



MAF Canada Peer-to-Peer Fundraising Guide





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Navigate to fundraise.mafc.org



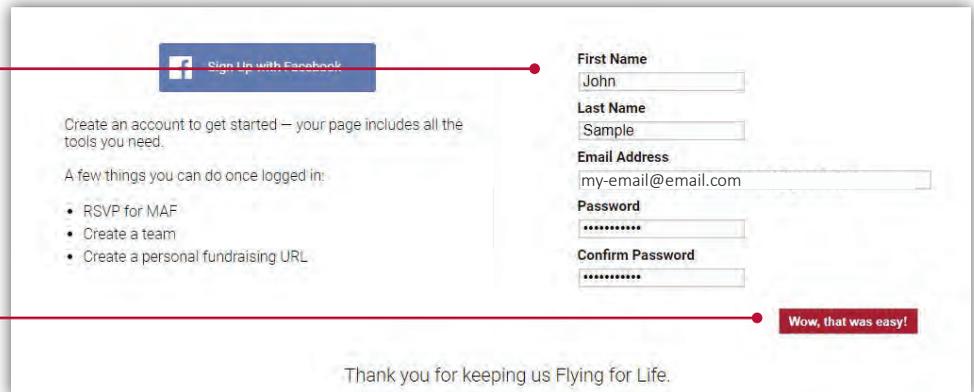
Click on **CREATE A FUNDRAISER**

Create an account.

Enter your Name, e-mail address, and create a password.

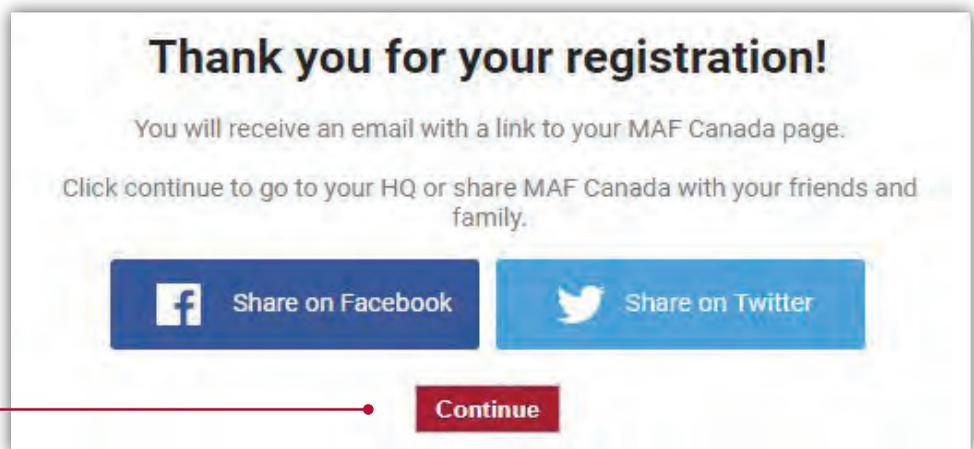
NOTE: Although you can opt to use the Sign Up with Facebook method, we recommend you sign up using the method to the right.

Click **Wow, that was easy!** to create your profile.



You will be presented with a pop-up. We recommend that you DO NOT click on the Share on Facebook or Share on Twitter buttons at this time as you will want to complete your profile page, but instead, proceed to completing your profile.

Click **Continue** to proceed.



Also, look for the e-mail that was sent to the address you entered and click on it to verify your account.





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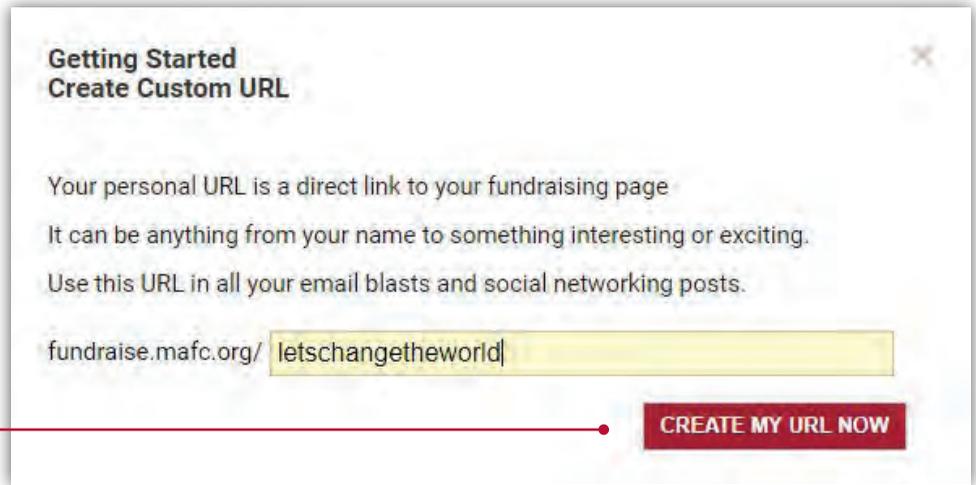
Create a memorable URL. The URL will be the direct web address of your fundraising campaign.

