



Fundraising 101

You already walk—or run—or ride—the C&O Canal...Now, turn your efforts into a fundraiser for the C&O Canal Trust!

The C&O Canal Trust works tirelessly to preserve the C&O Canal National Historical Park to keep it a safe, beautiful space for you and your family. We have just launched a new online fundraising tool that will make it easy for you to turn your daily runs or 184.5-mile long bike rides into financial support for the Trust.

You can set up your own fundraising page at <https://p2p.charityengine.net/canaltrust/> to tell your friends and family why you love the Canal, and they can make donations in support of your efforts.



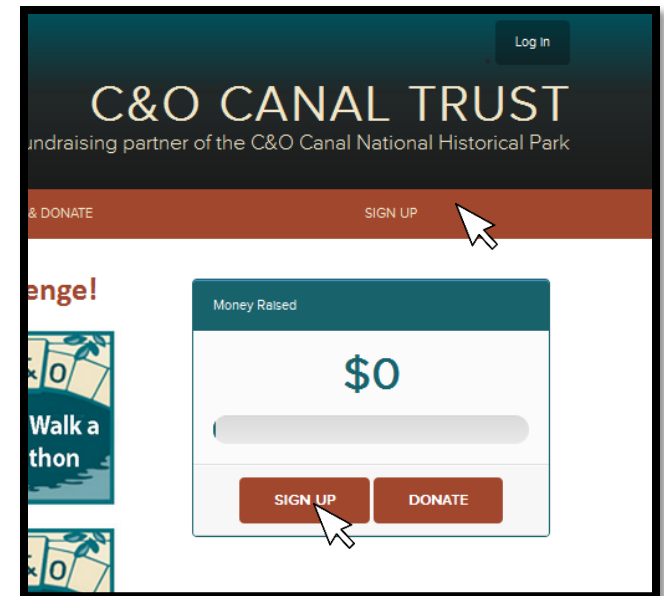
Table of Contents

| | |
|---|----|
| Introduction..... | 1 |
| Table of Contents..... | 2 |
| Create an Account..... | 3 |
| Set Up Your Fundraising Page..... | 5 |
| How to Make a Donation..... | 7 |
| How to Use Dashboard..... | 9 |
| How to Use “Donations” Tab..... | 10 |
| How to Use “Pages” Tab..... | 11 |
| How to Manage Your Page..... | 12 |
| How to Use “Settings” Tab..... | 15 |
| Best Practices and Ideas for Fundraising..... | 16 |

Create an Account

1. Sign Up

- Click the **Sign Up** link inside the teal **Money Raised** box OR on the maroon ribbon beside the **Search & Donate** link to begin creating your account.



2. Fill in required fields.

- Enter your username and password. Then click **NEXT**.

A screenshot of the 'Sign up with C&O Canal Trust' form. The form has a light gray background. It includes three input fields: 'Email Address *', 'Create Password *', and 'Confirm Password *'. Below these is a checkbox labeled 'Yes, I would like to receive communication emails.' which is checked. At the bottom are two buttons: 'NEXT' (maroon) and 'CANCEL' (gray).

3. Check and Verify

- *Check your email inbox for a verification message from the C&O Canal Trust.*
- *Once you open and read the message, click the verification link.*



