How to Create Your Own Fundraising Page for Team Cure IBM in the 2019 Million Dollar Bike Ride

Personal fundraising pages, known as Penn Giving Pages, are for:

- Cyclists who register to ride as fundraisers: "Registration WITH Fundraising"
- Individuals who would like to raise money for Team Cure IBM, even if you are not riding in the event.

Donors will be able to go to your personal fundraising page to make a contribution to the Million Dollar Bike Ride — Inclusion Body Myositis Fund. Your donors will know that they are supporting your efforts to raise money for inclusion body myositis. Money raised by all the Team Cure IBM fundraising pages will be combined into the Inclusion Body Myositis Fund, which will be used to finance an IBM research grant.

In addition to the personal fundraising pages, there is one inclusion body myositis Giving Page that is sponsored by the Cure IBM organization. You should look at this Cure IBM Giving Page to see the type of page you will be creating: http://givingpages.upenn.edu/TeamCureIBM

You can use this page as an example, and you can copy material for use on your own page.

Close this Giving Page before creating your own; if you have it open in a separate tab, your own page will not save properly.

To create your own page, both cyclists and non-cyclists should go to the "2019 Cyclist Registration" page on the Million Dollar Bike Ride website:

http://www.milliondollarbikeride.org/2019-cyclist-registration/

Cyclists may begin by registering to ride. Creating a fundraising page is a separate activity.

To create your fundraising page, scroll down to the section titled: "How to Create a Penn Giving Page."

Instructions are given as Steps 1–5.

Step 1: Click on "Inclusion Body Myositis." You might want to right click and "open link in new tab", so you can refer back to the instructions for Steps 2–5.

Step 2: "In celebration of a special event." Click "Go."

Step 3: "Fundraising Information"

Much of the information you enter on this page can be edited and changed later, if you change your mind.

"Campaign Name" — This is your personal fundraising page, and the "campaign name" is meant to represent your individual fundraising efforts. The campaign name does not have to include any reference to the Million Dollar Bike Ride or inclusion body myositis. You could name your campaign "Brian's Buddies" or "Sarah's Ride for IBM" or "Cycling for Charlie" or "Brittany's Million Dollar Bike Ride." Use your imagination. Money donated to your personal Giving Page will be automatically credited to the overall inclusion body myositis fund.

"Description" — Example: "Riding for inclusion body myositis."

"In celebration of" — Examples: "In honor of Martin," "Everyone with IBM."

"Custom URL" — Example: "MarysRide" (it is probably best not to use apostrophes). Be sure to remember your choice. The URL is the web address, or link, to your fundraising page. You should use this URL when you direct people to your fundraising page.

"Private Site" — Do NOT check this unless you have a special reason.

"Fundraising Event" — Do NOT check.

"Campaign expiration date" — Leave blank.

"Select a template" — I would recommend "Left sidebar", but this is your choice. "Left sidebar" means that your fundraising page will have text on the right, and on the left will be optional boxes for photos, a video, and a graphic showing the donations you have received. Cure IBM can help with photos and a video. The template you select CANNOT be changed after you make your Giving Page.

"Fund" — This should already be filled in with "Million Dollar Bike Ride — Inclusion Body Myositis Fund." If not, restart at Step 1.

Step 4: Self-explanatory

Step 5: Creating your actual Penn Giving Page.

Realize that you don't have to use every box; you can "Hide" individual boxes if you don't want to use them. You will still see the boxes as you edit, but visitors to your page won't see them.

After you have created your page, you can go back and edit it anytime you want.

It is OK to copy information from the Team Cure IBM "Master" Giving Page or the Cure IBM website, but you can use your creativity to personalize your page.

Here is a link to the Team Cure IBM YouTube video: https://www.youtube.com/watch?v=cd6C1g1V5Sk

If you would like to use the Cure IBM logo, or photos from the 2018 Million Dollar Bike Ride, email Cure IBM (see below).

If you have questions, you can contact:

Samantha Miller at the Orphan Disease Center: milles@upenn.edu, 215-746-2704

Cure IBM – Email: info at cureibm.org – (use the @ symbol instead of the word "at")