

ONLINE FUNDRAISING TOOLBOX

Another resource you have for fundraising exists online with our Managing Fundraising pages. The Managing Fundraising pages permit groups to create a unique webpage that further describes their mission and includes a self-created URL that can be sent directly to potential donors who can then donate online. You can even monitor and update your finances and watch them grow via our handy Fundraising Thermometer.

To begin:

- 1) Log in at our homepage at www.globalexplorers.org.
- 2) Click on "Raise Money Now."
- 3) Under URL, type in your school name or something you think is easy to remember (MySchoolCostaRica2009, for example).
- 4) Under Brief Introduction type up a couple of sentences you think people (donors) would like to know about your group. Ideas include: your age group, school name, where you'll be traveling to and why you're excited about your adventure.
- 5) Under Image, click on upload file and upload a picture that you think represents your group. Ideas include: the entire group together at a curriculum lesson or a fundraising event, a map of the region(s) you'll be visiting, plants and/or animals native to your destination, etc.
- 6) Under Goal, input an amount your group would like to raise as a whole (No decimals or \$ sign).
- 7) Under Current Amount input any money you've already raised (No decimals or \$ sign).
- 8) Under Status click Active, from the drop down menu.
- 9) Click Submit and you'll be ready to go.
- 10) If you want to view the information you've inputted and check out your Fundraising Thermometer, either copy and paste the URL into your browser or Log out and click on Group under the Donate tab on the left hand side of the homepage. Voila, there you are!

Be sure to check out our **Fundraising Top 10**, watch a video on the **ABC's of Fundraising** and gather fundraising ideas through our online Toolbox!

The screenshot shows the Global Explorers website interface. At the top, the logo features a frog and the text "Global Explorers". A tagline reads: "A non-profit organization committed to sharing educational, fun, transformative international immersion experiences with students and teachers." A "GROUP LOGIN" button is in the top right. A left-hand navigation menu includes categories like "Workshops" (with sub-items: Amazon, Arctic Summer, Arctic Winter, Baja, Costa Rica, Educator's Workshop, Leading the Way, Machu Picchu, Tanzania Safari, Yucatan), "About Us" (with sub-items: Core Disciplines, Teacher Resources, Staff Bios, Jobs, Board of Directors), "Events", "Our Partners", "Travel ABCs", "Donations" (with sub-items: Group, Individual, Toolbox), and "Contact Us". The main content area is titled "Support Amazon West Michigan's Journey" and features a photo of a person with a butterfly on their arm. To the right of the photo are three buttons: "Donate Now TO AN INDIVIDUAL *Not tax-deductible", "Donate Now TO THIS GROUP *Tax-deductible", and "E-mail TO A FRIEND". Further right is a "Fundraising Thermometer" showing an "Amazon West Michigan Goal" of "\$100000". Below the photo, the text says "Bienvenido!" and "Welcome to Amazon West Michigan 2009! Our group consists of 20 6th / 7th and 8th grade students from the Grandville area of West Michigan. We will be traveling to the Tambopata region of the Peruvian Amazon in the summer of 2009. We will be spending a week learning about the culture and ecology of this truly amazing region. Another element of our workshop will involve a community service project. Stay tuned for more details!" Below this is a "Thank you for supporting our group!" message. At the bottom, there are three promotional boxes: one with a quote from Darlene, Libertyville IL; one titled "Meet our community service partners." with a photo of a group in a boat; and one titled "Watch our new intro video!" with a play button icon.