

Creating your personal Fundraising Page through CanadaHelps.org

The easiest way for people to donate to your Iceland challenge is online through your own personal Fundraising Page on the web. A Fundraising Page makes it simple for you to share news about your endeavour and for friends, family and community members to donate easily and securely online in support of your challenge.

What is a Fundraising Page?

A Fundraising Page is your personal webpage, hosted by CanadaHelps, an organization who manages online donations on behalf of charities including the Nature Trust. A personal Fundraising Page provides you with an opportunity to tell people about the initiative you are raising money for, what charity your fundraising supports and, if you like, how much money you have raised online to date. Donors simply click to donate on your website, and the funds go directly to the Nature Trust. CanadaHelps takes a small administrative fee, and issues the charitable tax receipt.

How do I set-up my personal Fundraising Page?

Step 1: First you will need to register for a free account with CanadaHelps. Visit <http://www.canadahelps.org/SignUp.aspx> and fill in the form to create your account. If you already have an account, skip this step.

Step 2: Once you have an account, log in. There is a 'sign in' button at the top right corner of each page, or paste this address into your browser: <https://www.canadahelps.org/en/SignIn.aspx>

Step 3: Next you need to sign up for the Expedition fundraising page as a member of a team.

To join a team:

Go to the main fundraising page at: <https://www.canadahelps.org/en/charities/nova-scotia-nature-trust/ExpeditionIceland2016/>

Note: If you are part of a group of friends or family members that are joining the trek together, you are welcome to create your own team. For instructions on creating a team, please see the ['Creating and Managing a Team'](#) document.

Click "find a team or individual"

Enter the team name and click search. Our default team is "Iceland Explorers"; if you are joining another team, use their team name to search.

Click on the team you want to join and then click 'join team' when the team page comes up.

Step 4: Sign up to start fundraising: Enter your email in the box

(Step 5: If you aren't already logged in to Canada Helps at this point, you will be prompted to here)

Step 6: Sign up to Start Fundraising

Choose your donor type: Personal for individuals, Corporate/Group if you are sponsored participant

Enter your personal information

Hit 'Continue'

Step 7: About your Fundraiser

Enter the title of your fundraiser: Just enter your name here, this will become part of your Fundraising Page URL , ex: <https://www.canadahelps.org/en/charities/nova-scotia-nature-trust/ExpeditionIceland2016/firstname-lastname/>

Set your Fundraising Goal: Enter your fundraising goal (target for participants is at least \$2,500) in the text box. Please note that donations collected offline (not through CanadaHelps) will not appear on your Fundraising Page. Let us know about these offline donations (cheques or cash you collect or Visa payments to the Nature Trust) and we can add the amounts to your total and the team totals on the Expedition website.

Name of Page Owner: Nova Scotia Nature Trust

Display Donation: This checkbox allows you choose whether or not to display a list of the donations received through your personal Fundraising Page. This list would include the donor's name, amount, charity, date and any comments they write for you.

Donation email alerts: You can select whether you would like to receive an email notification when someone has donated through your Fundraising Page. The Nature Trust will also receive a notification as well.

Your Fundraising Story:

Use this space to tell people why you are doing the trek and what it means to you. This is your chance to tell your personal story – a well thought out paragraph or two can go a long way to help connect with potential donors and gain their support. Please also include the following paragraph:

Support my fundraising trek through the wild and rugged terrain of Iceland Fjallabak Nature Reserve. My trek in support of the Nova Scotia Nature Trust will raise awareness and much needed funds for protecting Nova Scotia's wild and unique natural landscape, before it's too late. Your support is much

appreciated! For more on the Nature Trust and on the expedition, please visit www.expeditionfortheearth.ca

Hit 'Create Fundraising Page'

Step 8: Add images and videos.

Images: We encourage you to use or add some of your own images to show off your connection to Nova Scotia's wild places and to the trek. A few examples might be:

- Photos of you in the outdoors, doing outdoor activities
- Photos of you training for your trek
- Photos from any fundraising events for the trek

You can log back in to your fundraising page any time to add or update your photos, continue below for instructions.

Congratulations! Your fundraising page is complete. You're page will need to be approved by our Admin account, we will endeavour to do this within 24 hours (This may take longer if you have joined a team other than the Nature Trust default team, as your team leader must approve you joining their team as well). Once your account is confirmed you will receive an email notification. Then you can share your page link with friends, family, and through social media to start collecting donations!

How do I manage my personal Fundraising Page?

*****Please note: After the initial set-up, if you log back into your page to make changes, you will need to enter a Page Title and Fundraising Story in French. Your page title will remain the same (firstname lastname); and we have prepared a short message below you can use if you are unable to translate your own message*****

Step 1: Go to <https://www.canadahelps.org/> and click the 'sign in' button on the top right corner of the page

Step 2: Enter your username and password and hit 'log in'

Step 3: Select "Your Fundrasing Pages" from the grey tabs, then click 'edit' beside your page.

Step 4: Now that you have logged back in, the page will have new fields for French content.

In the page title, enter your name as you did before.

In “About Fr”, if you are able to translate your own English text, you are welcome to do so. (Please do not use a web app like google translate as these are not always reliable). Alternatively copy and paste the following text:

Appuyer ma collecte de fonds en soutien de ma randonnée à travers l'état sauvage de la Reserve Naturelle Fjallabak en Islande. Mon aventure à l'appui de la Nova Scotia Nature Trust va permettre d'accroître la sensibilisation et les fonds nécessaires pour la protection de la Nouvelle-Écosse et de son état sauvage au paysage naturel et unique, avant qu'il ne soit trop tard. Votre appui est très apprécié! Pour en savoir plus sur la Nature Trust et sur l'Expédition pour la Terre, veuillez visiter: www.expeditionfortheearth.ca

Step 5: Make any other changes such as adding photos or text. Hit ‘Save Fundraising Page’ when you are done.

How do I add donations I have collected offline?

Offline donations can only be entered by your team leader. If you are a member of the default team “Iceland Explorers”, then your offline donations will be entered when you submit your pledge sheets and donations to the Nature Trust office. If you are a member of another team, you will need to submit the donation information to your team leader as well as to the Nature Trust office.

We are happy to answer any questions you might have and to support your fundraising efforts. Please don't hesitate to contact us for help at expedition@nsnt.ca or (902) 425-5263