

Team Fox Classy Guide



TEAM FOX
FOR PARKINSON'S RESEARCH

Classy



Team Fox, Welcome to Classy!

As a member of The Michael J. Fox Foundation for Parkinson's Research (MJFF) grassroots fundraising community, you are speeding our efforts to improve quality of life for those currently living with Parkinson's disease (PD) and moving us closer to a world without it.

Through your membership, you are connected to thousands worldwide who are mobilizing their communities to raise awareness and funds for Parkinson's research.

No matter what you choose to do, Team Fox members give their all — and we are proud that, thanks to the generous support of an anonymous donor, 100 percent of all Team Fox proceeds go directly to the Foundation's high-impact programs to speed a cure for PD.

HOW TO USE THE CLASSY GUIDE

We are thrilled to share our new fundraising platform with our grassroots community fundraising community. This document serves as a step-by-step guide for setting up your account, creating an individual or team page for fundraising, joining a fundraising team, communicating with donors, accessing last year's donor information, and creating a Facebook fundraising page.

Your fundraising page with Classy will allow you to start collecting donations which will be credited toward your fundraising goal as they are received.

If you have questions or need more information about Classy, email us at teamfox@michaeljfox.org.

Let's get started!



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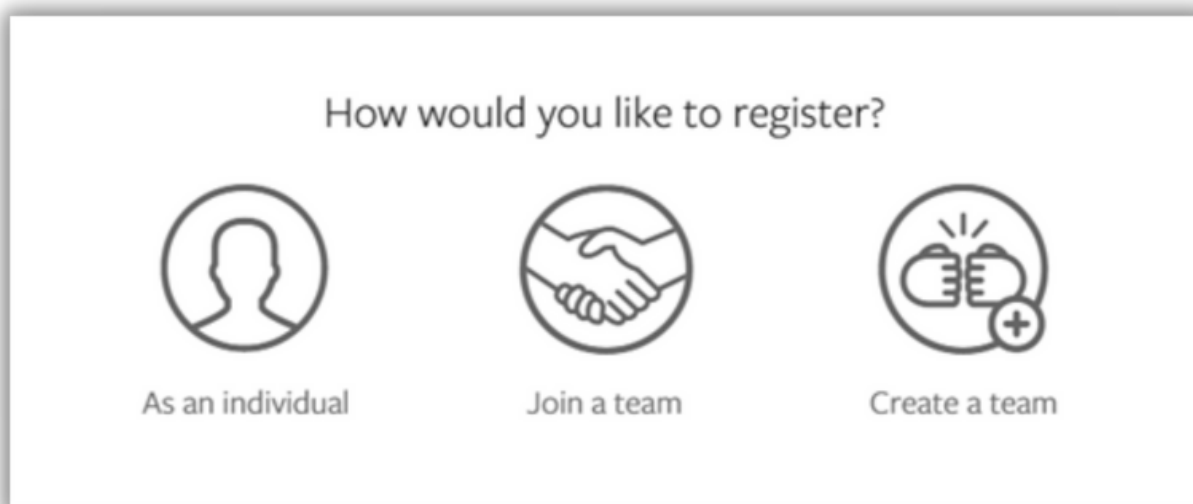
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Creating an Individual Page or Team Page for Fundraising

GET STARTED

- Visit [Do-it-Yourself](#) on The Michael J. Fox Foundation website. Then select [Register as a Fundraiser](#).
- Choose how you would like to fundraise by clicking on [As an individual](#), [Join a team](#) or [Create a team](#).



- Create an account using the [sign-up form](#) or select [Log into your account](#) if you already have an account with Classy.
 - You can choose to continue with your Facebook account as a login, or, alternatively, use your email to create an account on Classy.org.
 - If you choose your email, enter your email address, and choose a password. Your password must have at least 8 characters, 1 letter, 1 number and 1 special character.



- Follow the prompts to enter your fundraising details including:
 - **Your fundraising goal**
 - **Your fundraising end date**
 - We suggest keeping your fundraising page open until the last day of the calendar year to maximize the donations you receive.
 - **Your fundraising page headline**
 - This is the headline that appears on your fundraising page. We recommend keeping it short or sweet like “Here. Until Parkinson’s isn’t.” or “Help speed a cure for Parkinson’s disease.”
 - **Short URL**
 - This is a shorter version of your fundraising page’s website address. Short URLs are easier to share and look nicer on social media.

For an individual:

The 'Create your page' form for an individual includes the following fields:

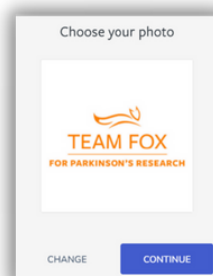
- Set your fundraising goal ***: A dropdown menu set to 'USD' and a text input field containing '\$ 150.00' with a blue checkmark icon.
- Fundraising end date ***: A date selection field with a calendar icon.
- Your Page's Headline ***: A large text area with a character count of '0/255' at the bottom right.
- Set your Fundraising Page's Short URL (optional)**: A text input field containing the example URL 'https://give.michaelfox.org/ExampleShortUrl' and a placeholder 'Start typing'.