4. Enter your personal information

- *Then click NEXT*

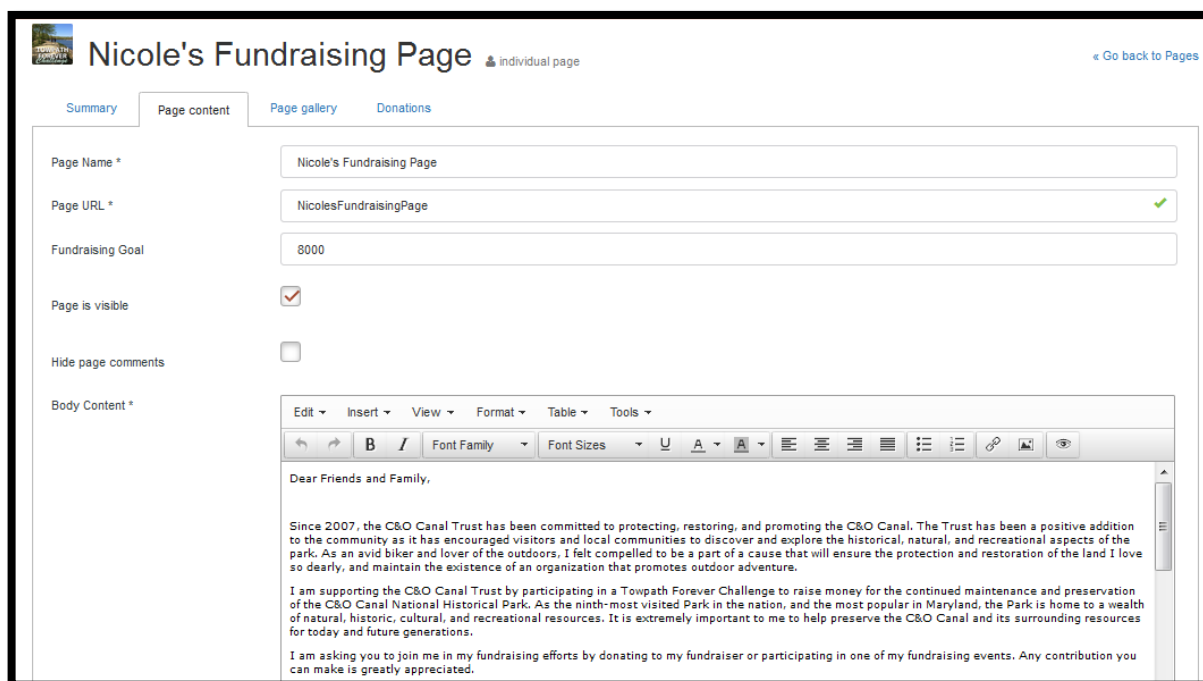
Congratulations, you have successfully created your account!

A screenshot of the 'Sign Up' form for the C&O Canal Trust. The form is titled 'Sign Up' and 'Please Enter Your Personal Information'. It includes a list of required fields marked with an asterisk: First Name, Last Name, Address Line 1, Address Line 2, Zip Code, City, State (a dropdown menu), and Country (a dropdown menu). The 'First Name' field is pre-filled with 'Nicole'. At the bottom right of the form is a red button labeled 'NEXT'. The top of the page has navigation links: 'HOME', 'SEARCH & DONATE', and 'MY DASHBOARD'.

Set Up Your Fundraising Page

1. Enter your page information

- Fill in the required fields with your page name, fundraising goal, personalized message, etc. (URL field will fill in automatically)
- Be sure to click the 'Page Visible' box so that your friends and family may view and search for your page.
- Write a personal message about your fundraiser and why the C&O Canal is important to you. **Feel free to add as many photos as you want and update your page frequently to let people know how your fundraiser is going. Then click NEXT.**



The screenshot shows the 'Nicole's Fundraising Page' setup interface. The page title is 'Nicole's Fundraising Page' with a sub-label 'individual page' and a link 'Go back to Pages'. The form has four tabs: 'Summary', 'Page content', 'Page gallery', and 'Donations'. The 'Summary' tab is active, showing fields for 'Page Name *' (filled with 'Nicole's Fundraising Page'), 'Page URL *' (filled with 'NicolesFundraisingPage' and marked with a green checkmark), 'Fundraising Goal' (filled with '8000'), 'Page is visible' (checked), and 'Hide page comments' (unchecked). Below these is a 'Body Content *' field with a rich text editor. The editor's toolbar includes options for Edit, Insert, View, Format, Table, and Tools. The content area of the editor contains a personal message from Nicole, starting with 'Dear Friends and Family,' and describing her support for the C&O Canal Trust through a fundraising event.

