



SO FAR, 372 DONORS HAVE RAISED \$40,853.91 FOR 35 SCHOOLS



# STEPS FOR STUDENTS

## 5K RUN/WALK



DONATE

REGISTER

Join us on February 16, 2019!


74 : 21 : 05 : 34  
days hours mins secs



## Agenda


- Live Demonstrations of all features
- Profile Building Basics
- Storytelling & Impact strategies
- Next Steps
- Q & A

# Your Steps For Students Dashboard



Our Lady of Guadalupe

- Overview
- Fundraising
  - Donations
  - Donation Form
  - Embeddable Donation Form
  - Campaigns
  - Events
  - Sponsor Matching
  - Giving Days
- Volunteering
- Engagement
- More



## Steps For Students

February 16, 2019

### Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Steps For Students.

- Add Your Organization's Info
- Add Your Story
- Get Verified to Collect Donations
- Add Donation Levels
- Add a 'Thank You' Message  
*Personalize your auto-response for donors ahead of time.*
- Add Fundraisers

[Reset Profile](#)

Time to launch



# 79

days

- [Add An Administrator](#)
- [Add Offline Donation](#)
- [Manage Sponsor Matching](#)
- [Manage Donations](#)
- [Embed a Donate Button](#)
- [View Registration Info](#)

Share Your Page

<https://www.steps4students.or>

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# The Steps For Students Basics

- Define Your Goals
  - What do you want people to feel when they view your profile?
  - What do you want the main call to action to be?
- Gather Your Assets
  - Do you have photos, graphics, or videos ready?
- Tell Your Story
  - How can your supporters help you make a difference?

# Building Your Profile

- Logo
  - As one of the first things a donor sees on your profile, make sure your logo is current and represents your brand
- Tagline
  - A quick one sentence overview of your college or Steps For Students campaign- Add number of registrants
- Website
  - Add your website so donors will be able to learn more about your school after they give

## Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in The University Of Maryland .

### Add Your Organization's Info


*Let people know who you are.*

**Tagline**

75 Characters Left

**Website**

**Logo**



**Causes (optional)**

Cause #1

Cause #2

Cause #3

[Select Image](#) [Remove](#)

Recommended dimensions 300x300  
Max file size 5MB

[Save](#)




# Building Your Profile

- Cover Photo
  - 1500 x 500px
  - Front & Center
  
- Monetary Goal
  - Optional but encouraged
  - Enables a real time progress bar on your profile

✓
Add Your Story
▼

**Cover Photo**



Select Image
Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.  
Recommended dimensions: 1500x500.

**Set a Goal (optional)**

Display Goal on Profile

\$

**Tell Your Story**

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Steps for Students is a Archdiocesan wide 5k Run/Walk that will be held on Saturday, February 16, 2019.

This is a wonderful event that the entire family can participate in and help raise funds for the school. The most important piece of this fundraiser is that 100% of all the funds raised come back to supporting our school.

Through the dedication of our families and community, last year was a very successful year. Participants raised funds through online giving and offline donations.

Registration is NOW Open!!! Make sure to Join the Our Lady of Guadalupe School team today to ensure another successful year.

**Video Uri**

Paste Youtube or Vimeo Link Here

Save

# Telling Your Story



- Custom Formatting
  - Change your text & header size
- Text Highlighting
  - Bold, italicize, or underline text
- Content Alignment
  - Justify text and images to the left, right, or center of your profile
- Add Lists
  - Bulleted or numbered lists
- Full Screen Mode
  - Edit in a larger window
- Upload Images
  - Upload, crop, or rotate photos
- Add Links
  - Link to other pages on text or photos
- Feature Tables
  - Organize information in a table
- Insert Horizontal Lines
  - Add a line to break up content
- Edit in HTML
  - Familiar with HTML? Use the code editor to customize your profile

## Quick Storytelling Tips

- Focus on a specific community, program, or initiative
- Make it authentic and easy to understand
- Create clear calls to action so donors know how they can have a direct impact on your mission
- Highlight the “joy of giving” to your school
- Make your donor the hero of the story!



# Highlighting Impact

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Giving Levels
  - 4-5 recommended

We recommend having 3 or 4 donation levels.



\$25.00

Covers my weekly commute.

[Edit](#) [Remove](#)



\$50.00

My lunches and snacks for a week.

[Edit](#) [Remove](#)



\$250.00

A couple of textbooks, an absolute requirement.

[Edit](#) [Remove](#)



\$500.00

Helps me get the laptop I need for homework.

[Edit](#) [Remove](#)



\$1,000.00

A tuition payment, graduation is in sight!

[Edit](#) [Remove](#)

Dollar Amount

\$

Description

Image

[Select Image](#)

[Remove](#)

Image should be 5MB max and a JPG, JPEG or PNG file type.

[Save](#)

[Cancel](#)

## Quick Donation Level Tips

- Personalize Your Donation Levels
  - Think outside the “\$25, \$50, \$100” box
  - How much does a specific item or program cost?
  - How much does it cost to help one person?
- Help Donors Visualize Their Impact
  - Add photos or stock images to show what their donation “buys”
- Tie Together Your Story & Donation Levels
  - Make sure the goals of your story and donation levels are aligned
  - **Example:** If your story is focused on a specific program, have your donation levels reflect how much different elements of that program cost

Questions?