

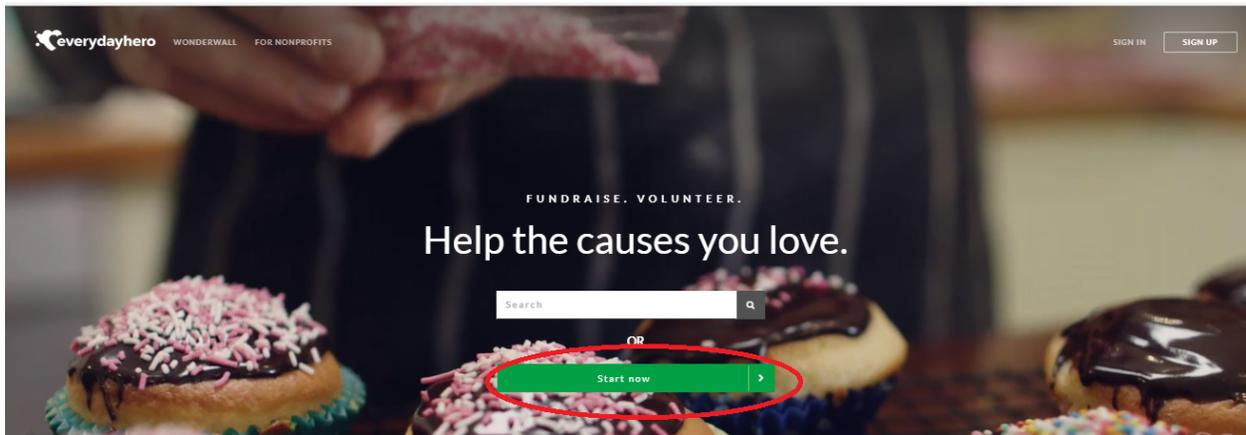
## Let the Fundraising Begin:

### How to Get Started with your own Everyday Heroes Fundraising Page

**Step 1:** To set up your PXV Bed Races fundraising team, click on this link:

<https://www.everydayhero.com/us/>

**Step 2:** Click on the “Start Now” button



**Step 3:** Fill in your Page Title (your team name) and select your fundraising goal (\$150 or \$300) under “Raise Target”. *Are you an overachiever? Set the bar high and see how much your team can raise!*

**Step 4:** Enter Ann’s Heart Phoenixville, PA

*Wait, I thought this was a group event - why Ann’s Heart?*

*Ann’s Heart is the conservator of funds for this joint fundraising event. They are responsible for managing the intake and even distribution of funds between all three participating organizations.*

## Create Your Fundraising Page

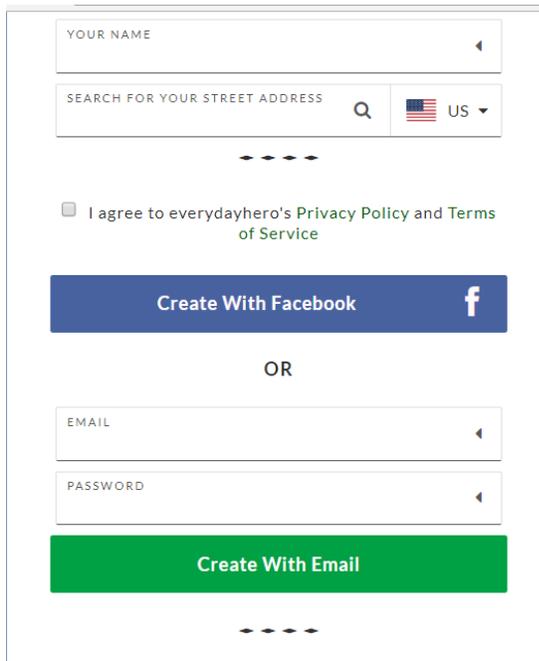


|                          |                      |             |      |        |
|--------------------------|----------------------|-------------|------|--------|
| PAGE TITLE               | Bed Race's Team Name | ✓           |      |        |
| What is your page title? |                      |             |      |        |
| RAISE TARGET             |                      |             |      |        |
| 500                      | 700                  | 1500        | 3000 | \$ 300 |
| CHARITY                  |                      | Ann's Heart | Q    |        |

**Step 5:** Click the box

I'M DOING MY OWN THING

**Step 6:** Fill in your name and address. You must agree to Everyday Hero's policy. You can create an account by using Facebook or an email.



