

Online Fundraising Instructions – Participant

Please use these instructions to help you take advantage of the online fundraising site for your St. Jude Math-A-Thon event. We hope you find this to be an enhancement to your fundraising efforts. To get started, follow these steps:

1. Go to www.mymathathon.org.
2. In the “Participants” section, click on the “Find an Event” button.
3. Select your state.
4. Select your event from the list of events that populates. If there is more than one page of events listed, you can use the “Next” button to find your event.
5. Below the map, enter the first four letters of your school or event name and click the “Find” button.

Note: If the first word in the school/event name is less than four letters or consists of initials, include spaces and spell out the name until the first four letters are included (example: search for JFK High School by typing JFK H or Fry Junior High by FRY J).

6. When the event page appears, click on the “Students Register Here” tab below the event name.
7. Create a username and password, then click on “Participate in Event.”
8. Fill out the participant information and click “Register.”
9. When your event page opens, the “Getting Started” instructions will populate. You can close this window as the same instructions are listed on this sheet. Click the "Profile" tab to make sure your contact information is entered correctly. This is also where you set your fundraising goal. If you make changes to your profile information, click “Update” at the bottom to save your changes.
10. Customize your event page by clicking on the "My Page" tab. Make it your own by posting pictures of what inspires you, prior events, etc. and customize the text, or use the St. Jude images and text that are already provided. Click the “Save and Preview” button, then close the preview window. You can make additional edits to your page at any time.
11. Go to the "Communication Center" tab.
 - a.) You’ll start on the “Address Book” tab. Create your address book by selecting one of the options – “Import Contacts”, “Add Contacts”, or “Import CSV File”. You can use all three options to add contacts to your address book, and you can manage your contacts at any time by clicking on the “Address Book” tab.

- b.) Click on the “Create and Send E-mail” tab to customize and send emails to request donations, remind and thank donors.
- c.) Click on “Share with My Networks” to post links to your fundraising Web page on Facebook and Twitter. You can also download a St. Jude-themed widget, which allows your sponsors to access your fundraising page directly from a personal blog, company intranet or other Web page.

12. Utilize the "My Progress" tab to track your fundraising progress, enter cash and check amounts, and print out a progress report.

Extra tip: here's a plan on how to raise \$250 in only 10 days.

- Day 1: Show your commitment and contribute to yourself -- \$25
 - Day 2: Ask your friend/parents to match your donation -- \$25
 - Day 3: Ask family/friends to donation in lieu of a birthday gift -- \$20
 - Day 4: Ask your parents to send your Web link to their co-workers and ask them to donate -- \$25
 - Day 5: Ask someone who has been affected by cancer for a donation -- \$25
 - Day 6: Ask your two best friends for \$25 each (2 x \$25 each) -- \$50
 - Day 7: Ask everyone in a club or organization to donate (5 x \$5 each) -- \$25
 - Day 8: Ask your parents to e-mail their holiday card list to invite friends to visit your page -- \$25
 - Day 9: Ask your hairstylist/barber/dentist/doctor to donate -- \$25
 - Day 10: Ask someone who has asked you for support in the past -- \$25
- TOTAL\$250

Don't be intimidated. The number one reason that people donate is because they are asked.