Nicole's Fundraising Page individual page [Go back to Pages](#)

Summary Page content Page gallery Donations

Page Name * Nicole's Fundraising Page

Page URL * NicolesFundraisingPage ✓

Fundraising Goal 8000

Page is visible ☒

Hide page comments ☐

Body Content *

Edit Insert View Format Table Tools

Dear Friends and Family,

Since 2007, the C&O Canal Trust has been committed to protecting, restoring, and promoting the C&O Canal. The Trust has been a positive addition to the community as it has encouraged visitors and local communities to discover and explore the historical, natural, and recreational aspects of the park. As an avid biker and lover of the outdoors, I felt compelled to be a part of a cause that will ensure the protection and restoration of the land I love so dearly, and maintain the existence of an organization that promotes outdoor adventure.

I am supporting the C&O Canal Trust by participating in a Towpath Forever Challenge to raise money for the continued maintenance and preservation of the C&O Canal National Historical Park. As the ninth-most visited Park in the nation, and the most popular in Maryland, the Park is home to a wealth of natural, historic, cultural, and recreational resources. It is extremely important to me to help preserve the C&O Canal and its surrounding resources for today and future generations.

I am asking you to join me in my fundraising efforts by donating to my fundraiser or participating in one of my fundraising events. Any contribution you can make is greatly appreciated.

Congratulations, your page is now ready!

*If you would like to join a team, click the **Create A Team** link, but if not, click **Skip** to be directed to your Donations tab.*

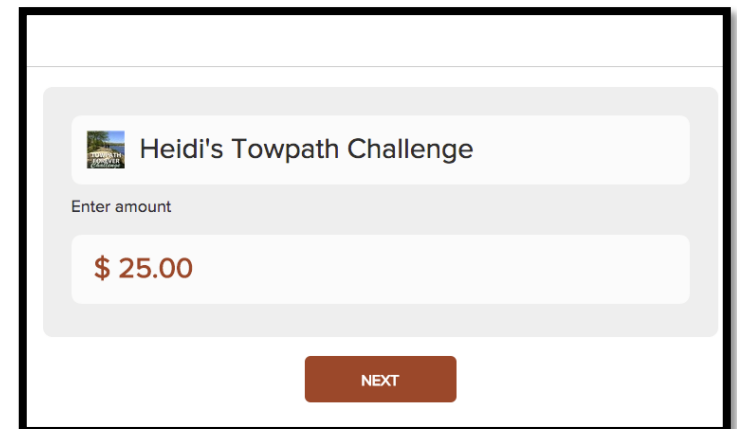
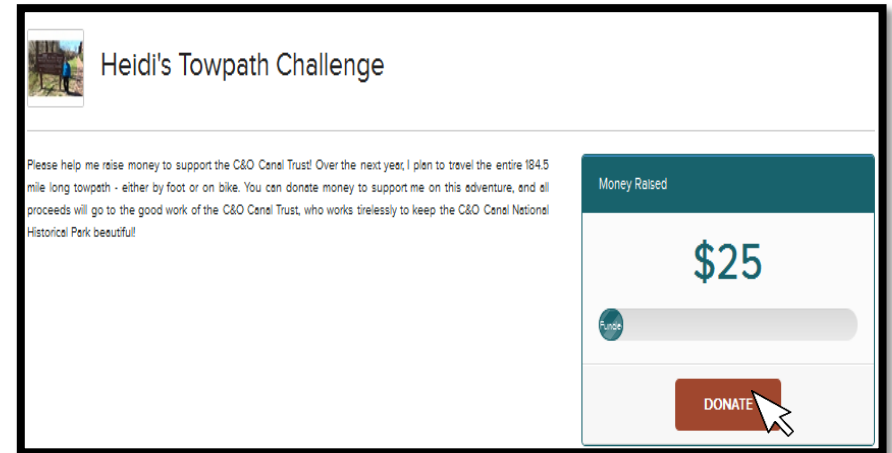
Be the first to make a donation to your fundraiser!

