**Participant Centre**

*Learn how to fundraise online with your Participant Centre*

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### After registering, fundraising is the next step to fight animal cruelty:

It's time to start asking family and friends to help you **meet your fundraising goal**! Remember, our goal is to fight animal cruelty by raising funds to shelter, rescue, and care for B.C.'s animals in need.

Fundraising online is easier, faster *and* puts donations to work for animals in need immediately!

# Log In

## How to access your Participant Centre

Login to your participant centre at **www.spca.bc.ca/cupcakeday** by entering your username and password in the top right corner.

## Username/Passwords

Your username/password is created when you register for National Cupcake Day.

If you have forgotten your username/password or have trouble logging in, contact cupcakes@spca.bc.ca or call 1-800-665-1868, press 3, dial 1453 for help in resetting.

# Participant Centre vs. Personal Fundraising Page

## Participant Centre

Your participant centre is what you will see and use to fundraise when you login at www.spca.bc.ca/cupcakeday. Here, you can send emails and customize your personal fundraising page.

## Personal Fundraising Page

Your personal page is what your friends and family will see when they visit your page to make a donation.

### Welcome to My Personal Page

I'm holding a Cupcake Day party for National Cupcake Day™ for SPCAs & Humane Societies on Monday, February 26th and you're invited!

It's going to be a scrumptious event with irresistible treats that will help raise awareness and urgently-needed funds to support animals that are abused, abandoned, neglected or no longer wanted.

I'll be baking the most delicious, delectable and scrumptious cupcakes you can possibly imagine. I just KNOW you want one! Or two! Or a bunch! Will you please consider donating online to join my Cupcake Day Party? Not only will you get to enjoy a yummy cupcake, but you'll be supporting a cause that really matters to me.

You can donate online – it's safe, secure and super easy. Just click on the "Donate" button on the right side of the page. If I won't see you on Monday, February 26th, please donate anyways. You can join me in helping rescue tens of thousands of animals across Canada from abuse and neglect and give them a second chance.
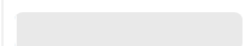
Thank you so much for your support!

**DONATE NOW**

**Achievements**
No Badges Have Been Earned

**Personal Progress:**
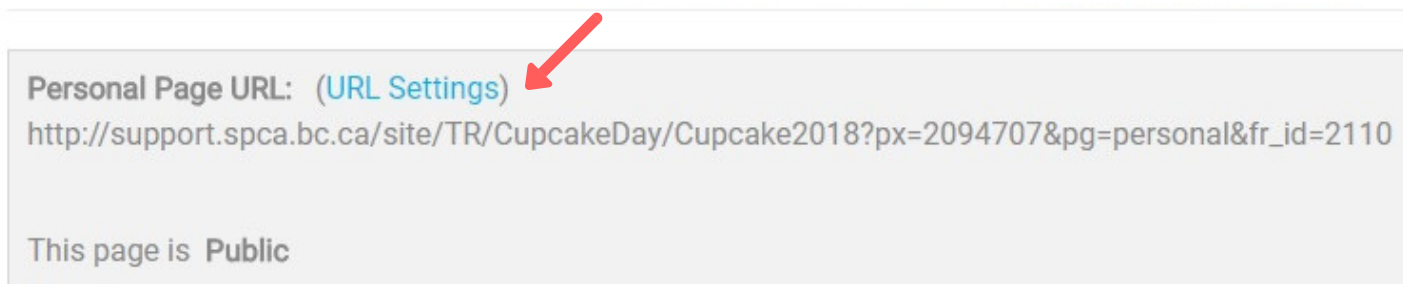
| 0% | $0 |
|---|---|
| of Goal | Raised |

# Create your personal fundraising page link

Once logged in to your Participant Centre, create a custom page link to share with friends in emails or social media and collect online donations to your fundraising goal.

This is the **easiest**, **fastest**, and **most efficient** way to fundraise!
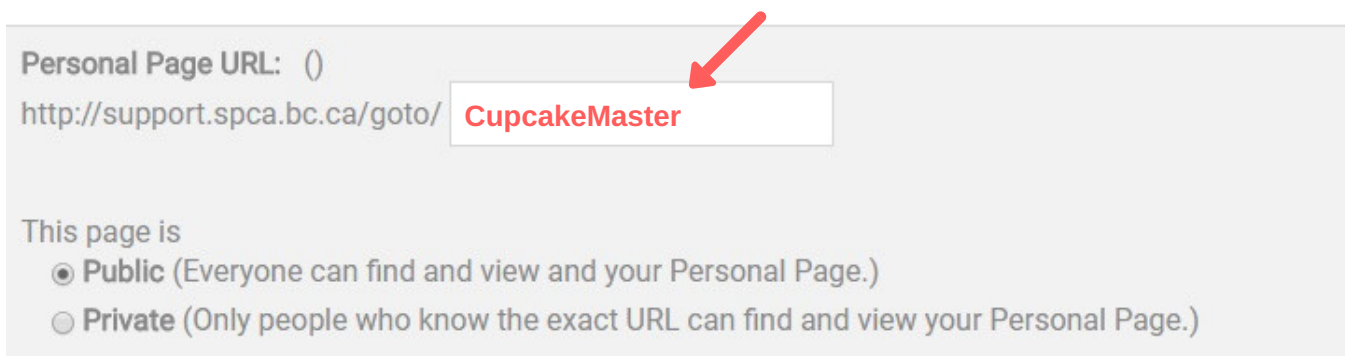
Select 'URL Settings' next to Personal Page URL.