For a team:

The 'Create your team' form includes the following fields:

- Team name ***: A text input field containing 'Team Fox' with a blue checkmark icon.
- Set Team Fundraising Goal ***: A dropdown menu set to 'USD' and a text input field containing '\$ 500.00' with a blue checkmark icon.
- Team Page Headline ***: A text area containing the headline 'Help speed a cure for Parkinson's disease.' with a character count of '42/255' at the bottom right.
- Set your Team Page's Short URL (optional)**: A text input field containing the example URL 'https://give.michaelfox.org/ExampleShortUrl' and a placeholder 'Start typing'.

- Upload a profile picture for your fundraising page. We encourage adding one to personalize your page.





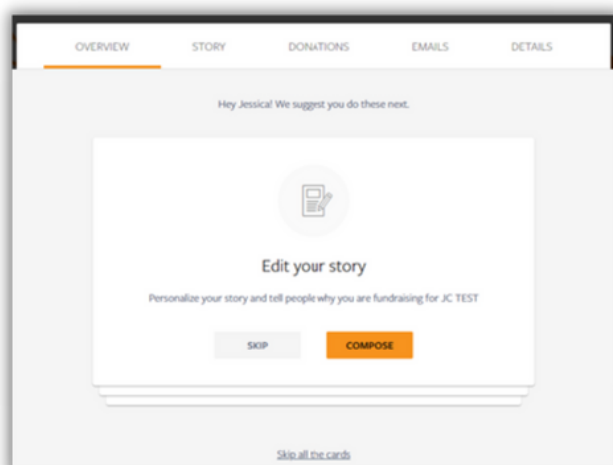
CUSTOMIZE YOUR FUNDRAISING PAGE

You can fully customize your page once it is created!

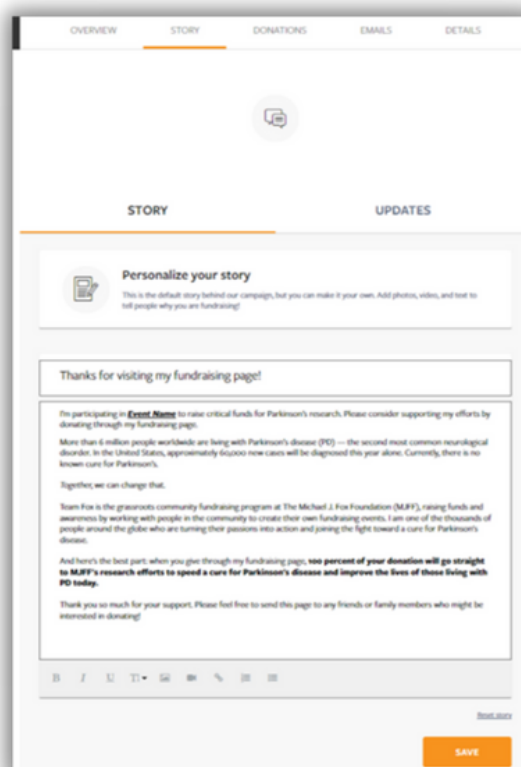
- To do so, select **Manage** in the top-right.



- This will open the page editor. The first tab of the editor is **Overview**. From here, you can view suggestion cards with the next steps and access other content tabs. The **Story** and **Details** tabs control the appearance and details of your fundraising page.

