

CHAPTER 1

Get Started Building Your Personal Page



The first step is an easy one: create your individual fundraising page. Visit <https://fundraise.tenacity.org/tenacity-cup-2021> and click “Become a Fundraiser.”

A pop-up window will present the option to fundraise “As an individual,” “Join a team,” or “Create a team.” Choose “As an individual.” A new pop-up window will ask you to “Create your page.” This is where you can set your personal fundraising goal, customize your page’s headline or set up an optional custom URL if you like.

Never Fear, Help is Always Near!

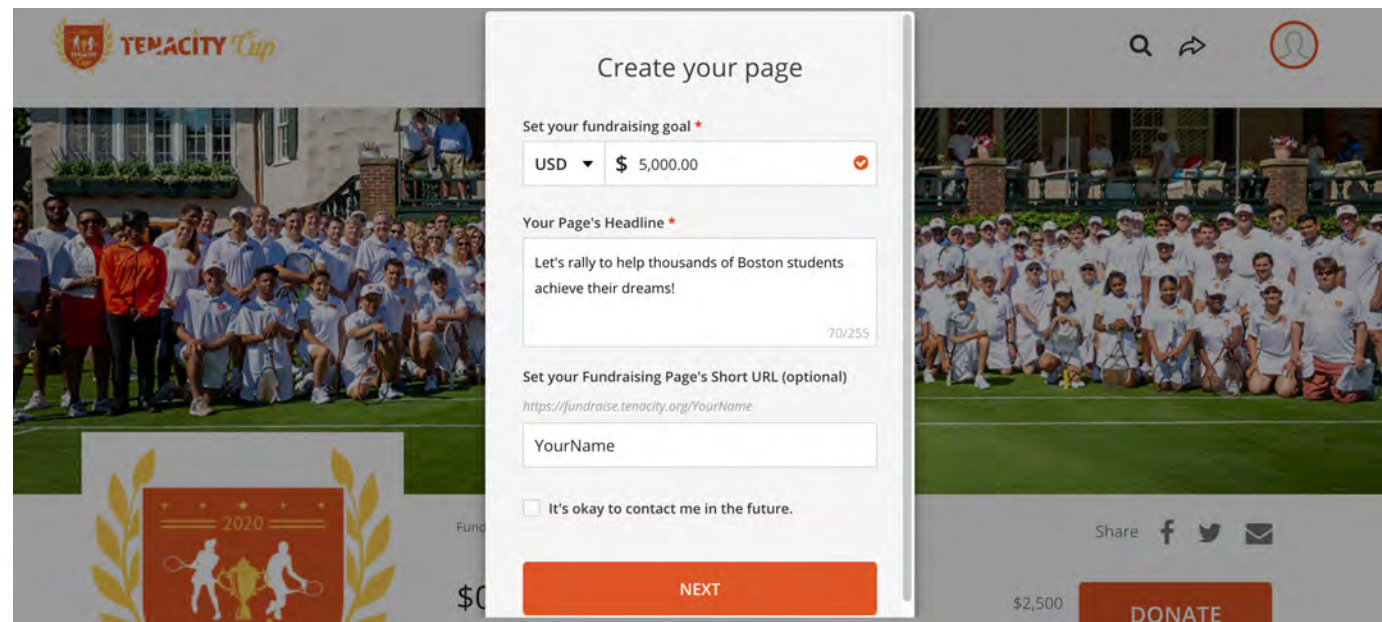
The team at Tenacity is readily available to answer questions or help get things set up. Reach out to Director of Marketing and Communications, Brandon Andrusic, at brandonandrusic@tenacity.org or (207) 232-6379 or Development Director, Brendan McCue, at brendanmccue@tenacity.org or (617) 562-0900 x2003.



Are you ready to rally for the cup?
Help thousands of Boston students achieve their dreams!

\$600,000 Raised \$1,100,000 Goal

BECOME A FUNDRAISER DONATE NOW



By participating as a captain in the Tenacity Cup, you are committing to raise at least \$5,000 but we encourage all captains to shoot for higher goals. Remember that all of the money raised helps provide the tools and support necessary to ensure a brighter future for less advantaged students in Boston.

