

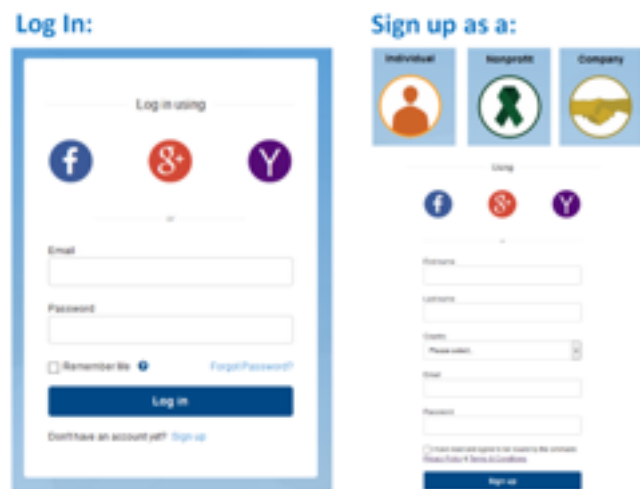
## [ammado.com](http://www.ammado.com): Step by Step Guide to Setting Up a Fundraising Page

IASP has it's own Cycle Around the Globe 2017 Ammado fundraising page (<https://www.ammado.com/community/195391>). You can copy and paste the information on this page to your own fundraising page (follow the steps below for how to set up your own fundraiser). Alternatively, email this link to your friends and family and ask them to donate direct to IASP.

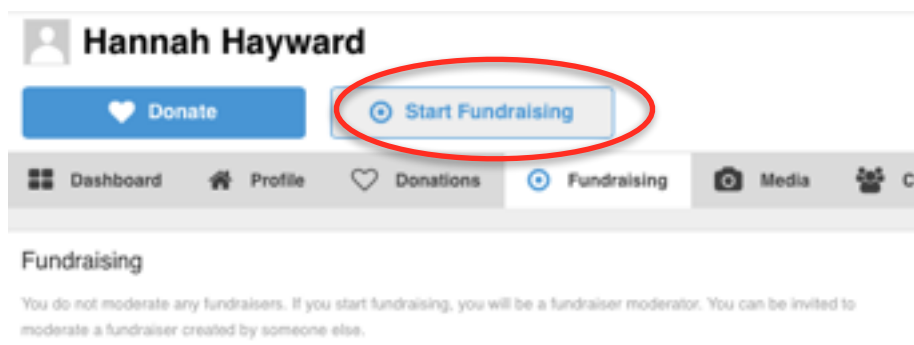
1. Go to <http://www.ammado.com/startfundraising> and select either the log in or sign up options.



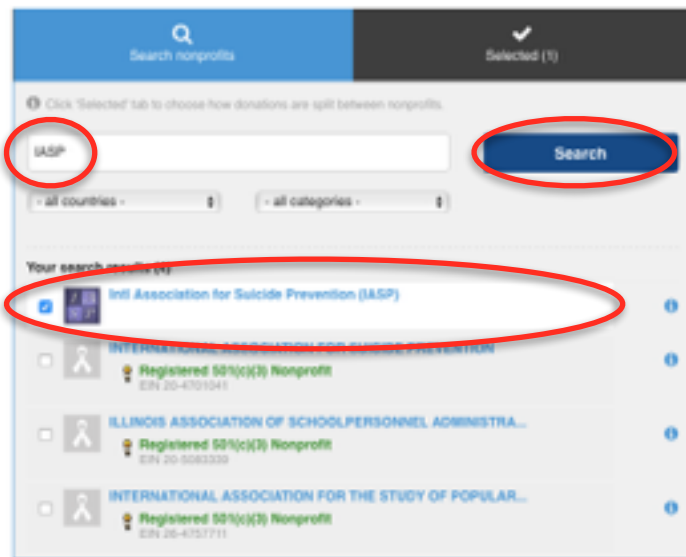
If you already have an account, you can log in straight away. Otherwise, select which type of Ammado account you require.