In the fillable box that appears, write down a name or nickname for your custom page link.



Example of how the link looks: http://support.spca.bc.ca/goto/CupcakeMaster

## Use your custom page link to fundraise

**Copy + paste** your custom page link **to emails or Facebook** so your friends can click through to your fundraising page for the animals.

# *Edit your Personal Fundraising Page*

## What's a personal fundraising page?

When your friend or family member visits your custom link, they will see your personal page where they can donate online to your fundraising goal.

## Ways to personalize your page:

**Title**

Welcome to My Personal Page

**Body**

I'm holding a Cupcake Day party for National Cupcake Day™ for SPCAs & Humane Societies on Monday, February 26th and you're invited!

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Preview     Save

The Preview will open in a new window, but will not save your changes.

HOME     EMAIL     PROGRESS     PERSONAL PAGE     LOGOUT
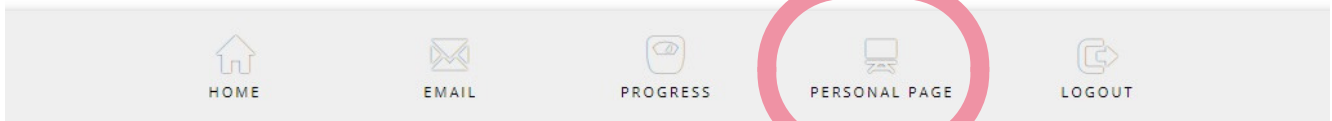
- **upload a photo** - whether it's a photo of your current animals or a furry friend in memory, a personal photo will assure friends that they are at the right page to make their donation

- **write a personalized message** - *why are you baking for animals?* Share your story about why you're baking cupcakes to raise money for animals in need

- **change your fundraising goal** - the recommended fundraising goal is $100 but you can adjust this to any amount that you want to commit to.

4

# Upload a Photo

1) On the 'Personal Page' tab, click on 'Photos/Video to choose an image file from your computer. Image files must be no larger than 4MB.
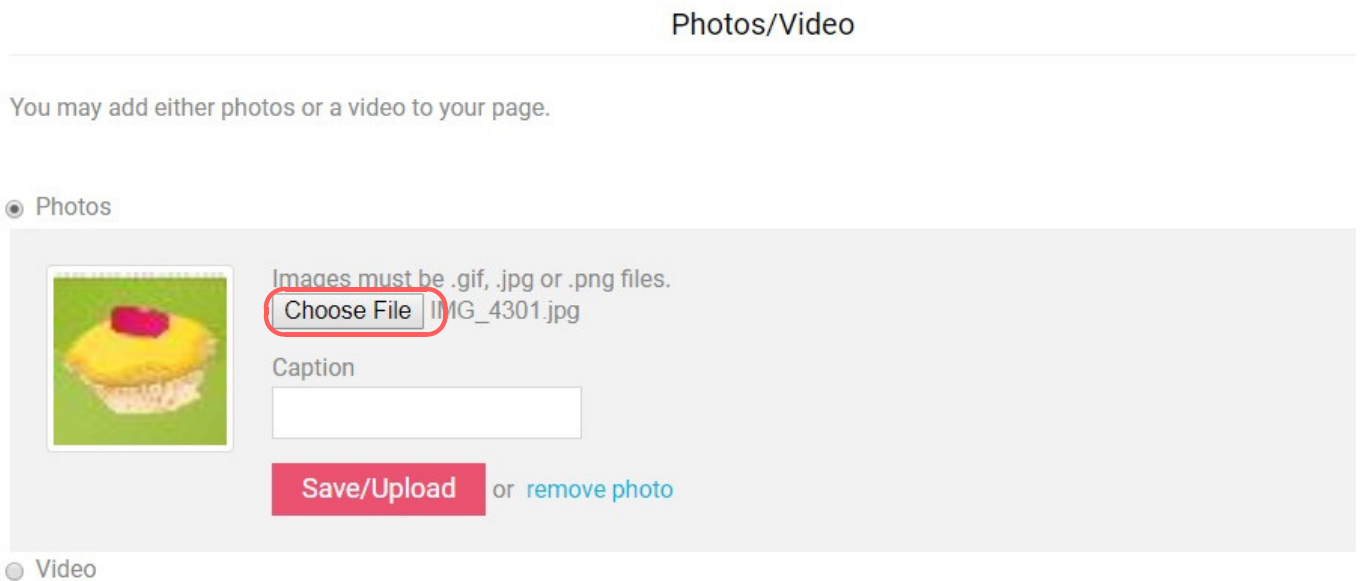


