

## All About Our Pets Go Red Fundraising Pages!

### How To Create a Page...

1. Navigate to your event website at <http://austingored.heart.org> and visit the **Pets Go Red** Tab.
2. Click on the "Create your pet's page now" button.

The screenshot shows the 'Pets Go Red' page on the Austin Go Red for Women website. At the top, there are logos for the American Heart Association and Go Red for Women. Below the logos is a navigation menu with options like HOME, EVENT, SPONSORS, LEADERSHIP, MEN GO RED, and CIRCLE OF RED. A search bar and social media sharing buttons (Facebook, Twitter, Google+, YouTube) are also visible. The main content area is titled 'Pets Go Red' and includes a 'Volunteer' button. Below this is a 'REGISTER YOUR PET' section with a form that includes a profile picture placeholder, a name field labeled 'Your Name', and a 'Create your pet's page now' button. A red arrow points to this button. The text on the page encourages users to become fundraising rockstars for the Austin Go Red for Women Summit and to prove their animal looks the best in red while raising money for the Go Red For Women Campaign.

### Now it's time to customize!

1. Click the button to **EDIT PROFILE** to upload your picture.
2. Click the button to **EDIT MY PAGE** to add your own information...
  - a. Your page name
  - b. Your status
  - c. Your story
  - d. A campaign image (this is larger on the page than your profile picture)
  - e. Your fundraising goal

- 🐾 Choose dropdown “Yes, send me an email when a donation is made to this campaign” and **SAVE!**

The screenshot shows a fundraising page for 'Prince Brown'. At the top left, there is a photo of a cat (labeled '1') and a description of the campaign: 'My support of 2015 Austin Go Red Luncheon' (labeled 'a'). To the right, the amount raised is '\$0 OF \$1,000 GOAL RAISED' (labeled 'e'). Below the description, there is a text box with the message: 'Please help my mom stamp out heart disease and stroke.' (labeled 'b'). A donation form is visible with a '\$' symbol and a 'DONATE' button. Below the form, there is a note: 'You may be able to double your donation. Click here to see if your company has a Matching Gift program.' Below the main content, there is a 'THE STORY' section (labeled 'c') with a photo of an elderly woman with a dog (labeled 'd') and the text 'happiness is why.' To the right of the story, there is a 'CREATE A PAGE' section with a profile picture placeholder 'Your Name' and a 'Create your page now' button.

## Share your Page!

1. Start from **MY HOME**.
2. Social Sharing: Utilize the Facebook and Twitter button!
3. To email, click the MAIL icon and sign in to your Yahoo! or Gmail account. Customize your letter, add your contacts and SEND!

The screenshot shows the 'Share your page:' section. It features a text input field containing the URL 'http://austingored.ahaevents.org/prince', which is highlighted with a red dashed box. To the right of the input field are three social sharing icons: Facebook, Twitter, and Email.

- 🐾 You have the option of personalizing your URL!

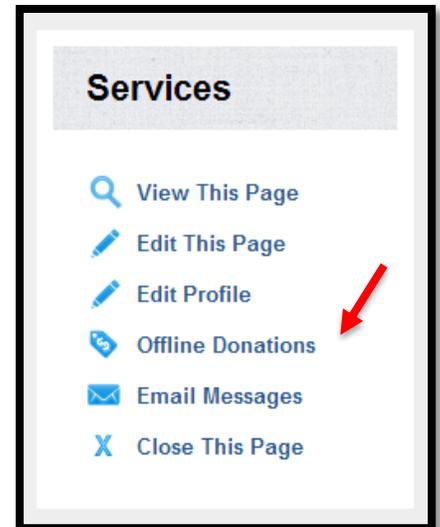
## Recording an offline donation

If a friend or co-worker give you cash or a check rather than donation online with a credit card, you need to record an "Offline Donation".

 (Note: Please do not mail cash! Convert any cash to a money order, or deliver it to a staff member in person.)

1. Starting from **MY HOME**, click to **EDIT MY PAGE**.
2. On the right sidebar, you'll see a section for SERVICES
3. Select the option for Offline Donations
4. Click the blue button  and input the appropriate information.
5. If you have funds to mail:

American Heart Association  
Attn: Austin Go Red For Women  
10900-B Stonelake Blvd. Ste. 320  
Austin, TX 78759



When you're ready to revisit, here's how to log back in...



1. Navigate to <http://austingored.heart.org> and click the blue **LOG IN** link on the right
2. Enter your Email and Password.

## **Questions??**

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