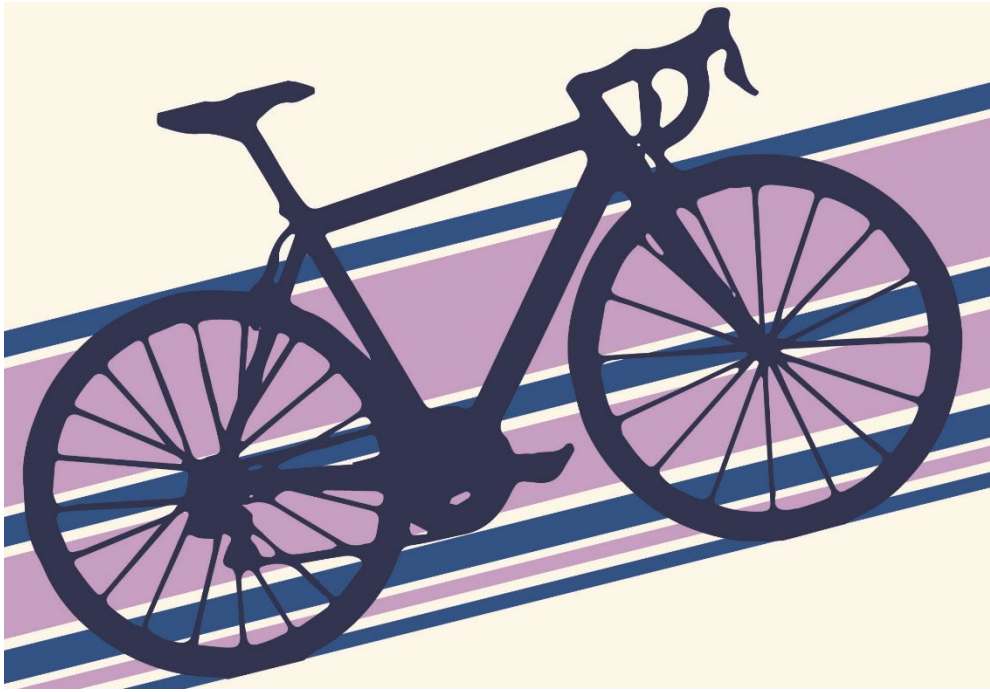


2021

11:00 AM JUNE 12<sup>th</sup> | VIRTUAL EVENT



**How to create  
your fundraising  
page using  
*Penn Giving Pages***

# HOW TO JOIN OUR TEAM

## Registration:

**Option 1: Virtual Rider with fundraising:** You can raise awareness and fundraise for the event and you can participate from your hometown. The registration is \$25 and requires a minimum fundraising commitment of \$250. It is expected that the minimum is met by June 13. You will receive a free SETPB1Strong Team T-shirt!

**Option 2: Virtual Rider without fundraising:** You can support the team and participate from your hometown. The registration is \$45 and requires no fundraising commitment.

### **Step 1: Register for the event!**

**Sign up as a Virtual Participant with the Million Dollar Bike Ride!**

### **Step 2: Setup Fundraising Page!**

**Continue to the next few pages for help with setting up your Fundraising Page!**

# STEP 1

Click the appropriate registration link for your disease team below

- [SETBP1 Disorder](#)

A new window will open in your browser. Continue following the steps in this PDF to guide you through setting up your Fundraising Page!

# STEP 2

“In celebration of a special event” → click “Go”

The screenshot shows a web browser window with the URL <https://socialfundraising.apps.upenn.edu/socialFundraising/jsp/fast.do>. The page header includes the Penn GivingPages logo and a "Log" link. The main content area is titled "Create a page..." and features four options, each with a "Go" button:

- In honor of someone special in your life.
- In celebration of a special event. (This option and its "Go" button are highlighted with a red box and a red arrow.)
- In memory of a family member, friend, or loved one.
- Inspiring others to join you in your support of research at Penn Medicine.

