

# Creating Your Own Classy Page

## INSTRUCTIONS

To create a Classy fundraising page for your Local Program, please follow these instructions:

1. Go to: <https://give.specialolympicsnc.com/campaign/special-olympics-north-carolina-general-fundraising-page/c425726>
2. Select a fundraising option or click on "Create your page".
3. You can start fundraising as an individual or team.
4. Next you will be prompted to log in or create an account. Follow the instructions that pertain to you.
5. Complete the base information as prompted

Please use the instructions below for further set up:

- You will set your donation goal, fundraising end date, the page's headline, etc.
- The reason for raising funds must have a specific purpose or use and specific start and end date for the timeframe.
  - Set the end date as AT MOST 3 months out from your creation date. Keep this in mind for when you want to create the page and how long it needs to run.
    - Ex: If you have an event on April 14, you can create the page 2 months prior (February 1) which will allow for 2-3 weeks post event to raise funds.
  - The reason for raising funds must have a specific purpose or use
    - Ex: Equipment, facility use, awards/recognition, uniforms, etc.
    - If it's for a specific team or sport/program, it needs to have a specific call to action for support such as team uniforms, costs related to Spring Games, etc.

6. Now set up the rest of your page!

Please use the instructions below for further set up:

- Title Outline: Special Olympics [Program Name] [Season and/or Year] [Who/what raising funds]
  - Ex: Special Olympics Wake County Spring 2023 Swim Team
- Use your Local Program's shield logo for the main page icon.
  - Any additional images can be put in the main message text.

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## 7. Final Notes:

- These DIY pages cannot be shared on SONC Facebook/local program social media accounts to meet certain policies/rules. Regarding social media, these pages can only be shared on personal individual pages using peer-to-peer fundraising requests.
- You can email out the (customized) link to the page from your SONC email account or personal email account.
  - Re-review your specialized/shorter link prior to make sure the link still makes sense after page setup.
- Where does this money go??
  - The money will be allocated to the SONC account associated with the listed program name. Make sure the page title (and page body) has the local program name listed
  - Once allocated to your account, you will see the deposits updated in your pooled account statements.

## 8. Send the link to the page to your Community Resource Director for review!