If you like the pre-scripted page headline, you can leave it as-is, but feel free to customize it.

Setting your Fundraising Page's Short URL is optional, but if you wish to personalize it, just type in what you want it to be. For example, if you want it to be "YourName" type "YourName" (minus the quotes) in the box. The result will be https://fundraise.tenacity.org/YourName. Keep in mind that you cannot use spaces but you can use dashes and underscores. Have fun with it, be cheeky if you like, but please keep it family friendly and appropriate.

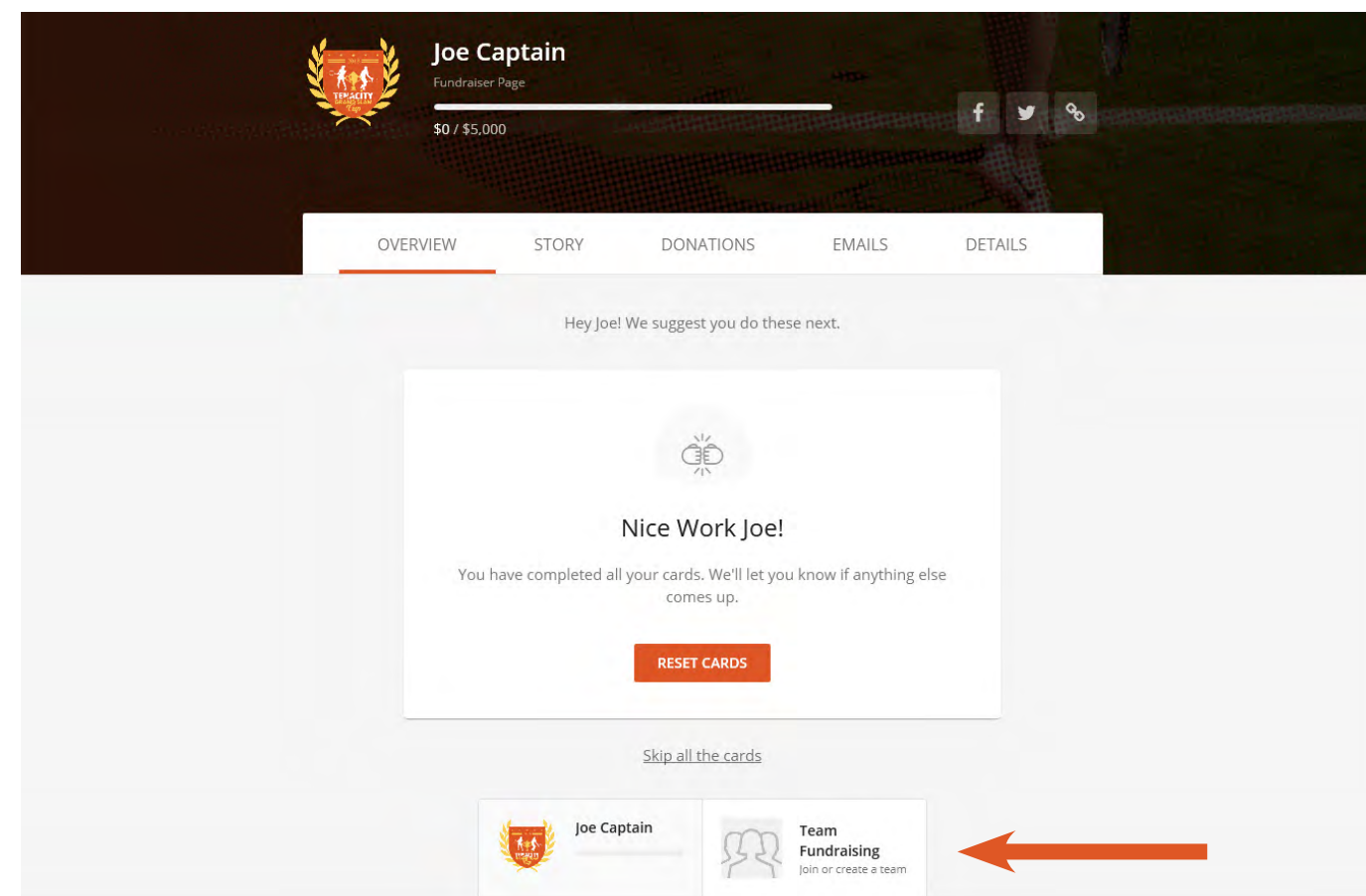
Once you are happy with your customizations, hit "Next."

