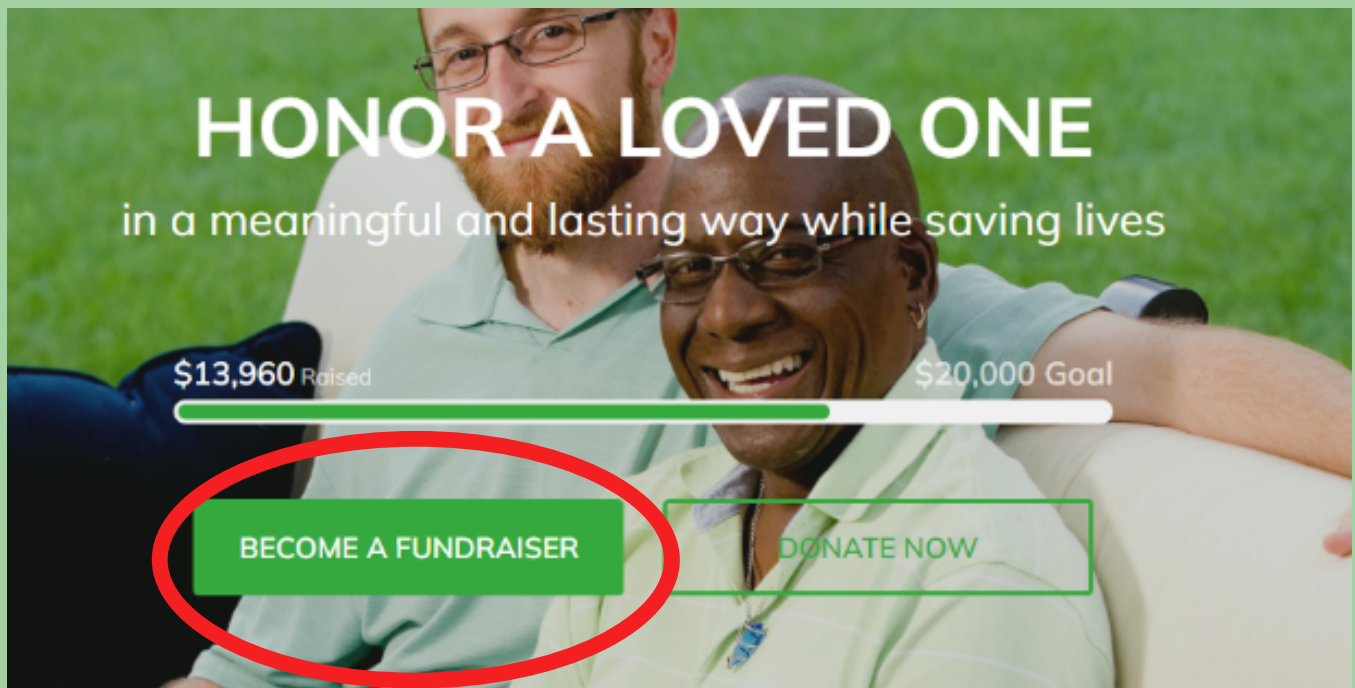


Setting Up a Fundraising Page In Honor/Memory of Someone

1. Visit our Honor a Loved One page to set up your fundraising page:

<https://give.americantransplantfoundation.org/campaign/honor-a-loved-one/c177166>

2. Select "Become a Fundraiser"



3. Create a Classy account so you can edit the fundraising page and view donations. Don't forget to save your password!

4. Insert the details for your page when prompted. If the campaign is in honor or memory of someone else, select the checkbox at the top that says “I’m fundraising to honor someone else” and put their details below. We recommend also setting up the “short URL” so the link is easier to find.

The screenshot shows a form titled "Create your page" with the following elements:

- A checked checkbox: I'm fundraising to honor someone else.
- Section: "Set your fundraising goal (optional)" with a note: "Currency cannot be changed once a donation to your page has been made."
- Currency dropdown: "USD" and amount input: "\$ 1,000.00" with a green checkmark.
- Text input: "Name of who you are honoring *" with the value "John Smith".
- Text input: "Fundraising end date *" with a calendar icon and the value "05/25/2023" and a green checkmark.
- Section: "Set your Fundraising Page's Short URL (optional)" with a preview: "https://give.americantransplantfoundation.org/smith".
- Text input: "smith" with a green checkmark.
- A checked checkbox: Yes, please follow-up with email updates about your lifesaving work.
- A green button labeled "FINISH".

5. Next, you will choose a photo for the campaign. This should be a photo of who the page is in honor or memory of.

6. From here, you can make further edits to your page by clicking “Manage” in the top right corner. Here, you can add a story about the person you are fundraising in honor/memory of, copy email templates for sharing, and find the links to share your page.

MANAGE

7. Drafting a story: We recommend drafting a brief story about who you are honoring and anything else you'd like to share. You can also add additional photos here.