The name you choose will always be preceded with fundraise.mafc.org/

You can use any combination of letters and numbers.

You can separate letters and words with dashes (-) or underscores (_) but do not use periods (.).

Click on **CREATE MY URL NOW**



You'll be directed to your page template and dashboard (aka your HQ). From here you can customize the look of your fundraiser campaign page.

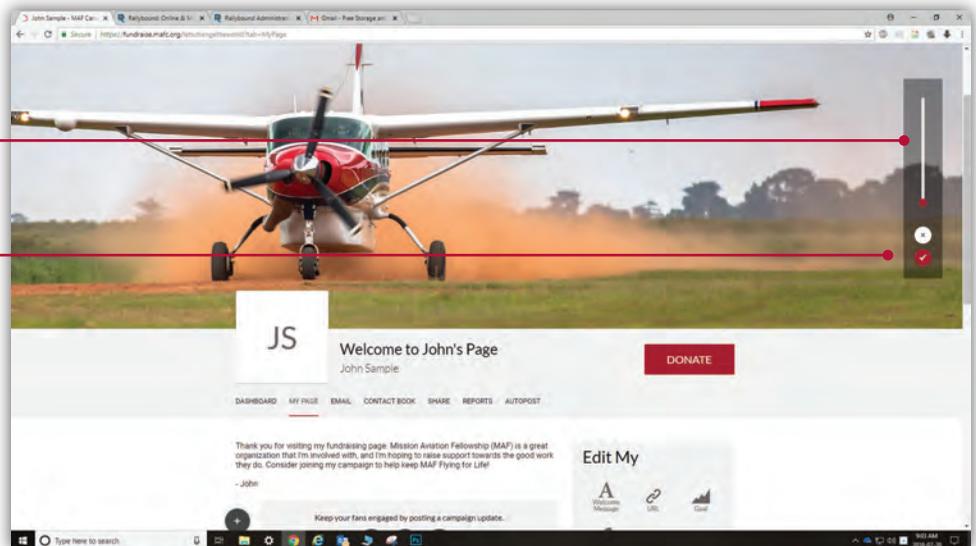
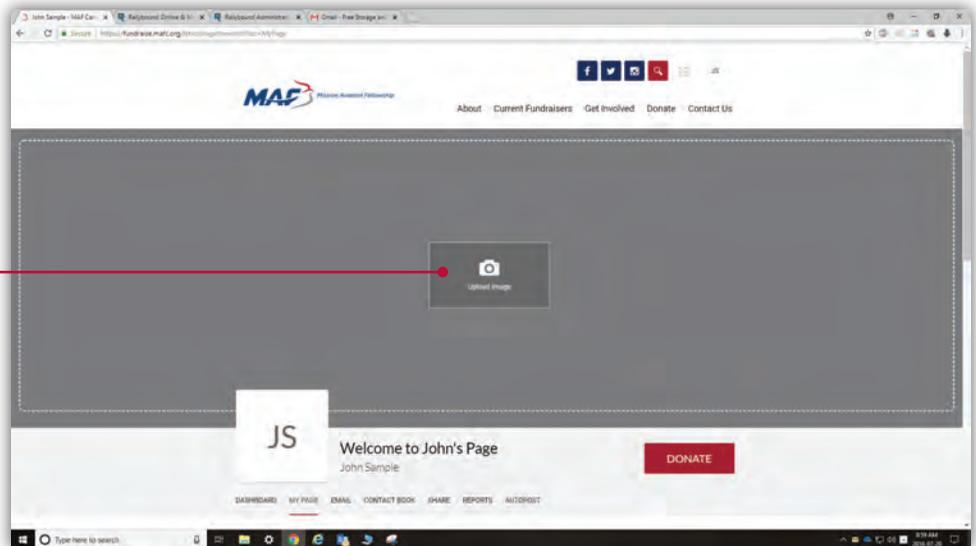
Begin by posting a main picture or "Hero" photo. Simply drag & drop the picture into the Upload image area.

This photo should help your donors identify the campaign and its purpose. So if you're raising money by running a marathon, post a marathon pic.

HINT: Don't have a photo or want to brand it with an MAF picture? Visit www.mafc.org/fundraise and follow the peer-to-peer link to download pre-sized MAF hero pictures.

Then, use the controls that will appear to the right to move the photo around.