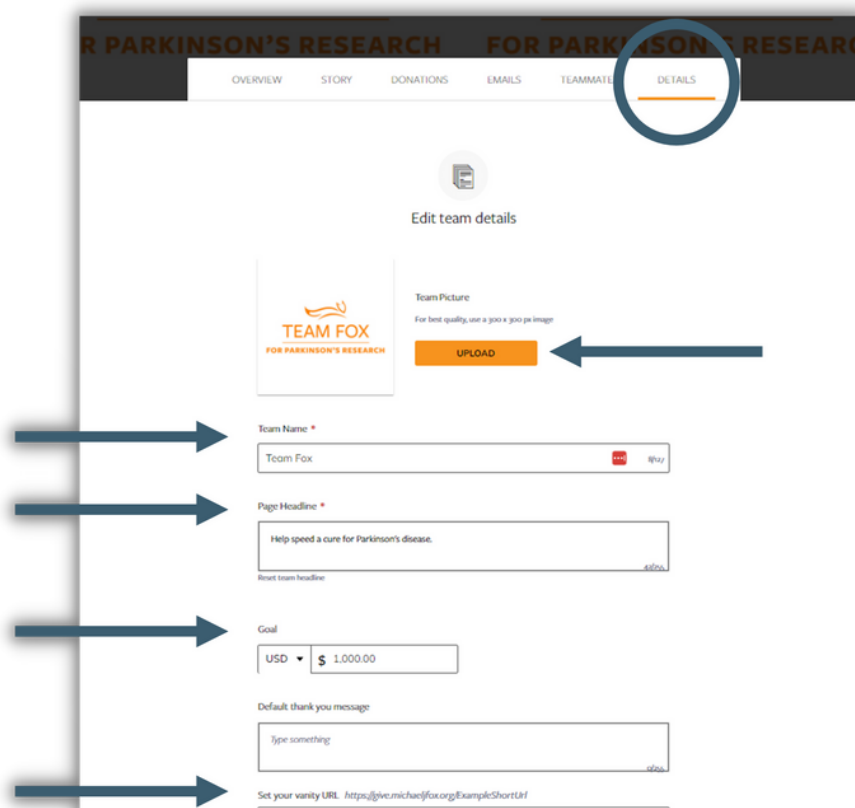


If this is your first time viewing the editor, we recommend completing the cards. They will help you to add your photo, edit your story, make the first donation to your page, and ask for donations from friends and family. If you have already completed the cards, use the other sections in this guide to edit your page.





- In the page editor, there is also an option to change any of the details you added when you first created your fundraising campaign in the **Details** tab. We recommend customizing this page if you haven't, so that your community can learn why you decided to raise awareness and funds for Parkinson's disease. Simply make the edits you need and select **Save Changes** when you finish.



- Once you finish, click the **View** button in the top-right and you will be directed back to your fundraising page!

POST UPDATES

Use updates to keep friends and family engaged with your fundraising progress. Share a picture about your goal, share something about MJFF that you are proud of, or do something for donations (for example, run a mile to train for the event).

To post updates, open the **Story** tab and select **Updates**. From here you can use the **Create New** button to post a new update or click the **three dots** on an existing post to edit it.



FUNDRAISING NOTIFICATIONS

Fundraising notifications are sent to the email you used when creating your Classy account. The notifications are designed to keep you up to date on your fundraising activity. Toggle them on or off to control your preferences and select [Save Changes](#).

Fundraiser Notifications

Note: If you have any additional teams or fundraising pages for this campaign, these settings will also apply to those pages.

Comments on my fundraising page

Donations on my fundraising page

Encouragement emails (% of goal reached, \$ amount raised, etc.)

[SAVE CHANGES](#)

- **Comments on my fundraising page**
 - You will receive this notification when someone comments on your fundraising page. This ensures you can promptly respond to keep your donors engaged.
- **Donations on my fundraising page**
 - When someone donates to your fundraising page, You will receive this notification. This ensures you can thank donors for their gifts.

ALREADY CREATED AN INDIVIDUAL PAGE AND NOW WANT A TEAM PAGE?

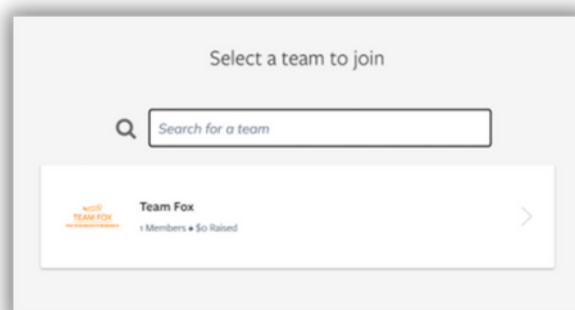
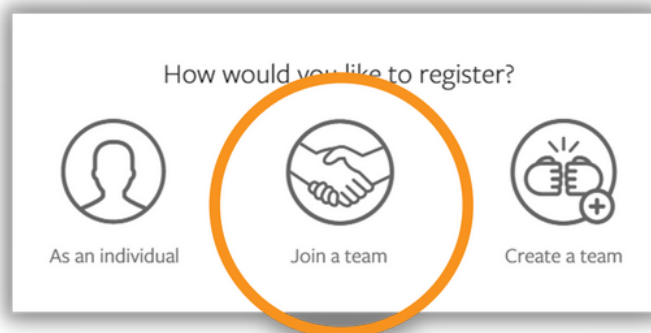
If you registered as an individual and decide later that you would like to create a team, reach out to teamfox@michaeljfox.org and let us know. We will then create your team for you so that others can join.



Joining a Fundraising Team

JOIN A TEAM

- To join a team, search for the event on the [Find an Event](#) page on The Michael J. Fox Foundation's website. Search by event name and click on it. This will bring you to the event page on Classy.
- Once you're on the event page, click [Register](#).
- Click [Join a Team](#) and select the team you would like to join. Teams will automatically populate from the MJFF website, but you also have the option to search for a team.



