



## Step-by-Step: Online Registration and Fundraising

Fundraising online is an easy and efficient way to raise money in support of the Marsha Rivkin Center for Ovarian Cancer Research. Friends, family and coworkers can check back often to see your progress. In addition, the average donation made online is higher than the average donation made offline. Note: Any donations received for the SummeRun via mail will be linked to your web page. Please allow two weeks for processing.

### **Register**

Go to [www.summerun.org](http://www.summerun.org). Click on "Register," select the appropriate category: "Participate as a Fundraiser," "Join a Team" or "Just Run/Walk in the Event." This will take you to the secure registration page for the SummeRun. Enter your registration information and a fundraising page will automatically be set up for you. **If you select "Just Run/Walk in the Event" you will not be on a team, nor will you receive a personalized online fundraising page.**

### **Confirmation Email**

Once you're registered, you will receive an email confirming your participation. You will also be given a link to your fundraising page and a username and password in order to log-on to your page. **Keep this email so that you can refer back to your account information if needed.**

### **Customize Your Fundraising Page**

1. Edit Your Webpage – Your fundraising page will include a general SummeRun message. You can edit this message by logging in and choosing "go to my dashboard." On your "Dashboard" you can edit the text and photo on your webpage by choosing the "My Page" button in blue. You can choose from pre-loaded photos or add photos of your own. Keep in mind that your photo file size cannot exceed 100 KB. To see what your page will look like, choose "My Home" on the menu and choose the option "Visit My Web Page."
2. Send an Email – Send emails to recruit friends and family, and request donations directly from your page by choosing the "Send Email" menu option. You can upload addresses or type them in. Next, personalize your message and choose "Preview" to see what it will look like for friends and family. Click "Send" and watch the donations add up!

### **Track Your Progress**

1. Monitor your Activity Log – Visit your Activity Log under "My Activity." This page will tell you whether emails you've sent have been opened and if you've received donations. It will even let you know who needs to be thanked!
2. Send Thank You Notes – To send a thank you note to someone who has donated to your fundraising efforts, choose "Send Thanks" and personalize your message. Don't forget to preview the note!

### **Questions?**

For questions concerning website support, call the SummeRun hotline at 206-215-6700 or email [foundationevents@swedish.org](mailto:foundationevents@swedish.org).