Sent and Draft Messages

The Messages tab allows you to send messages to your friends and family by uploading a contact list through webmail, CSV file, or by entering email addresses directly in the Recipients text box.

### Sent Messages

- The **Sent Messages** tab shows any email invitations and updates that have been sent out through the Fundraiser Portal. You can easily copy a sent message or resend the same message to anyone who didn't respond to each message. You can also see how many recipients have donated and your total raised based on the email that was sent
- Thank You emails do not appear in this area. Thank You emails will appear as sent within Your Page > Donations OR Donations > Donations Received

### Drafts

- The Drafts section will list any drafts that you have saved previously. You can easily edit or delete the draft.
- When editing the draft, you will have the option of updating the Message Type, Recipients, Subject, and Content of the email

The screenshot shows the 'Messages' section of a web application. At the top, there is a navigation bar with icons for 'Your Page', 'Dashboard', 'Donations', 'Messages', and 'Resources'. Below the navigation bar, the word 'Messages' is displayed in a large blue font. A button labeled 'Create Your Own Event to Support ACS CAN' is visible. Below this, there are four tabs: 'Sent Messages', 'Compose a Message', 'Drafts', and 'Contact List'. The 'Sent Messages' tab is active, showing a message titled 'Support Molly Waite in the Molly's Bake Sale'. The message was sent on 03/28/2022 at 4:46 PM EDT. Below the title, there are three columns of statistics: '1 Recipients', '0 Donated', and '\$0.00 Raised'. At the bottom of the message view, there are two buttons: 'Copy' and 'Resend to those who haven't donated'. To the right of the message view, there is a 'Sent Message Totals' box with a table showing the following data:

| Sent Message Totals |            |
|---------------------|------------|
| 2                   | Recipients |
| 0                   | Donated    |
| \$0.00              | Raised     |

# Best Practices

Thank you for fundraising for American Cancer Society Cancer Action Network! Your efforts make a difference to our organization. We hope the tools available to you will help you succeed.

## Best Practices:

1. Donate to yourself. This sets the tone and shows that you are dedicated to your fundraising campaign.
2. Personalize your fundraising page. Upload a photo, highlight your connection to the American Cancer Society Cancer Action Network, and set your fundraising goal, all from **Your Page**.
3. Increase engagement on **Your Page** by adding in a **livestream** and setting fundraising **milestones**.
4. Start asking right away. The earlier you begin fundraising, the more you will raise. Use the **Messages** tool to send and track messages.
5. Share your page on social media. Take advantage of the sharing power of social media to help you reach more people and include the link to your fundraising page.
6. Say thank you. When a friend supports you, send a thank-you note right from your **Messages** area.