CUSTOMIZE YOUR FUNDRAISING PAGE

- You can fully customize your page once it is created! Next to your name, click [View](#) and you will be brought to your individual fundraising page within the team page. If you want to view the team page, click [View](#) next to the Team Name.

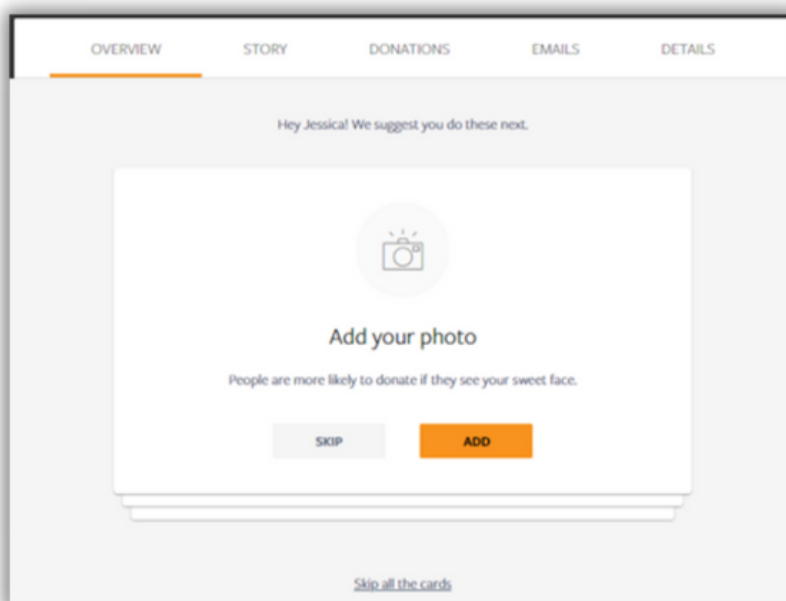




- To customize your page, select **Manage** in the top-right of your screen.



- This will open the page editor. The first tab of the editor is **Overview**. From here, you can view suggestion cards with the next steps and access other content tabs. The **Story** and **Details** tabs control the appearance and details of your fundraising page.



If this is your first time viewing the editor, we recommend completing the cards. They will help you to add your photo, edit your story, make the first donation to your page, and ask for donations from friends and family. If you have already completed the cards, use the other sections in this guide to edit your page.

- **Profile Picture**
 - Use Upload to change your profile picture. You can also use Remove to remove your picture and use the default picture.
- **Fundraiser Nickname**
 - This is the name that will display on your fundraising page.
- **Page Headline**
 - This is the headline that appears on your fundraising page. We recommend keeping it brief.



- **Fundraising end date**
 - This should be the date that you plan to stop fundraising. We recommend setting your date to the last day of the calendar year to make the most of your fundraising page.
- **Goal**
 - Set the amount you plan to raise. If you reach your goal early, we recommend increasing your goal for an even greater challenge and impact.
- **Vanity URL**
 - This is a shorter version of your fundraising page's website address. Short URLs are easier to share and look nicer on social media.

- Once you finish, click **View** in the top-right corner and you will be directed back to your fundraising page!



Sharing via Social Media and Email

Whether you are viewing or editing your fundraising page or team page, you can send invitations, ask friends to share your page with their networks, and/or share on social media. Remember to include a link to your Team Fox page so that your friends can show their support with a donation.