2. Select the Fundraising Tab on your personal page. Then select the Start Fundraising Button.



**3. Search for the nonprofit organisation to which you want to donate money.**  
Search and select IASP as your beneficiary:



**4. Enter the details of your fundraising campaign and click ‘Start’.**

- Choose a Fundraiser Title (we would recommend including Cycle Around the Globe in your title) and give some details about the campaign and why you are choosing to take part.
- Upload an avatar; if you wish you can use the Cycle Around the Globe 2017 logo as your Avatar, which is at the end of this document (save it to your computer as a jpg file, then upload it to Ammado).
- Choose which currency is suitable to you and your donors - there are lots of options available. Setting a target will give you a progress bar showing donations.
- Write a thank you message that will automatically be sent to any donors.

A screenshot of the Ammado fundraising campaign setup form. The form is titled 'Fundraiser details' and is divided into two columns. The left column contains: 'Fundraiser title' (with a red asterisk), 'ammado profile address', 'Upload an avatar' (with a 'Choose File' button and 'no file selected' text), and 'Select your display currency' (with a dropdown menu showing 'USD - US Dollar (US\$)'). The right column contains: 'Set a target amount' (with an input field), 'Set a target date' (with radio buttons for 'No end date' and 'Choose end date', and a date picker showing '30 September 2017'), 'Tell your story' (with a text area), and 'Add a thank you message for donors' (with a text area). At the bottom right, there is a 'Start' button. A checkbox for 'Hide my fundraiser until I am ready to publish it.' is also visible.

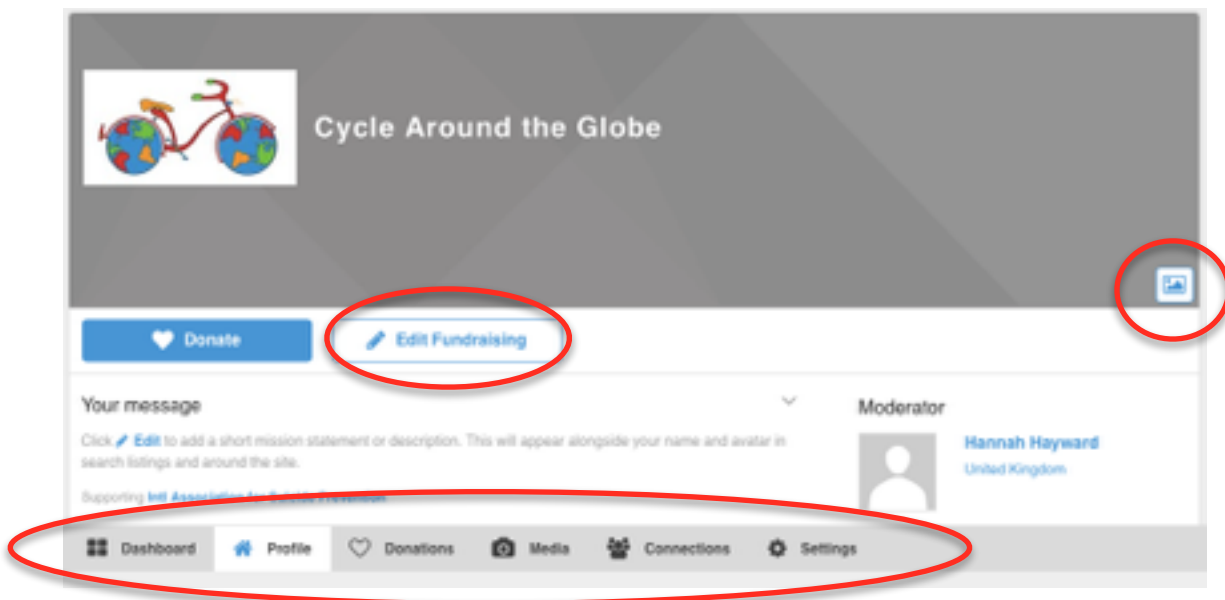
## Your fundraising page is created - what next?

Now your fundraiser is ready to take donations. Your fundraising page is completely under your control and contains lots of ways to share the stories of your adventure and get people excited about donating.

### 1. Personalising your Fundraising Page

We recommend uploading images to display on your profile page to make your fundraising page come to life. Personalising your page with details of your challenge or campaign will encourage more donations.

To change an image, click on the image icon in your cover image area. You can then select an image to display on your profile page, an image to display as a cover background and an avatar to represent your fundraiser.



To edit the fundraiser details, either click the Edit Fundraising button in your cover image area or the Edit action available in each section on your fundraising page. This will bring up the Settings page where you have options to change your beneficiaries, target amount, thank you message and so forth.