Perks of Joining a Team

- **Maximize funds**
 - The more people involved in your fundraising efforts, the more money you can raise.
- **Share the experience of fundraising with your friends and family**
 - *Challenge your coworkers to a fundraising competition by dividing the office into teams. The team that raises the most money gets to wear jeans to work every day for a whole week or month.*
 - *Create a team of some of your closest friends who share the same passion for the Canal as you.*

How to Make a Donation


- Go to the fundraising page of the fundraiser you would like to donate to.
 - You may also use “Search” to find a page.
 - Click the **Donate** link inside the teal **Money Raised** box.
-
- Type in the amount you would like to donate. Then click **NEXT**.



- *View your donation summary and enter your payment information in the required fields.*

Donation Summary

You have selected to donate to:

 Heidi's Towpath Challenge Edit ✕

\$ 25

Hide Details >>

GRAND TOTAL \$ 25

☐ I would like to donate on behalf of someone else.

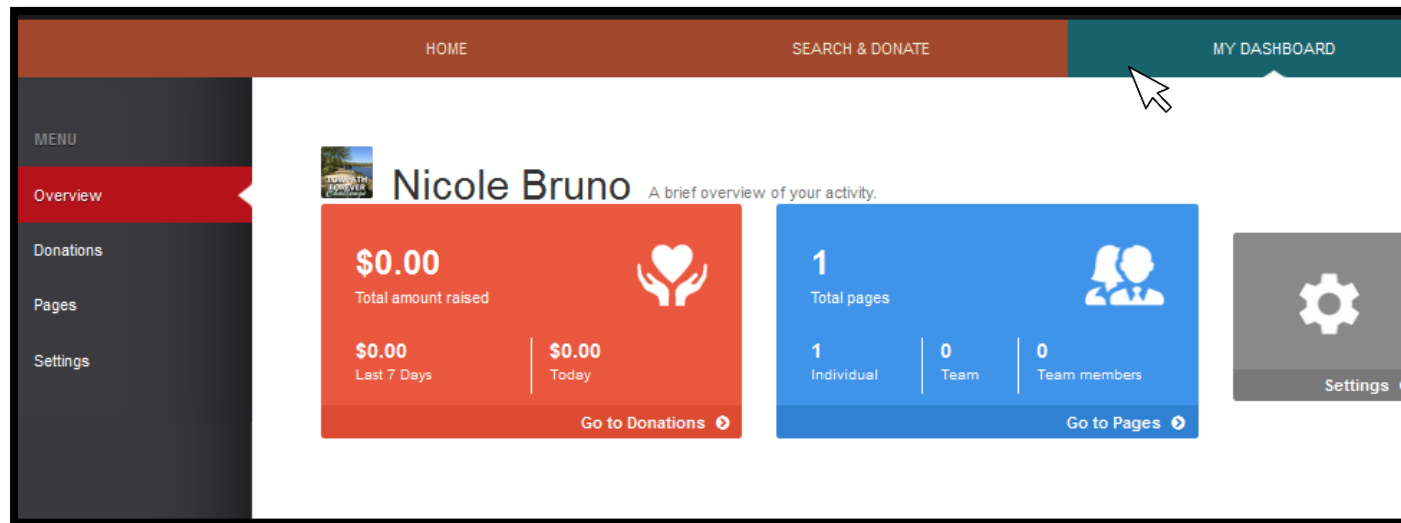
Please enter your payment information.

