



Fundraising 102: eFundraising

Checklist for Fundraising 102

- Personalize your online fundraising website by changing the generic text, uploading pictures, and updating the site with your progress throughout the season.
- Browse through the “Fundraising Toolbox” on your website for important documents (see list below).
- Send your first email blast

Where is my eFundraising page? How do I sign in?

You'll receive an email from teamintraining_CAL@lls.org containing your eFundraising username and password and a couple of links. Click the **etools** link to sign in and customize your page.

If you're not seeing the email, it probably got caught in your spam filter. Just go to <http://etools.teamintraining.org/signin>, click the **Forgot Password** link, and enter the email you provided on your TNT registration form.

Customize your eFundraising Page

Go to the **Personalize Pages** tab at the top right of the screen to edit your text and add photos. Have fun! Each week after you train with your team, update your text and add new photos to show off how far you've come.

Under Personalize Pages, click the Manage Posts drop-down and choose **Options**. This screen lets you control the way your fundraising thermometer, top donors and contributor comments show up, or change your page title, personalize your page URL, or even redirect your page URL to land on a personal blog or website.

Click the **My Account** tab at the top left of the screen to change your password, username or personal account information.

What Fundraising Documents can you Find on Your eFundraising Page?

Not only is your eFundraising page a place where your friends and family can easily see your progress and securely donate, but it has many important resources in the **Fundraising Toolbox**. To get here, log-in and click on the Fundraising **Toolbox** tab. Then scroll down for fundraising ideas and the following documents available for download...

- Getting Started Guide
- Logos
- Fact Sheets about LLS, TNT and Mission Information
- Sample Fundraising Letters
- IRS Determination Letter
- Matching Gifts policies & Corporate Sponsorship Info
- Third Party Fundraising Agreement for events
- Summer Dates & Deadlines
- Summer Donation Processing Instructions
- Bracelet Order Form

Sending Your First Email Blast

Here are some helpful tips for a successful email blast:

- Send Individual Emails rather than Mass Emails to increase response.
- Keep the email very short and simple and include your link. Make sure you still include the who, what, where, when, why, and a call to action (donation), along with your personal story and reasons for joining the Team.
- Include a date they should donate by (Bold or underline this to make sure it stands out)
- Use a catchy subject line – “Training for a cure”, “Saving lives, 1 mile at a time”, “I’m running or walking a marathon!”, “I’m hiking for a cure”
- Ask your donors to forward on your email to those who may also want to support your cause.

➔ **Tip!** *Time your mailing*

Send emails as early in the day and early in the week as possible. Get your email ready to go over the weekend or the night before, and then hit “send” when you wake up. Many people are more inclined to pay attention to emails in the morning and on Monday and Tuesday.

Time your emails and letters to arrive around payday. People are more generous when they have fresh money in the bank!

Troubleshooting, Questions and Support

We built this system from scratch, so if you think you've encountered a bug or you're having trouble, we want to know about it. If you need help, please email supportservices@lls.org or call **888-LLS-7177**.