Your page will come branded with the Tenacity Cup's colors and logo, but you can (and should!) personalize it. You can do this by adding your own pictures or videos to the page. This is your chance to tell everyone why supporting Tenacity students is important to you.

CHAPTER 2

Get Started Building Your Team Page

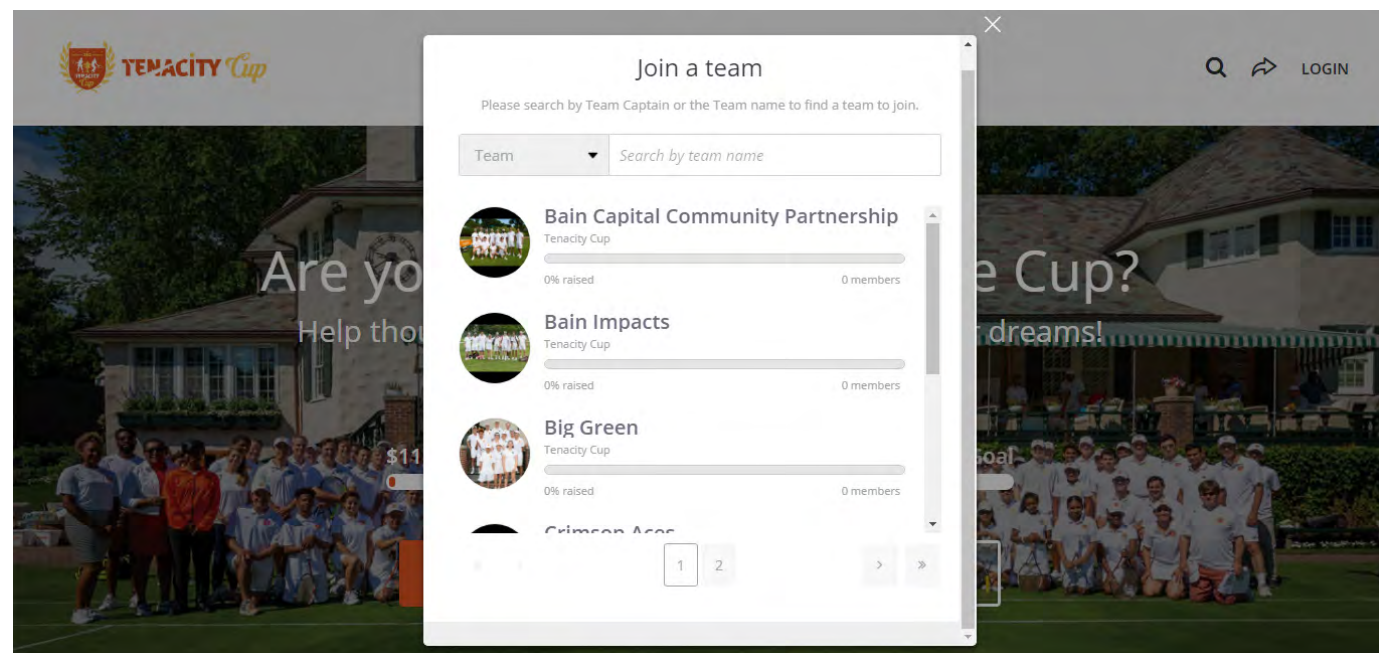
Now that your individual page is set up, it is time to set up your team page. When you are on the "Overview" tab for your account you will see a "Team Fundraising" tab if you scroll down the page. Tap into the "Team Fundraising" tab and click on the "Join or Create a Team" button. On the next popup screen choose "Join a team."