Contact Information

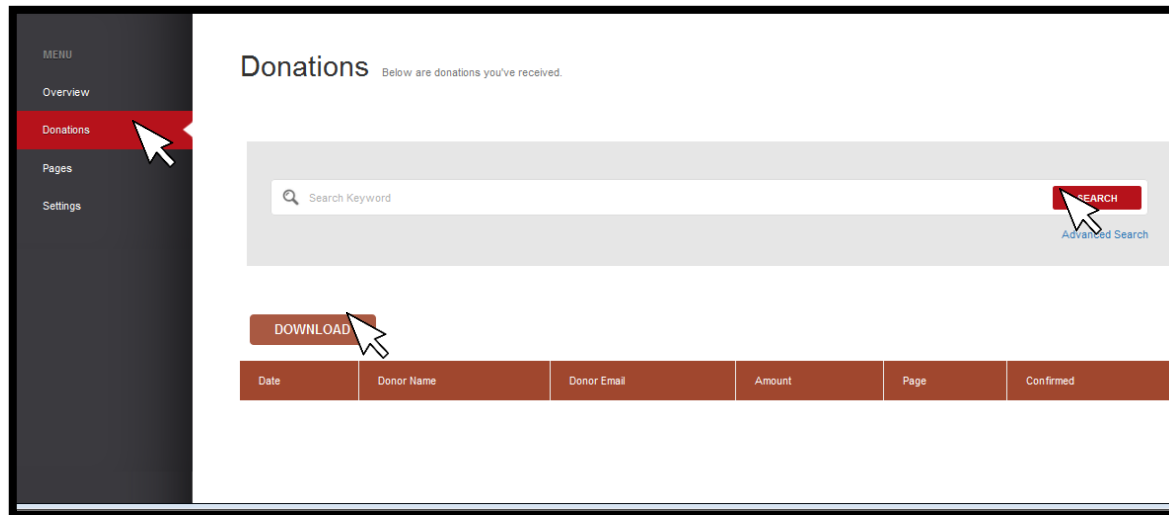
| | |
|------------------|---|
| First Name * | <input type="text"/> |
| Last Name * | <input type="text"/> |
| Email Address * | <input type="text"/> |
| Address Line 1 * | <input type="text"/> |
| Address Line 2 | <input type="text"/> |
| Zip Code * | <input type="text"/> |
| City * | <input type="text"/> |
| State * | <input type="text" value="[Select state]"/> |

How to Use Dashboard

- Click the **My Dashboard** link to be directed to your dashboard.
- Click the **Overview** tab to be shown a brief overview of your activity.
- Click the **Donations** tab to view the donations you have received.
- Click the **Pages** tab to manage and create fundraising pages
- Click the **Settings** tab to upload or change your profile picture, edit personal information, change your password, or add a new payment method.

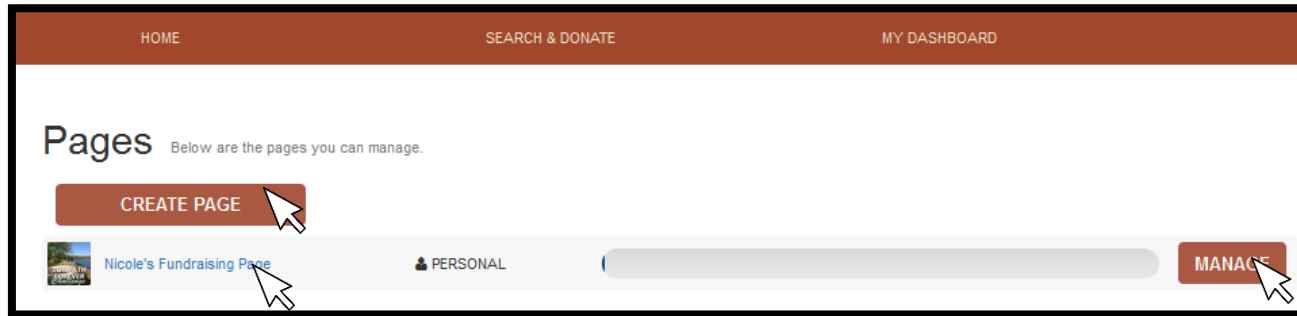


How to Use “Donations” Tab



- Type in a keyword, such as a name or dollar amount, in the Search bar to view certain donations you have received.
- Click the **Download** link to view the donations you have received listed below in an Excel file.
- If you are looking for information on a particular donor or donation, click the **Advanced Search** link on the Search bar.
 - If you clicked on the **Advanced Search** link, fill in the specified fields to narrow down and ease your search.