To the right of these options is a large banner image showing a group of people with their hands stacked in a circle. The banner contains the text "Support what matters most!" and "Penn GivingPages are the perfect way to raise awareness and monetary support for the kinds of medical research, education and care that matter the most to you. Get started now!". The Penn GivingPages logo is also visible at the bottom of the banner.

# STEP 3

## Fundraising Information

Campaign name: \*

Chance is Riding for the SETBP1 Strong Team

Description: \*

Riding for Cole on the SETBP1 Strong Team

Target dollar amount: \*

\$1,000.00

Number of donations hoped for:

25

In celebration of: \*

SETBP1 Disorder Research

Custom URL:

Enter a name with no spaces or special characters to be used in creating a quick link to your custom page such as "rememberingKate". Entering this name will allow you to use a simple url to access your page such as: <http://givingpages.upenn.edu/rememberingKate>

ridingforcole

Private site:

Making your page site private will prevent anyone from finding it on this web site - people will only be able to reach it via the link custom URL that you enter above.

Fundraising event:

If this page is associated with an event, select this checkbox. Donors will be able to specify that they are participating in the event. Please note that any event fees will need to be handled externally to this website - only donations may be processed.

Campaign expiration date:

This is the date that your campaign will no longer appear to the public unless directly accessed through your custom URL.

Select a template: \*

Left sidebar  Right sidebar



Fund:

Million Dollar Bike Ride-SETBP1 Disorder Fund

Cancel

Continue

Cancel

Continue

Customize these fields as you wish to make the page your own

Write down your custom URL to access your page in the future

Do **NOT** check this box

Choose either

Your team name will automatically appear here

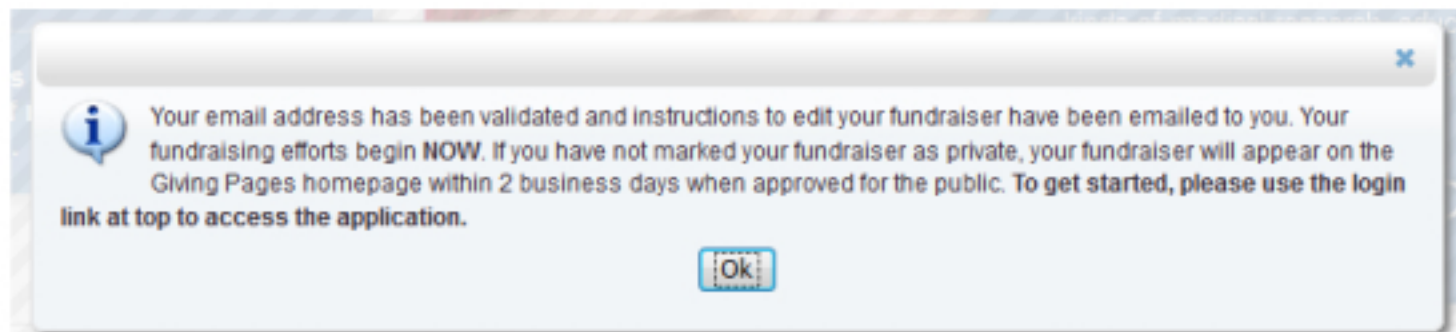
## STEP 4

Click “**Continue**”

Then on the next screen, complete your personal information. Check “**I agree**” and click “**Register**”

The system will have sent a **confirmation link** to the email address you provided. Click on the link in the email you received. If you haven’t received the email, check your Spam folder.

You will then see this screen:





# STEP 5

Address book My profile Donation reports Edit "Million Dollar Bike Ride"

## Million Dollar Bike Ride for Orphan Disease Research Fund

Enter donation by check Add description and goals End editing

Donate Now!

Enter your campaign title here.



Caption your image here.



### Talk about your cause

This is where you write more about your cause and why it's important for people to support you. You can write as much or as little as you want to discuss why your campaign is so important. To clear these instructions to add your own words, select "Clear text" to the left. All hyperlinks typed into text, such as <http://www.pennmedicine.org> or [www.pennmedicine.org](http://www.pennmedicine.org) will be automatically linked upon saving.