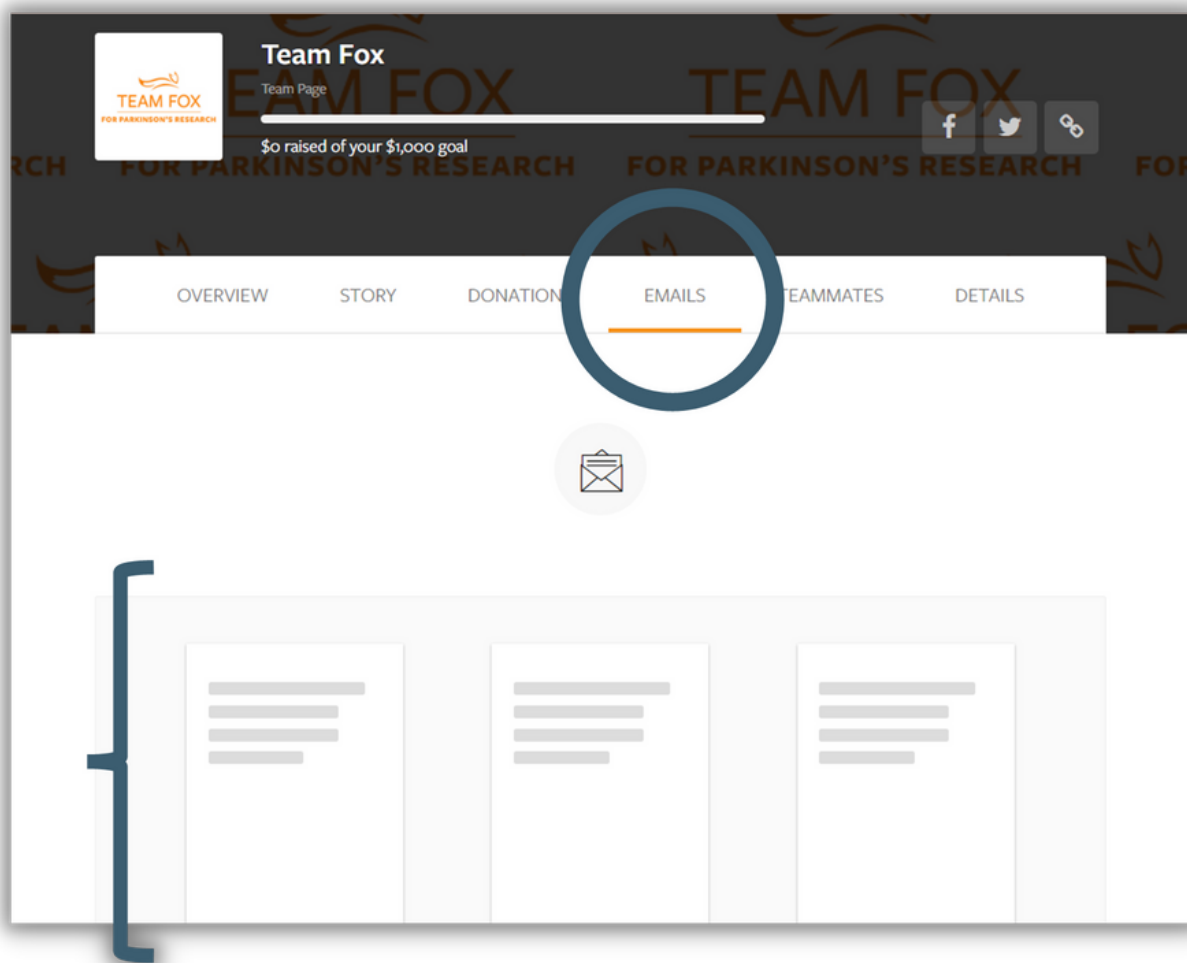
The buttons on your fundraising page link directly to Facebook, Twitter, and your personal email address where you can share your fundraising page directly with your community and highlight opportunities for them to get involved. There is also a link button where you can copy and paste the link directly.

After posting, be sure to thank supporters, like comments and respond to questions. Tag Team Fox ([@TeamFoxMJFF](#) on Instagram and [@TeamFox](#) on Facebook and Twitter) in your posts and include our official hashtag: [#GoTeamFox](#). This allows other members of the Team Fox and The Michael J. Fox Foundation community to find, follow, repost and reshare. Other relevant hashtags include [#Parkinsons](#) [#Research](#) [#FindACure](#) [#FundACure](#), as well as those linked to specific campaigns like [#ParkinsonsAwarenessMonth](#) in April.



Emailing Donors

- Select **Manage** in the top-right to open your page editor.
- Navigate to the **Emails** tab.
- You can access several email templates here. Customize the email template as you see fit and copy and paste it into your personal email. Be sure to include the link to your fundraising page!
- Send your email and you are finished!