How to Use “Pages” Tab



- *Preview your page by clicking on the page name.*
- *Develop an additional fundraising page by clicking on the **Create Page** link.*
 - The money bar located beside your fundraising page displays your progress toward your fundraising goal.
- *Click the **Manage** link to be directed to four tabs that will help you manage your fundraising page.*

How to Manage Your Page

The screenshot shows the 'Summary' tab of a fundraising dashboard. At the top, there are navigation links: HOME, SEARCH & DONATE, and MY DASHBOARD. Below these are four tabs: Summary (selected), Page content, Page gallery, and Donations. The main content area features three large colored boxes: a red box showing '\$0.00 Amount raised' with a heart icon, a blue box showing '0.00% Funded' with a line graph icon, and a green box showing '11 Page views' with an eye icon. Below these boxes, there are two sections: 'My Individual Fundraising Page' with a URL and 'My Team's Fundraising Page' with a 'Create Team | Join a Team' link. At the bottom, there is a 'Share on Facebook' button.

The **Summary** tab will show you the amount of money you have raised and the percentage that will be funded. You may view the number of page views you have received on this tab as well. Below your page summary, you'll find the URL to your fundraising page in addition to social media links you can use to spread awareness about your fundraiser on social media.

The screenshot shows the 'Page content' tab of the same fundraising dashboard. It features the same top navigation and tabs as the previous image. The main content area includes form fields for 'Page Name *' (filled with 'Nicole's Fundraising Page'), 'Page URL *' (filled with 'NicolesFundraisingPage' and marked with a green check), and 'Fundraising Goal' (filled with '8000'). There are also checkboxes for 'Page is visible' and 'Hide page comments'. Below these is a 'Body Content *' section with a rich text editor. The editor's toolbar shows options like Edit, Insert, View, Format, Table, and Tools. The content area of the editor contains the text: 'Dear Friends and Family, Since 2007, the C&O Canal Trust has been committed to protecting, restoring, and promoting the C&O Canal. The Trust has been a positive addition to the community as it has encouraged visitors and local communities to discover and explore the historical, natural, and recreational aspects of the park. As an avid biker and lover of the outdoors, I felt compelled to be a part of a cause that will ensure the protection and restoration of the land I love so dearly, and maintain the existence of an organization that promotes outdoor adventure.'

You may edit your page content, such as your personalized message, page name and URL, on the **Page Content** tab.

How to Manage Your Page

*You may showcase your fundraising efforts and love for the canal by using the **Page Gallery** tab to browse, select, and upload photos and videos to your page.*

The screenshot shows the 'Photo Tab' interface. At the top, there's a header for 'Nicole's Fundraising Page' with a profile picture and a 'individual page' label. Below the header are four tabs: 'Summary', 'Page content', 'Page gallery' (which is active), and 'Donations'. Under the 'Page gallery' tab, there are two buttons: 'PHOTOS' (highlighted in red) and 'VIDEOS' (grey). Below these buttons is a large light grey box containing a 'Browse...' button, the text 'No file selected.', a text input field labeled 'Enter Photo Description', and an 'UPLOAD' button. At the bottom of this box, there is a small red text instruction: 'BROWSE, SELECT, AND UPLOAD TO YOUR GALLERY (20MB MAX)'.