### This is a second paragraph header

If you would like to write more about your cause, you can use these paragraphs and headers to expand on your text. If you'd like to include more than two paragraphs, just click "Show" below next to "Text block #2" and write more. If you'd like to only include one paragraph, you can choose "Hide" next to "Text block

#2 above and to the left.

#3rd paragraph header

Use this space to continue to tell your story and encourage your friends and family to support you.

Use this space to highlight the most important facts about your campaign

In the list items below, use a few action words to describe why your campaign matters at a glance. These are helpful to drive home why your fund matters. You can include as many or as few items as you wish. You can also list suggested donation levels for your campaign, or benefits of donating. Some examples are below:

- Single Walker
- Group of 4 Walkers
- 100 deaths from diabetes are projected to rise by more than 60% in the next 10 years.
- Heart Disease is the Leading Cause of Death in America
- There are more than 100 types of cancers; any part of the body can be affected.
- \$25
- \$100
- All donors will receive a t-shirt
- 100% of your donation is tax-deductible
- Penn Medicine is the #1 Hospital in the Region

### Donation messages

Help us get started by donating!

*Here is where the fun begins!*

Log in with your username and password.

Click "Manage my page" on the top right corner. Then, click "Edit [Campaign name]" to get started.

You can customize any of these fields as indicated.

Be creative and personalize your giving page.

Then spread the word and start fundraising!

Check out the next page for sample content!

# Sample Content

## Sample Campaign Titles

YOUR\_NAME is Riding for the SETBP1 Strong Team

YOUR\_NAME is Fundraising for the SETBP1 Strong Team

## Sample Captions

I ride for my child and for all individuals with SETBP1 disorder!

I ride for all individuals with SETBP1 disorder!

I fundraise for my child and for all individuals with SETBP1 disorder!

## Sample Text Block 1: Subheadings

Riding for the SETBP1 Strong Team

Fundraising for the SETBP1 Strong Team

## Sample Text Block 1: Paragraph

I ride/fundraise for NAME and all individuals with SETBP1 disorder and for their families! I ride for hope! Hope for treatments that help our SETBP1 kids to not struggle every day. Hope for the future!

SETBP1 Society is partnering with the University of Pennsylvania Orphan Disease Center to raise funds for SETBP1 disorder. Stand Strong with us and help us advance research for SETBP1 disorder.

The Orphan Disease Center will match dollar for dollar funds all funds we raise above \$20,000 and up to \$30,000. 100% of the registration and donation funds will go towards SETBP1 disorder research!

Any donation helps whether it is \$10, \$25, \$50, \$100 or \$2500 - every bit counts!

# Sample Content (continued)

## Sample Text Block 2: Subheading

How will your funds help the SETBP1 community?

## Sample Text Block 2: Paragraph

There is no cure and no specific treatments for the life impacting SETBP1 disorder. We are focusing all funds raised in the Million Dollar Bike Ride for SETBP1 disorder to benefit research focused on pinpointing windows of opportunity: when in the course of SETBP1 disorder development a treatment may be effective, and what the treatment might be. Additionally, the funds should help fund research designed to further characterize SETBP1 disorder in order to better understand SETBP1 disorder.

## Sample Text Block 3: Subheading

Learn more...

## Sample Text Block 3: Paragraph

Check out our SETBP1 Strong Team page at <http://givingpages.upenn.edu/SETBP1Strong!>

Learn more about SETBP1 disorder at [www.setbp1.org](http://www.setbp1.org)!

Learn more about the SETBP1 Strong Team and Million Dollar Bike Ride at [www.setbp1.org/MDBR](http://www.setbp1.org/MDBR)

## Add your Preferred Photo

**You can choose to add additional content or to hide some of the additional windows including the Penn Giving Pages window, video window, slideshow window, and important facts window.**