Step-by-Step Guide to Create Your Fundraising Page for Easterseals Crossroads

Thank you for your interest in walking for Easterseals Crossroads! The process to setup your fundraising is just 6 clicks and login away.

The process will look like this:

- 2 Clicks
- 1 Login
- 4 More Clicks
  - Add 1 photo
  - Write your fundraising goal
  - Personalize your fundraising page messaging or use the provided template text
  - Submit for Approval
- Easterseals Crossroads Review and Approval
- Share your personalized fundraising page using templated copy for social and email that can be personalized as needed
- Use #WalkForESC for any social media shares and thank yous

**Here are the step-by-step details:**

Go to: [https://eastersealscrossroads.networkforgood.com/projects/103978-walking-for-dreams-fundraiser](https://eastersealscrossroads.networkforgood.com/projects/103978-walking-for-dreams-fundraiser)

Click #1: Start Fundraising

![Start Fundraising button](image1)

Click #2: Next

![Next button](image2)

Login: Login via Facebook or create an account

![Login with social network or create a new account](image3)
Click #3: Next

Add 1 Photo:
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Click #4: Next

Write your fundraising goal | Personalize your fundraising page or use provided template text:

Click #5: Next
Congratulations! You have created your personal fundraising page.

Look for an email within 24 hours of your submission with the link to your page plus templates to help promote your fundraiser and engage your donors! All of which, including the banner image on your fundraising page, can be edited and personalized by you! Please watch for an email with the subject line: Important information regarding your new fundraising page
The email will look like this:

Hi Jeff Chambers

Congrats on creating your new fundraising page

Dear Jeff,
Thank you for creating a fundraising page! We’re so glad to have your help. You have completed the first step toward helping us meet our goal.

If you’d like to make more edits to your page, please go to: Jeff Chambers’s fundraiser. (Note: You will need to log in before you can access this page.)

In the meantime, don’t forget to create a list of people who might support your fundraiser. Start with your family and friends, then think about other networks, such as social media connections or colleagues.

Thanks again for your support.

Best,
The Team at Easterseals Crossroads

Click on the “[Your Name] fundraiser” hyperlink to visit your page. At the TOP of your page you will see a black bar. Click on “Edit Page” to update your banner image and text. Click on “Donor Ask Templates” and “Donor Thank You Templates” to personalize and send out your support.
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How to edit your banner image and fundraising page messaging – Update in the area as seen below (in the “Edit Page” option) and click on save at the top right-hand corner. Go to “Visit Page” to see your edits before sharing to make sure that your changes were saved and SHARE AWAY!!

![Edit Campaign](image)

**Your Main Image**

**Update Your Photo**

Choose file Browse Top

Need help selecting an image? Check out this article.

**Page Content**

**Headline**

Ex: We are fundraising to save our planet

Add a bright, bold short headline to the body copy of your page. Keep it short and simple.

I am joining the $10 challenge for Easterseals Crossroads - $10 for each walk I take between now and August 16. Will you support me?

Let’s support good in the world and make a difference. Each $10 gift helps me stay fit all while supporting individuals and families living with disability in our community.

Just a small donation will go a long way to helping me meet my goal for Easterseals Crossroads.