Photo Tab

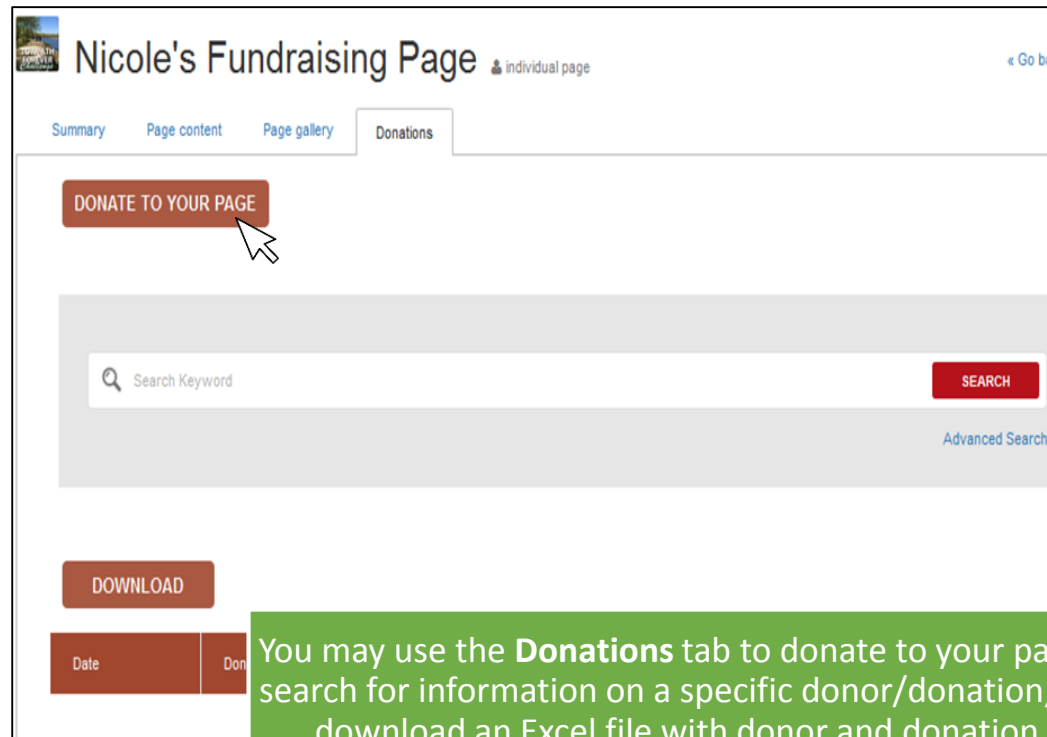
Once you have uploaded a photo, enter a photo description for your friends and family to read.

The screenshot shows the 'Video Tab' interface. It has the same header and tabs as the photo tab. Under the 'Page gallery' tab, the 'VIDEOS' button is highlighted in red, and the 'PHOTOS' button is grey. Below these buttons is a large light grey box containing a 'Video Url:' label, a text input field with the placeholder 'Paste youtube video link here', a 'Description:' label, a text input field with the placeholder 'Enter Video Description', and an 'ADD' button. At the bottom of this box, there is a small red text instruction: 'CLICK THE SHARE LINK ON ANY YOUTUBE.COM VIDEO. COPY THE LINK IN THE BROWSER AND PASTE IT IN THE VIDEO URL BOX ABOVE'.