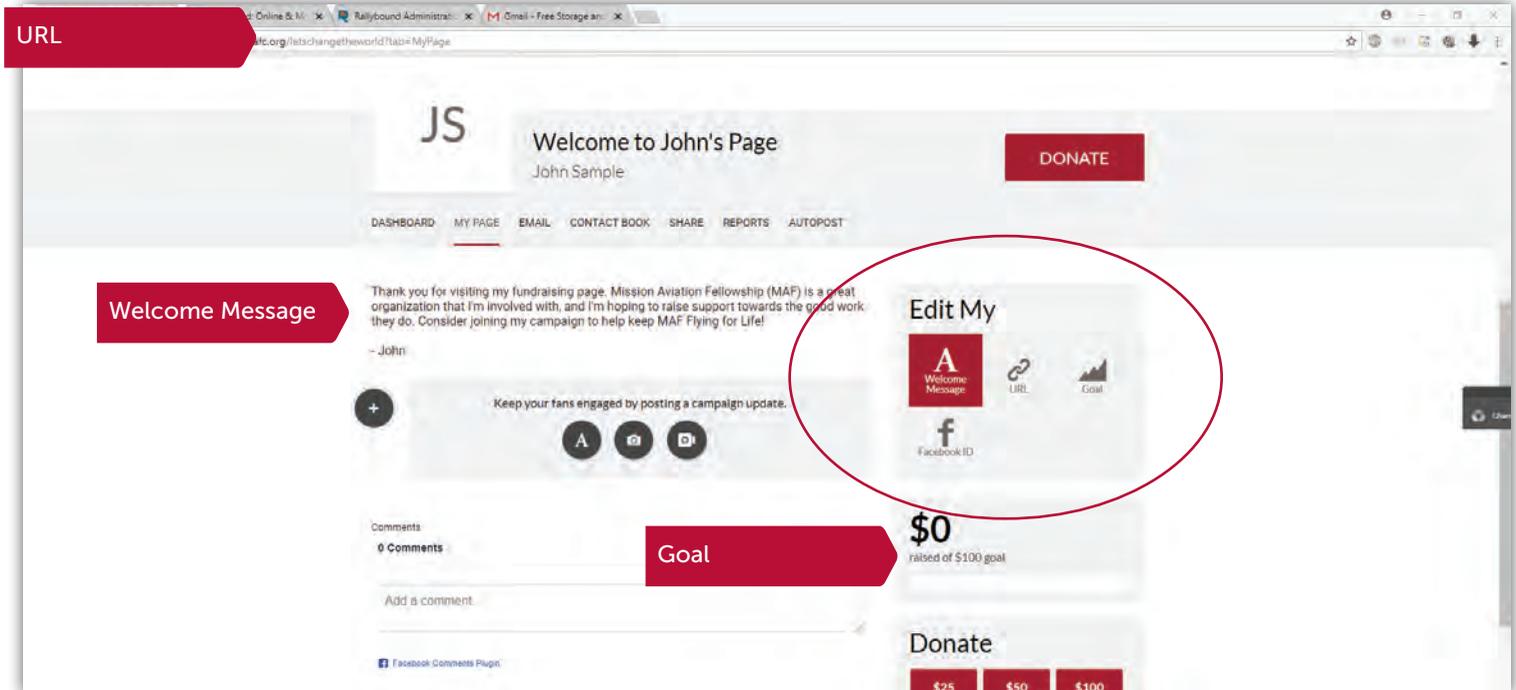
When you are satisfied with the results, click on the check mark below the control.





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Under [Edit My](#) you will find 4 areas that you can edit.



Clicking on [Welcome Message](#) will allow you to edit the default message displayed on your profile page.

Write something that better reflects the purpose of your fundraiser. Feel free to write in a style that reflects you and will resonate with your friends and family.



Clicking on [Goal](#) will allow you to change your fundraising goal (default is \$100).

Set a goal that is realistic and reflects what you believe is achievable given the friends and family that you will be promoting this to.

NOTE: It never hurts to set a modest goal only to see it achieving 200% or 30% more! Of course, you can change the goal later on - especially if it proves successful.

And remember, you can always create another fundraiser in the future.



To help promote your fundraiser on [Facebook](#), you'll want to link your [Facebook account](#) by clicking on [Facebook ID](#).

Enter your [Facebook ID](#) in the space provided.

Not sure what your [Facebook ID](#) is? Click on the link provided for instructions on how to find it.



Not happy with your fundraiser page's URL?

You can change it by clicking on [URL](#).

NOTE: We advise that you DO NOT change your URL once you begin to promote your fundraiser.

The link that you provide to your friends and family will not change and so those who have already promoted to will receive a "Page Not Found" error.

NOTE: your URL will not include the `?tab=MyPage` when viewed by the public.





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Add a profile picture and complete your profile.

The final thing you will want to do to get your fundraiser page promotion-ready is to add an avatar and update your contact information (this step is especially important if you plan on donating to your own campaign).

Select Profile to edit these elements.

To add or change your Profile picture, simply drag & drop a picture onto the profile picture window

That was easy.

Your fund raiser campaign page is now live!

You can now use the tools in your dashboard (HQ) to promote the page, or simply copy/paste the URL into emails that you will send to your friends and family.

Your fundraiser will also be listed on the main fundraiser.mafc.org page so you may also receive donations from people unfamiliar with you or your cause.

If you have any questions, please contact the MAF Canada fundraising department at fundraise@mafc.org or refer to the FAQs found under [Contact Us](#).

Say thanks.

Remember to thank your supporters. They will receive tax receipts automatically but remember to thank your supports on your own.

HINT: Use the built-in tools in your fundraiser dashboard to keep your friends and family up-to-date.

If yours is an event campaign, use this area to post updates and photos.