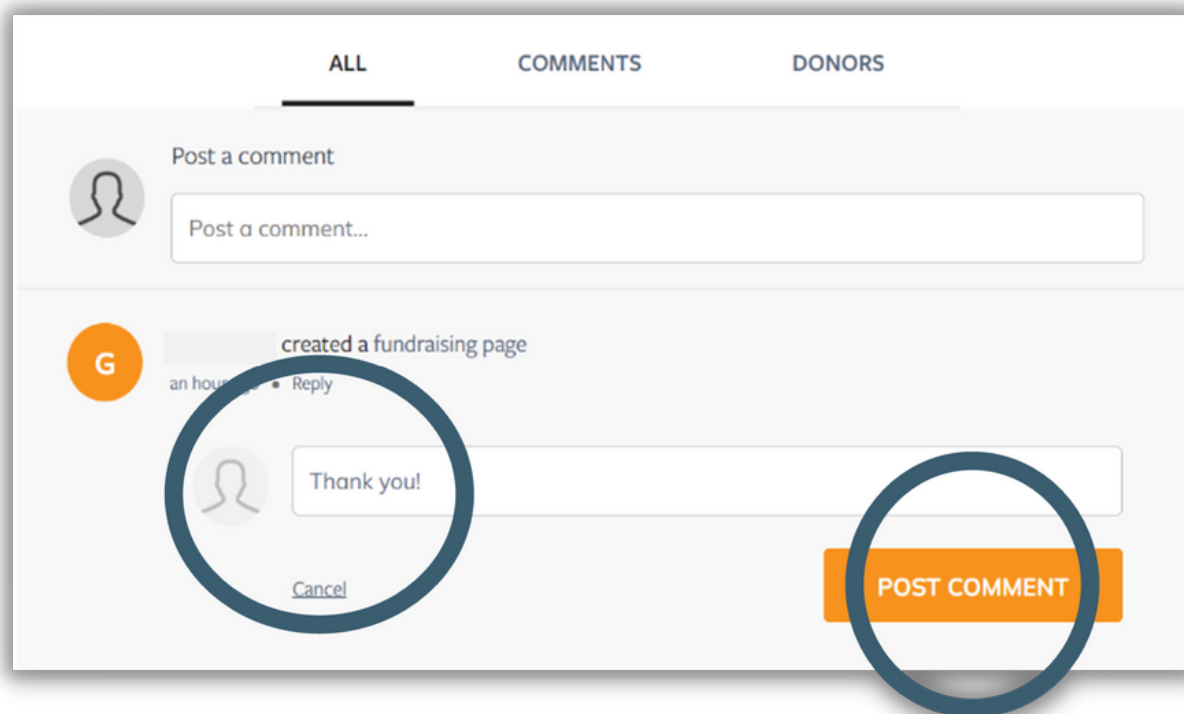
Thanking Donors

THREE WAYS TO THANK YOUR DONORS

1. Activity Feed
2. Page Editor
3. Email

THANK DONORS FROM YOUR ACTIVITY FEED

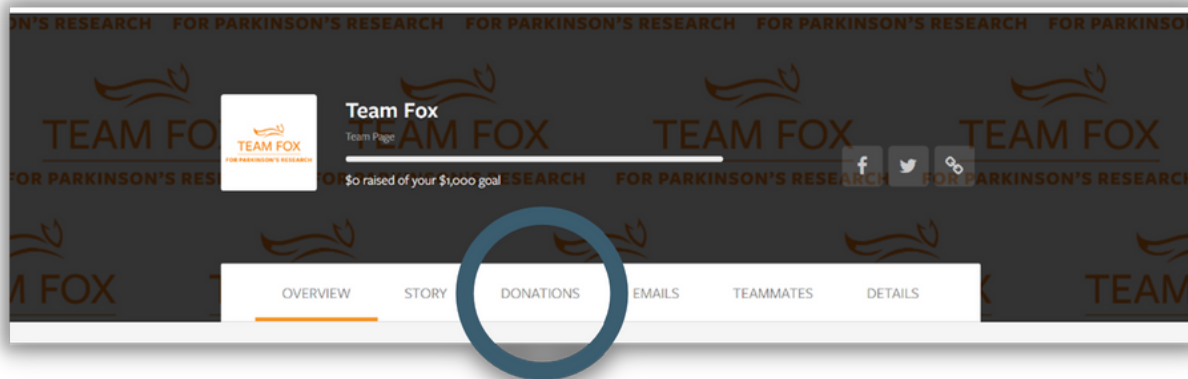
- The easiest way to track and thank your donors is from your fundraising page.
- Visit your page and scroll down to your activity feed.
- Select **Reply** under a donation and write a thank you message in the text block.
- Select **Post Comment** to post your message and to send a notification email to the donor.



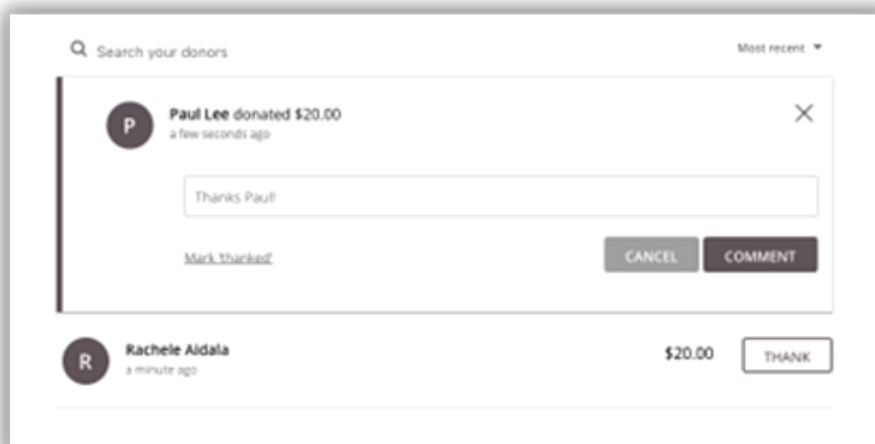


THANK DONORS FROM YOUR PAGE EDITOR

- Select **Manage** in the top-right to open your page editor.
- Select the **Donations** tab to view your list of donations.



- Any donors who have not been thanked will have a **Thank** button next to their donation.
- Select the button to write a thank you message.
- When your message is complete, select the **Comment** button to send it.