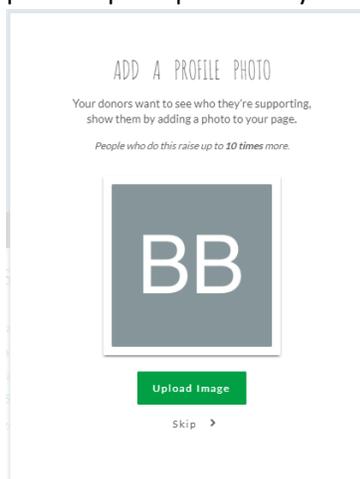
The registration form contains the following elements:

- A text input field labeled "YOUR NAME".
- A search input field labeled "SEARCH FOR YOUR STREET ADDRESS" with a magnifying glass icon and a country dropdown menu showing "US" with a US flag icon.
- A checkbox with the text "I agree to everydayhero's Privacy Policy and Terms of Service".
- A blue button labeled "Create With Facebook" with a white Facebook "f" logo.
- The word "OR" centered below the Facebook button.
- An "EMAIL" input field.
- A "PASSWORD" input field.
- A green button labeled "Create With Email".

This will create you fundraising page.

**Step 7:** To load a picture or to make changes click "Log In"

**Step 8:** When you log in for the first time you will be prompted to add a profile photo. This is a great place to put a picture of your team or your bed!



The profile photo upload prompt includes the following text and elements:

- The heading "ADD A PROFILE PHOTO".
- The text "Your donors want to see who they're supporting, show them by adding a photo to your page." followed by the subtext "People who do this raise up to 10 times more."
- A square placeholder image with the letters "BB" in white on a grey background.
- A green button labeled "Upload Image".
- A "Skip" link with a right-pointing arrow.

**Step 9: Personalize your page by filling in Your Story with why YOU are fundraising for the PXV Bed Races.**

A FEW WORDS ABOUT WHY YOU ARE FUNDRAISING

Tell people what motivated you to start fundraising and why you chose to support your charity.

*People who do this raise up to 74% more than those who don't.*

YOUR STORY

I've created this page because I want to make a difference. I'm inspired by the work of Ann's Heart and wanted to support them by raising money. Please help me help them by giving whatever you can using the 'Give Now' button. The

Save >

Skip >

**Step 10: Share your fundraising page on Facebook.**

SHARE YOUR PAGE

Our most successful fundraisers share their page within an hour of creating it, so start asking friends and family for support now!

*People who share their page within an hour of creating it generally raise 52% more than everyone else.*

Share 

Skip >

**Step 11: Be the first to donate to your own page:**

DONATE TO YOUR OWN PAGE

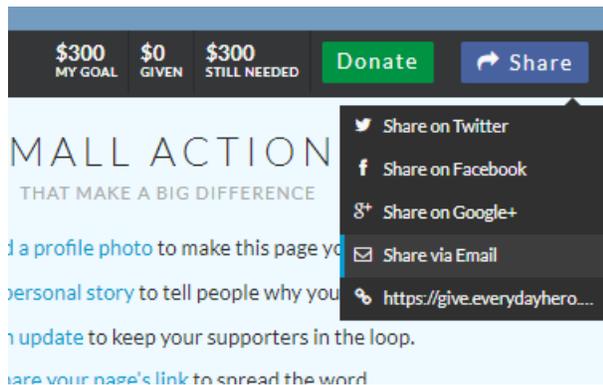
Fundraising pages that receive at least one donation within 48 hours, raise more. So don't wait, donate to your own page to get the ball rolling!

*People who do this on average receive 120% more donations than those who don't*

Donate to your page

Skip >

**Step 12:** You can easily share your page via various social media outlets.



## IMPORTANT

Step 13: Send your link and team photo to [info@pxvbedraces.org](mailto:info@pxvbedraces.org) so we can add you to our webpage [www.pxvbedraces.org](http://www.pxvbedraces.org). On our site we will showcase all the beds / teams and link to your fundraising page to help you get the word out.

Remember – there is a prize for the team that raises the most donations.

***Now get out there, build that bed, and be OUR Everyday Hero!***

Thank you!