2) Once you've selected 'Choose File', a window will pop-up where you can browse your computer's folders to select an image file (the photo).
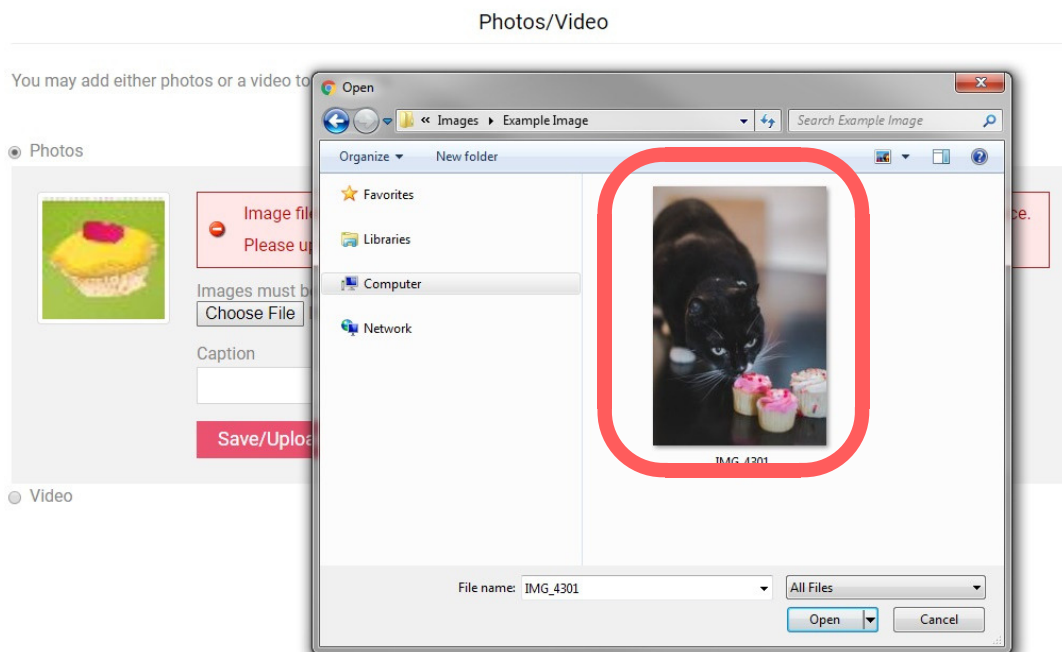


3) Double click the image file to select and **make sure** to **click 'Save/Upload'!**

# Send Emails

Sending an email or posting to Facebook is the easiest way **to provide a direct link to your personal fundraising page** for your friends to support you.

You can send emails two ways:

## Send email via your own email provider

Once you've created a custom link to your personal fundraising page, simply copy and paste the link to your own email account to send to friends.

This way gives you the **ease** of using an email service that you are already familiar with.

## Send email via the Participant Centre

Your participant centre has a **pre-written email template** for you *and* will populate a link to your personal fundraising page at the bottom of the message.

### 1. Select an email template

SEND EMAIL

UPDATE YOUR
PERSONAL PAGE

**Recent Activity**

| Date | Activity | Description | Additional Info |
|------|----------|-------------|-----------------|
| Dec 15 | Recruit | You joined National Cupcake Day 2018 | |
| Dec 14 | Message | Sent message to Bri MacBain | |
| Dec 14 | Message | Sent message to Bri MacBain | |

Send email

Add Contacts
View Your Progress
Edit Personal Page
Change Team Membership

# Send Emails (via the Participant Centre)

## 2. Edit a few details to personalize the email

🏠 ‹ Email

Compose Message

CONFIGURE    COMPOSE    SET RECIPIENTS    PREVIEW & SEND

**Select Email Template**

▾  Other (1)

○ Cupcake Day Message (Preview)

Save as draft    Save as template    Preview    **Next**

**Subject:** Join me at National Cupcake Day!

☐ Include personalized greeting (**What's this?**)

ABC | Font family ▾ | Font size ▾ | A ▾ ab2 ▾ 📋

B  I  U | ABC ≡ ≡ ≡ ≡ ≣ ≣ ≣ ≣ ↺ ↻

Enter your message here

▾ Current layout:  (**done selecting**)

## 3. Add your recipients

CONFIGURE    COMPOSE    SET RECIPIENTS    PREVIEW & SEND

Add Contact    Import Contacts

**Available Contacts**

Contacts ▾

Search

■  Name    Email

**Recipient List**

Name    Email    Actions

Add Contact

First Name    [          ]

Last Name    [          ]

* Email    [          ]

Cancel

Add

# Send Emails (via the Participant Centre)

## 4. Preview & Send