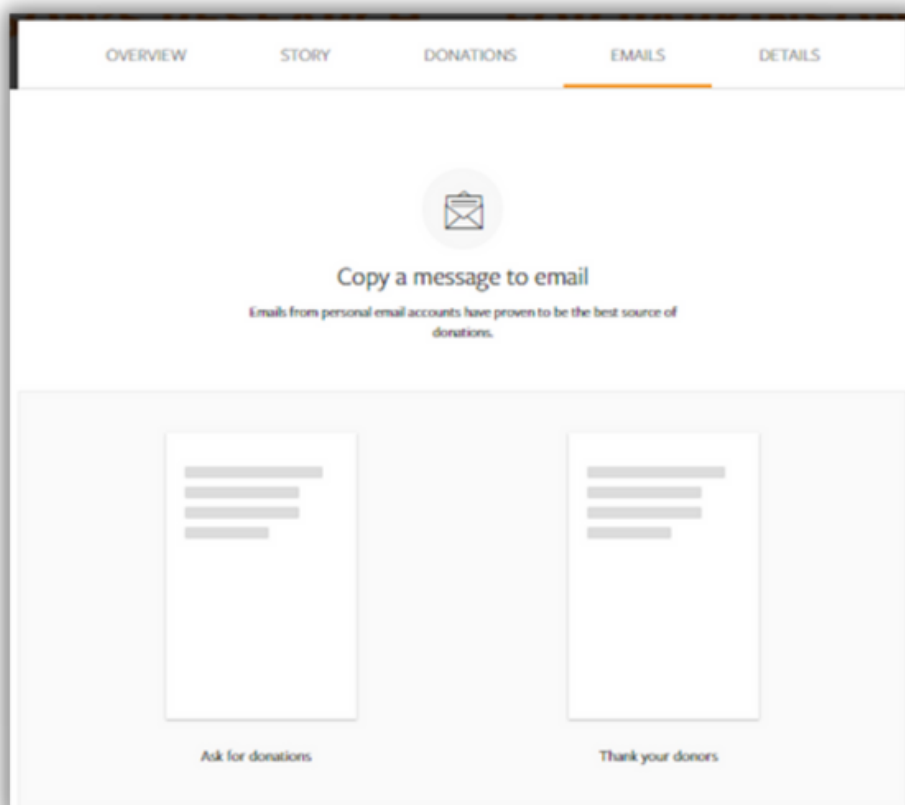
- The message will appear on your fundraising page's activity feed and an email will be sent to the donor.
- Thanking a donor also automatically marks them as **thanked** (they will have a check mark instead of the Thank button).



THANK DONORS VIA EMAIL

When donors give to your fundraising page, they will be asked to enter their email. Thank you messages and comments are sent to the email address they entered. However, if they change their email or you need to thank them at a different email address, you can. Customize the template message by copying and pasting and sending it to your donors.

- To access the template, select **Manage** in the top-right to open your page editor.
- Navigate to the **Emails** tab.
- Click the **Thank Your Donors** email template.
- You can customize the message and copy and paste it into your email.
- You can come back to this template at any time, so you don't have to start a new message from scratch each time.

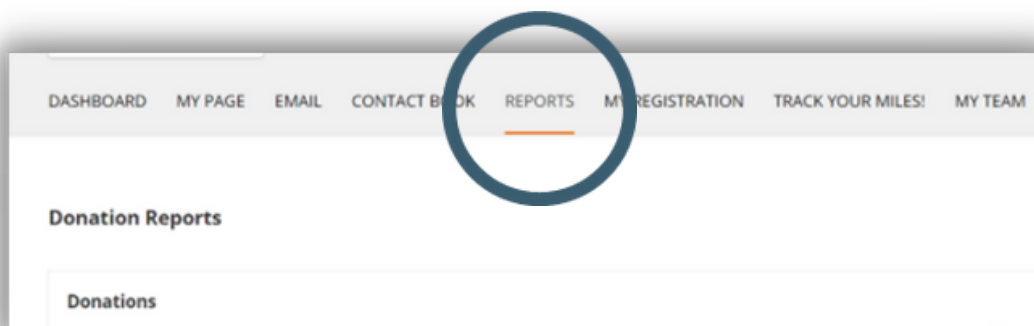




Accessing Last Year's Donor Information

If you would like to communicate with those who donated to your fundraising page last year, you will need to login to your old account with Rallybound.

- Login to your [Rallybound account](#).
- Navigate to [Reports](#) and click [Export](#) on the furthest right-hand column of the donation report.



- Use the exported list to copy and paste these email addresses into your personal email to share that your event is returning. Be sure to share the URL to your new Classy fundraising page and opportunities of how they can join you again this year in your email.
 - You can download various Email Templates by visiting the [Fundraiser Resources](#) page on MJFF's website.