Join or create a team

Fundraising with friends is a fun way to increase your positive impact on the cause

JOIN OR CREATE A TEAM

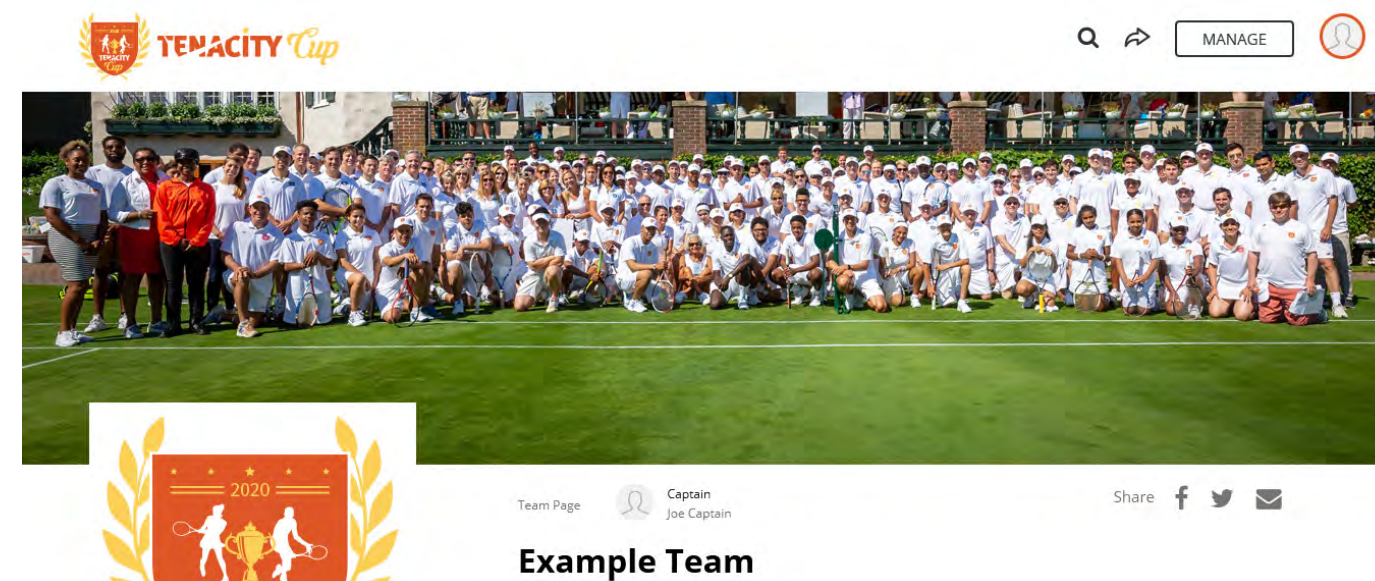


You will then have the option of entering the name of the team in the search bar or browsing through the list of established teams to find the team you are looking to join. Simply click on the name of the team you wish to join to become a team member.

Either Brandon or Brendan from the Tenacity Development Team will take care of assigning you as the team captain on the back end of the fundraising platform and will let you know once that step is complete.

After you have been assigned as the captain for the team page, you will have full control over the content on the team page. You are welcome to personalize the page on your own or we are also happy to assist with any changes you would like to make. Please feel free to reach out to our Director of Marketing, Brandon Andrusic at brandonandrusic@tenacity.org if you would like assistance personalizing the content.

One of the items you can change is the team profile photo, which has been pre-populated with the 2021 Tenacity Cup logo. You should feel free to change it to anything you feel will best represent your team. The recommended size is 300 pixels x 300 pixels saved as a JPG, PNG, or GIF.



The team page comes with some built-in copy that you are free to leave as-is, but we encourage you to personalize it. To get started on personalizing the page, click on the “Manage” button in the upper part of the screen.

To customize your message, click the “Compose” button, then feel free to edit the text, add photos and/or videos.