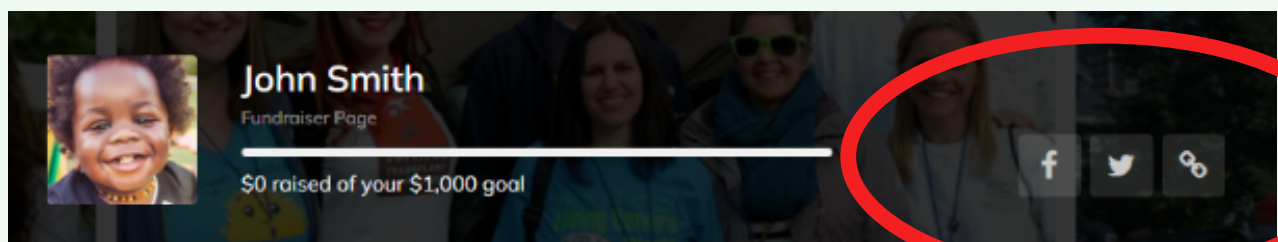
Personalize your story

This is the default story behind our campaign, but you can make it your own. Add photos, video, and text to tell people why you are fundraising.

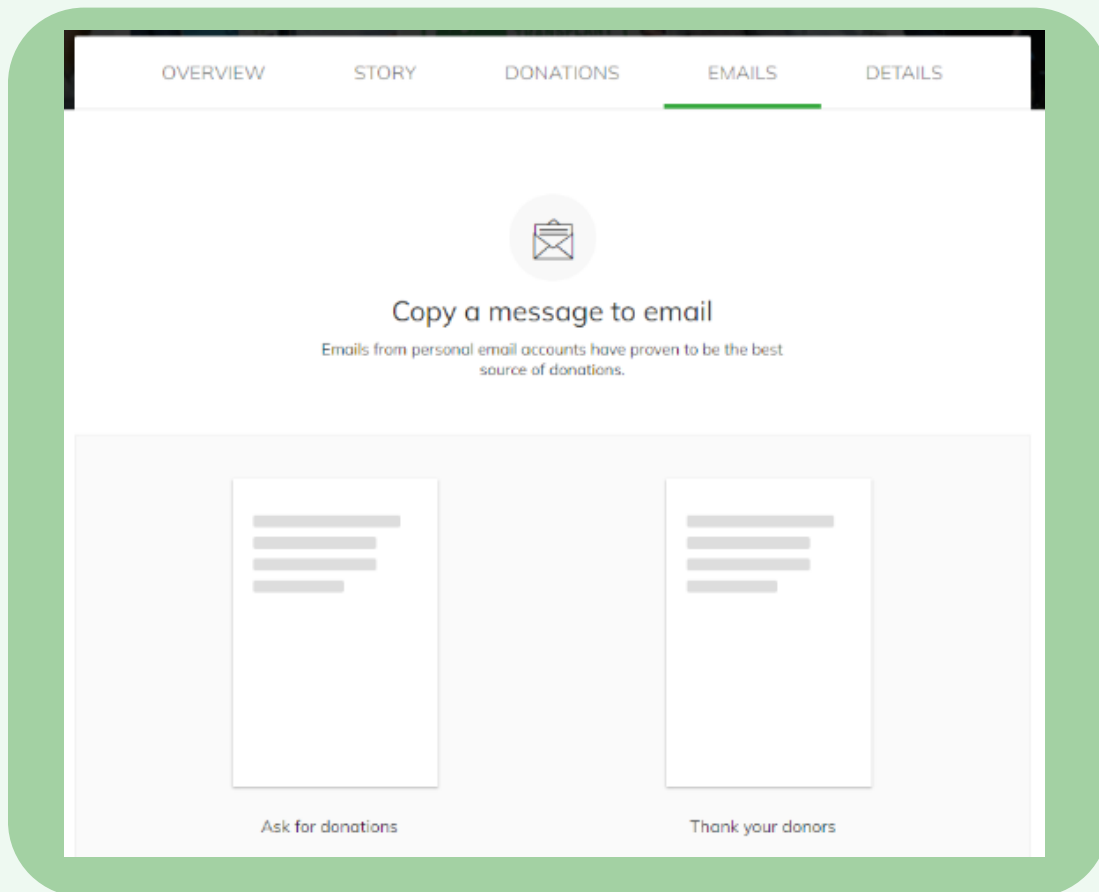
Thanks for visiting my fundraising page!

Please help me support American Transplant Foundation's lifesaving programs by making a donation through my page. Thanks so much for your support... and please don't forget to send this page to any friends you think might be interested in donating!

8. To share your page, you can copy the link by clicking the link icon to the right of your page name in the "Manage" portal.



9. We recommend drafting a personalized email to friends and family with this link, but we also have general email templates under the "email" tab that you can copy and paste (with some edits if you'd like)



10. You're all done! You will be able to see who donates by viewing the page, and also by email notifications. If anyone donates in honor/memory of this individual outside of your fundraising page, we will be sure to notify you.

We thank you for choosing to honor or memorialize this special person by raising funds for the most vulnerable transplant families nationwide.

If you need any support or have any questions, please email support@americantransplantfoundation.org.