Creating a Facebook Fundraising Page

BEFORE YOU START

When you sign up to fundraise for Team Fox using Classy, you will gain access to a personal fundraising page. Once you have a Classy fundraising page, you can duplicate it to Facebook to easily boost your reach and help provide an even bigger impact.

Why should I create a Facebook fundraising page?

There are many reasons to create a Facebook fundraising page in addition to your Classy fundraising page. Some quick benefits include:

- Allowing people to donate directly on Facebook
- Expanding your reach by letting people share
- Using your Classy page for more personal appeals
- Keeping progress in sync on both pages

CREATING YOUR FACEBOOK FUNDRAISING PAGE

You will need to have a fundraising page that is powered by Classy. If you do not already have one, see page 4 on how to create one.

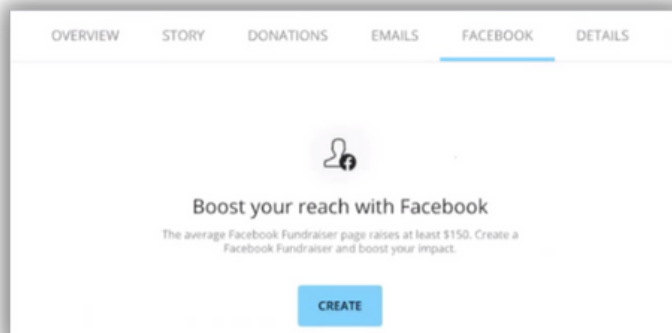
If you have a page that is powered by Classy, follow the steps below:

- Access your fundraising page.
- Log in at the top-right of the page if you have not already.
- Select **Manage** at the top-right of your page.





- Select the **Facebook** tab.
- Select the **Create** button.

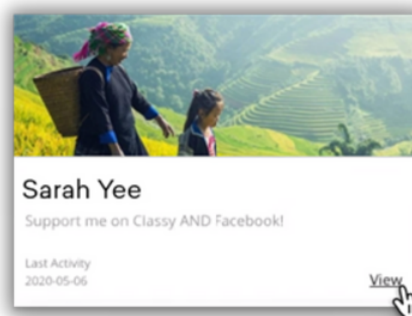


- When the Facebook login prompt appears, log in if you haven't already.
- Make sure the **Manage your Fundraisers** toggle is on.



Once you complete these steps, your Facebook fundraising page will be created automatically and appear on your Facebook activity feed.

To visit your Facebook fundraising page, select **View** on the tile that appears.



From there, you can share both your Classy fundraising page and Facebook fundraising page with friends and family to gather donations.



EDITING YOUR PAGE

When you create a Facebook fundraising page, the following information will transfer over from your Classy fundraising page:

- The campaign's background image
- Your fundraiser name
- Your page headline
- Your fundraising goal
- Your fundraising end date

While the background image can only be changed in Facebook, you can edit the other details at any time from your Classy fundraising page. To do so, select the **Details** tab in the editor for your Classy fundraising page. The changes you make will automatically apply to your Facebook fundraising page.

A screenshot of the Classy fundraising page editor interface. It shows four main sections: 1. 'Fundraiser Nickname' with a text input field containing 'Sarah Yee' and a character count of '9/100'. 2. 'Page Headline' with a text input field containing 'I'm raising funds with Classy AND Facebook!' and a character count of '43/255'. Below this field is a 'Reset campaign headline' link. 3. 'Fundraising End Date' with a date picker showing 'July 31, 2020'. 4. 'Goal' with a dropdown menu set to 'USD' and a text input field showing '\$ 500.00'.

You can also edit your Facebook fundraising page directly on Facebook but the changes you make will not transfer to your Classy fundraising page.



FUNDRAISING ACTIVITY

When someone donates to your Facebook fundraising page it will update your total fundraising progress. The donation will also appear on your Classy fundraising page's activity feed.

Please note that if you want to comment on a donation made on Facebook, we recommend doing it within Facebook since that was the preferred method of engagement.

FAQ & TROUBLESHOOTING

Can I just create a fundraising page on Facebook?

Yes, but the donations you gather won't display on your Classy fundraising page. We recommend creating your Facebook fundraising page through Classy to combine the benefits of both Classy and Facebook's tools.

For example, you can use your Classy page as a central hub for your fundraising activities. Your Facebook fundraising page is a great way to boost donations through your Facebook friends.

When should I use my Classy page versus my Facebook page?

Classy fundraising pages are great for sharing via email or texting to friends and family. Facebook fundraising pages automatically publish to Facebook so they can instantly reach your social network. No matter where you receive donations your Fundraising progress will stay in sync.

Will I receive notifications when someone donates to my Facebook fundraising page?

You will not receive a Classy notification when someone donates to your Facebook page; however, you will receive a Facebook notification.



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