If you wish you can use the Cycle Around the Globe 2017 logo as your Avatar. Please download it from here: <https://iasp.info/wspd2017/wspd-resources/#cycle>

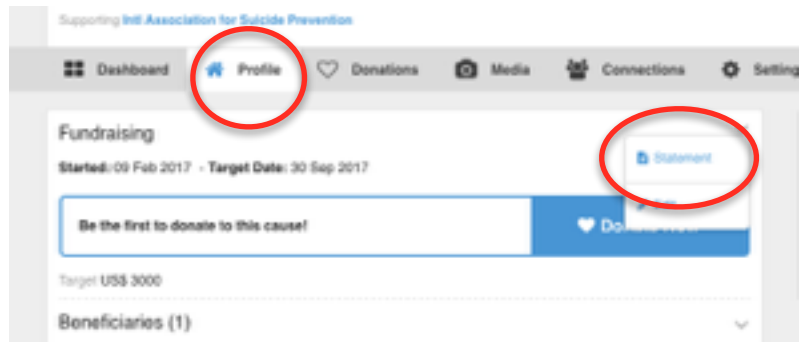


## 2. Keeping track of donations

When someone makes a donation to your fundraiser they will be sent an automatic email confirming the details of their donation. The donation is also instantly reflected on your fundraiser profile page. Each day, you will also receive an email telling you how many donations you received throughout that day.

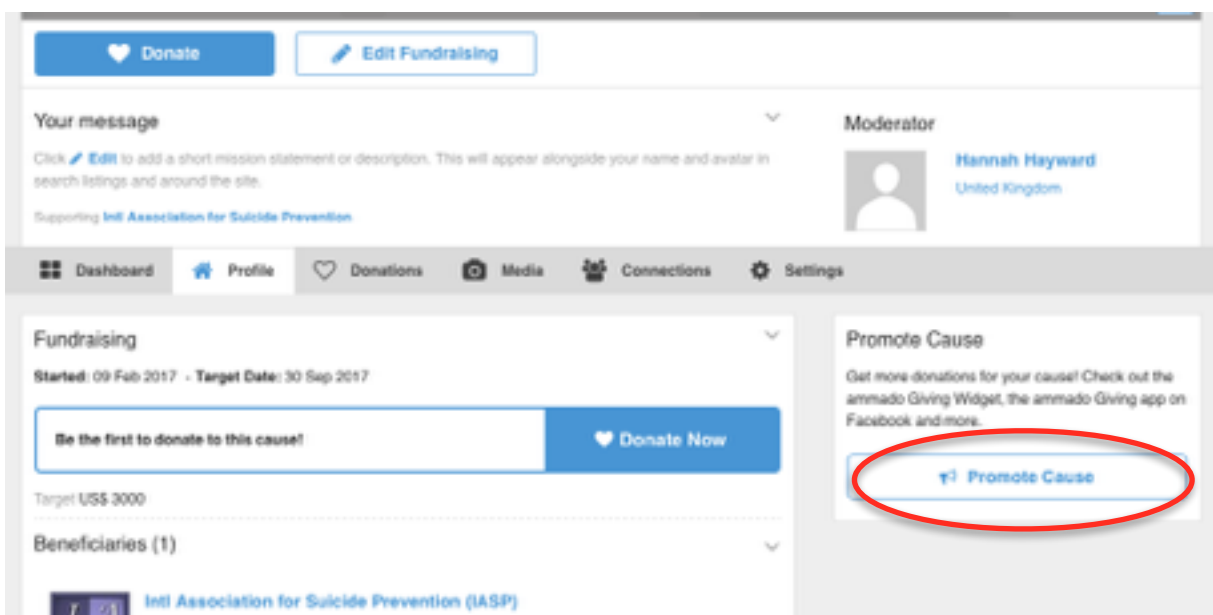
If you wish to view your donations in more detail, you can also access your online fundraising statement.

Comments made by your donors will be visible when you download your statement.



## Promoting your fundraiser

You can encourage donations to your fundraiser in all the usual ways like sharing the link to your fundraising page through Facebook, twitter and email. Ammado also has some great fundraising tools to help you boost donations: Donate buttons for your email signature, a Facebook Giving Application and the Ammado Giving Widget. All of these can be located on the promote page of your fundraiser. Simply click the “Promote Cause” button on your fundraising page.



**Best of luck with your fundraising journey!**