

How to sign up for the Nature is Calling fundraising challenge

Before you start the sign up process, please prepare the following information:

**Are you signing up as an individual or part of a team?**

You will sign up as an individual or a team. Your team can be based at your workplace, school, group of friends, book club, you name it.

The default is *Individual* so make sure you selection *Organization* if you're part of a team.

**What is the name of your page?**

**This can be Sue Smith's October Outdoors – it should contain your name** but other than that call your page whatever you like.

**What is your fundraising goal?**

Think about 5 friends who will probably give to your campaign and what you would expect as an average gift from them. That's a good minimum goal to set.

**What is your story?**

Your fundraising story is what will compel friends to give to your campaign and may even inspire them to increase their intended gift. Think about some of the following questions when composing your story.

- Where's your favourite place to go outside?
- What's your favourite childhood memory outdoors?
- How do you feel when you're at a special place outside?
- What do your children love to do outside?

***Make sure to include how many hours you're pledging to spend outside before October 31<sup>st</sup>.*** The most important point is to make it personal.

**Do you have pictures to support your story?**

If so, get them ready (crop them to a square).

**Do you have a video?**

It should be filmed outside. Make sure the audio is clear and the length is no longer than about 30 seconds

**Be prepared to share.**

There are links to share through Facebook, Twitter, Pinterest and Google Plus as well as emailing friends you think will donate to your campaign or who might even want to do the challenge themselves.

Screen shots of each stage of the process are below. If you get stuck please email [donorservices@sierraclub.bc.ca](mailto:donorservices@sierraclub.bc.ca)

## How to sign up for the Nature is Calling fundraising challenge



### October Outdoors

SIERRA CLUB OF BC FOUNDATION has invited you to join the October Outdoors. Follow the simple steps to sign up and create your fundraising page.

[Sign Up to Start](#)

The benefits of spending time in nature are immeasurable. But our natural world is at risk. You can combine the best of both – connecting with nature in your community, and acting to protect it simultaneously.

From October 10 to 31<sup>st</sup>, join other British Columbians by committing to spending time outdoors. **Sign up online, make a commitment to connecting with nature for an hour a day during the campaign, and share your experience with friends.** Become a defender of nature and reap the benefits of connecting outdoors by joining our Outdoor October fundraising challenge.

For example, you could bike ride to work, play with your kids outside, walk your dog, meditate in the woods... or anything else you like to do outside. If you start on Oct. 10 you'd be committing to a total of 21 hours. If you start on the 24th, you'd be committing to 8 hours.

We can help each other accomplish our shared vision and goals. You can help Sierra Club BC defend our province's spectacular nature by going out and enjoying it. Rather than run a marathon, we are asking you to choose an outdoor activity that you enjoy – and make a commitment to do it in October. The fundraising premise is still the same – you ask your network to support you, and you help raise funds for an important cause: defending nature and confronting climate change in BC.

**When you click Sign Up to Start, you'll see this screen. Don't use the Facebook sign in here – you won't see your fundraising page until after your first sign in. So just enter a password and click Sign Up.**



### October Outdoors

#### Create Your Free Account

Your Email Address

Confirm your email address

Your new password

Confirm your password

Password Strength

I agree to the Terms of Use and Privacy Policy.

[Sign Up](#)

## How to sign up for the Nature is Calling fundraising challenge



### October Outdoors

Follow the simple steps to join October Outdoors. After you confirm your email address below, you'll be prompted to open or sign-in to your free account and then create your online fundraising page. You will have the option to tell your personal fundraising story and add photos and videos to your page to make it more engaging to visitors.

### Continue Sign Up

Donor Type

Personal  Corporate/Group

First Name

Last Name

Company Name (optional)

Street Address

Street Address (cont.)

City

Province/State

Alberta ▼

Country

CANADA ▼

Postal Code

Yes, I would like to receive communications from SIERRA CLUB OF BC FOUNDATION

[Continue](#)

## How to sign up for the Nature is Calling fundraising challenge



### Create Your Fundraising Page

You are a few steps away from being ready to start raising funds! Complete the form below to create your fundraising page.

#### About Your Fundraiser

Your Page Title

Set your fundraising goal

Goal Amount

Name of Page Owner

In emails we refer to the page owner. Enter your name if you are fundraising as an individual. Otherwise, enter the name of the group or organization.

Display a list of supporters to my campaign on my page. Please note, all supporters can choose what information (if any) will appear in this list.

Send me an email each time someone makes a donation to my fundraiser.

#### Your Fundraising Story

Inspire your friends, family and co-workers to support the cause through your fundraising story. The better they connect with your story, the more likely they will make a donation. Be sure to not just tell them what the cause is, but why the cause is important to you.

← → Formats **B** *I* U ☰ ☷ 🔗

Create Fundraising Page

## How to sign up for the Nature is Calling fundraising challenge

Upload an image that relates to your story and think about making a short – 30 second max video, preferably filmed outside. Don't worry about high end – just use your camera phone but make sure wind or rain isn't interfering with your sound.

### Add Images & Videos

#### Featured Image

Make your page more impactful by including a featured image that relates to the reason for your fundraising or the cause.

[Upload Image](#)

Image must be at least 400px x 400px but no larger than 5000px x 5000px. Supported formats include JPG, PNG and GIF

#### Media Gallery

Nothing engages visitors more than pictures and videos. Share all relevant images and videos here. For best results, its recommended that you upload 4 or more images and videos to your gallery.

To start adding images and videos to your Media Gallery please add a Featured Image first

#### Images

[Add an Image](#)

#### Videos

[Add a Video](#)

[Save Images & Videos](#) [Skip this Step](#)

Now you can keep track of your donations by signing into your account anytime.

The screenshot shows a web browser window displaying the CanadaHelps.org website. The user is logged in as Elisabeth Hazell. The main navigation menu includes: Donate, Fundraise, Why CanadaHelps, Blog, For Charities, and a Giving Basket. The 'Your Donor Account' section is active, with sub-tabs for: Welcome, Your Account Settings, Your Donations & Receipts, Your Monthly Donations, Your Favourites, and Your Fundraising Pages. The 'Welcome' sub-tab is selected, showing a message: 'CanadaHelps is your one-stop shop for donating and fundraising online for any registered Canadian charity. Your Donor Account includes five key sections:'. A list of sections is provided: 'Your Account Settings', 'Your Donations & Receipts', 'Your Monthly Donations', 'Your Favourites', and 'Your Fundraising Pages'. A sidebar on the right contains links: 'Find a Charity', 'Send a Charity Gift Card', 'Donate Securities', 'Create a Fundraising Page', and 'Visit the Crisis Relief Centre'. At the bottom, a banner reads 'Because You Liked SIERRA CLUB CANADA FOUNDATION'. The Windows taskbar at the bottom shows the time as 11:50 AM on 10/4/2016.