Video Tab

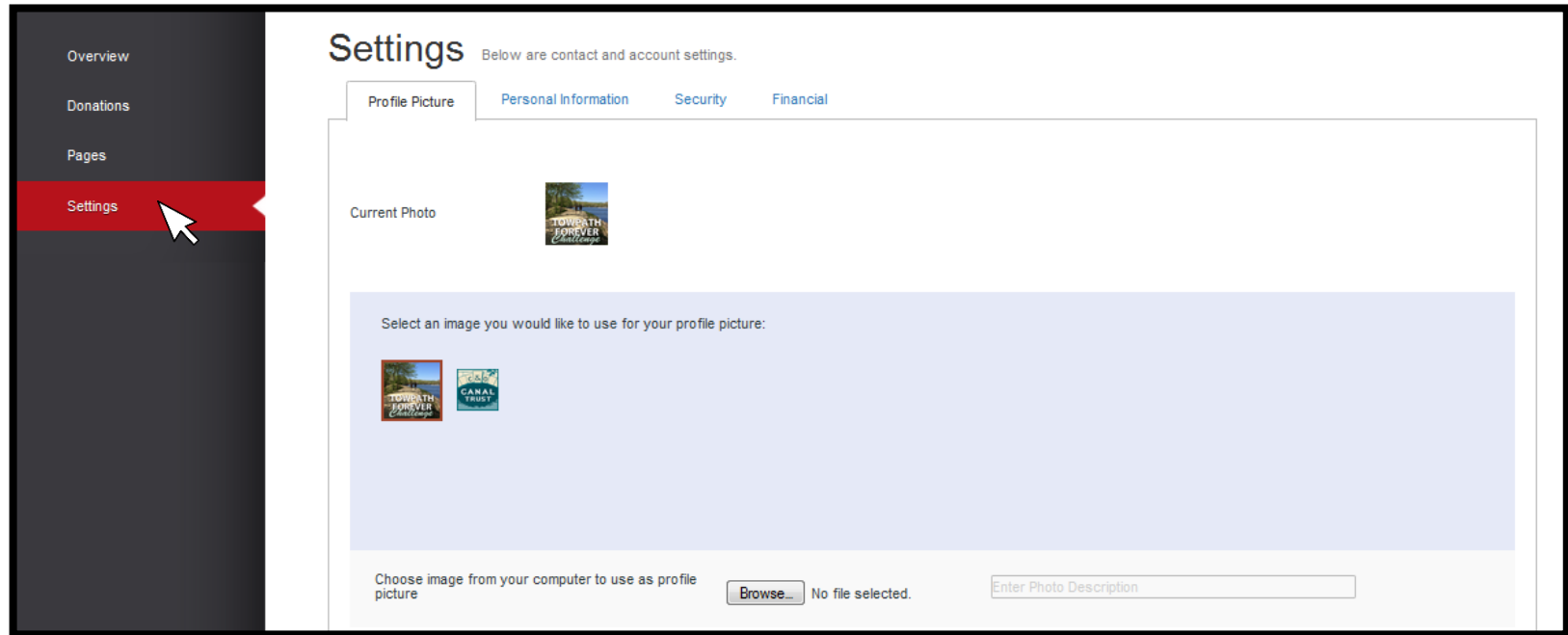
Once you have uploaded a video, enter a video description for your friends and family to read. If you prefer to add a video from Youtube to your page, click the share link on any Youtube video and paste the video URL in the Video URL box.

How to Manage Your Page



You may use the **Donations** tab to donate to your page, search for information on a specific donor/donation, or download an Excel file with donor and donation information.

How to Use “Settings” Tab



- *Access and edit your profile picture, personal information, password, and financial information by clicking the **Settings** tab.*

Best Practices for Fundraising

- *Gain Support*
 - Send solicitation emails
 - Send follow-up emails
 - Ask your coworkers, neighbors, colleagues, etc. to support your efforts
- *Update page frequently with text and photos*
 - Take pictures of your fundraising efforts to keep your supporters updated
- *Use social media to promote*
 - Share your fundraising page and efforts in a status update on Facebook or LinkedIn
 - Tweet about your Towpath Challenge often
 - Instagram your fundraising efforts
 - Promote and invite friends to a fundraising event by creating a Facebook event invitation
 - Encourage supporters to share your posts on their social media
 - Pin your fundraising page
 - Blog or Vlog about your personal story and fundraising progress
- *Give Thanks*
 - Send “Thank You” emails
 - Send “Thank You” letters to donors

Ideas for Fundraising

- **Fundraising Competition**
- **Bike-A-Thon!**
- **Kayak-A-Thon!**
- **Canoe-A-Thon!**
- **Partner with a local business**
- **Yoga on the Canal**

If you are a participant that is a yoga instructor, select a day to instruct a yoga lesson at the Canal. All the proceeds from current and new students can go toward your fundraiser.

- **Guided Nature Hike**

Invite friends and family to join, charging a small fee to each of them if they agree to participate.

- **Wildlife Scavenger Hunt competition**

Arrange your friends and family in teams. Give each team a list of birds, insects, and animals that can be seen in the C&O Canal National Historical Park. The team that collects, photographs, or observes the most from the list wins a prize. Participants will be charged a fee. All proceeds will go toward the fundraiser.

- **Wear Jeans/Athletic Wear to Work Not on Casual Friday**

Charge your employees \$5 for them to be able to wear jeans to work on a day between Monday through Thursday. All proceeds go towards fundraiser.

Questions? Email us at challenges@canaltrust.org