HOW TO USE YOUR HQ

Congratulations! You’re a registered DIYnamo! Your energy and self-starter attitude can help bring an end to colorectal cancer in our lifetime. DIYnamos who use their HQ raise three times more than those who don’t, so let’s get started!

1. Donate to your own goal

Making a donation to your own fundraising campaign or event shows your supporters that you’re committed to the cause, too!

- Log in to your DIYnamo page.
- Click “Donate to Own Goal” on the right-hand navigation panel under “My Progress.”
- Fill out the prompts and fill in your information.
- Click “Donate.”
- You’ll now see it crossed off your list on the right-hand side!

2. Personalize your page

Share the story of why YOU want to end colorectal cancer. Your supporters want to know why this is important to you. If you’re hosting a fundraising event, this is a great place to share updates or information about your event, too!

- Log in to your DIYnamo page.
- Click on “Personalize Your Page” on the right-hand navigation panel under “My Progress”.
- First, hold your cursor over the cover image at the top of your page. You’ll see options to Select Campaign Image or Upload Image.
- Select “Upload Image” and find the image you’d like to use for your event or campaign. If you don’t have an image, consider using one of our templates!
2. Personalize your page (Cont’d.)

Once you update your photo, tell your story!

- Use the tools in the right-hand side Edit Box to customize your “Welcome Message.” Make sure to include your connection to colorectal cancer, why you decided to host a fundraiser, what you want to achieve by hosting your fundraiser, and any event details that people should know!
- Use the “URL” icon to create a custom URL that links directly to your fundraising page. Share this with everyone you know – copy and paste it on your social media accounts, send it out in text messages or emails, even add it to your email signature so people always know how they can support you!
- Use the “Goal” icon to update your goal and track your progress.
- Visitors to your page may use the “Comments” section to post words of encouragement using their Facebook accounts. If you’d like, add your “Facebook ID” in order to moderate these comments.
- These edits are made in real time, and will be reflected on your page instantaneously. Remember you can make edits at any time. Keep supporters engaged by providing regular updates.
- Once finished, click the “back” arrow at the top of your browser to return to HQ. Those items will appear checked off on your right-hand navigation panel!

3. Import your contacts

Your friends and family are your biggest supporters – add them to your HQ to easily message them!

- Log in to your DIYnamo page.
- On the right-hand side navigation panel, select “Import Your Contacts.”
- Click the option to “import your contacts from your email client.”
3. Import your contacts (Cont’d.)

- In the pop-up window, select your email provider. If you don’t have one of the providers listed, you can choose to upload a .CSV (spreadsheet file, e.g. Excel) that lists the contact name and email address, or you can add contacts individually.

- Follow the prompts to connect to your email account. You’ll need to enter your email password in order for the system to sync your contacts. Once the sync is complete, you can view and select your contacts, send emails, and see who has received emails right from your HQ under the “Contact Book” section on the left-side navigation panel.

- If you need to change, delete, or add additional contacts, you can do this at any time from the Contact Book section.

- All contacts are kept private – the Alliance does not have access to them.

4. Send fundraising emails

Did you know that the number one reason people don’t give to charity is because they were never asked? We know spreading the word about your fundraiser and asking for donations can be hard, so we’ve made it easy with a custom email tool right in your HQ!

- Log in to your DIYnado page.

- From the right-hand navigation panel, select “Send a Fundraising Email.” This will open your email tool.

- From there, determine your audience. Click “Add from Contact Book” to select from the contact list or to email all the contacts you imported. If you want to just add a few contacts or add them manually, you can enter their email under the “Add Friends Manually” section and click “Add Email” on the right.
4. Send fundraising emails (Cont’d.)

- Choose your template. You can choose “Outreach to Potential Donors” and use the language provided to ask for support (you can also personalize or revise the language). Or, you can choose “None – Type Own”, and create your own email. You’ll notice that a link to your personal page is still included in the email even if you select the “Type Own.” This is to make it easy for supporters to find your page and donate.

- Add in a subject line for your email. Be creative!

- Draft your message. Whether you’re using a template or creating your own message, remember to share the story of why you’re hosting a fundraiser for the Alliance. Don’t forget to include your link or any details about your event that you want to share.

- When you’re satisfied with your message, choose to “Save Template” or “Review Email.” “Save Template” will allow you to use that same message in the future without having to rewrite it.

- Once you select “Review Email”, you’ll be taken to the preview screen where you can see what your email will look like. If all looks good, select the “Send Email” option at the bottom!

- Note that the Dear <<First Name>> field will populate with the first name of the contact as listed in your contact book. If the contact does not have a first name, it will populate with whatever is listed under the “Greeting” section of your contact book.

- To edit your “Greeting,” go to the Contact Book section of your HQ, click on Greeting, update your changes in the window, and click save.
5. Promote via social media

Social media is one of the most effective ways to reach a broader network of people you ordinarily wouldn’t think to ask. You never know who may have a connection and want to support your cause.

- Log in to your DIYnamo page.
- On the left-side navigation panel, select “Promote Via Social Media.”
- Select the social network you want to post on. (We recommend posting on Facebook, Twitter, and LinkedIn accounts.)
- Once you click your network of choice, you’ll need to log in to your account with that respective network.
- From there, a link to your custom fundraising page will automatically populate in your status. Add whatever note you’d like — maybe share why you created your fundraiser — and click “Share” to post.
- P.S. Just because a social network isn’t listed in your HQ doesn’t mean you should ignore it! You can always post your custom URL to any social network to easily link back to your page. See our Tips for Social Media Fundraising to maximize your impact!

6. Track your progress

As donations come in, don’t forget to THANK your generous donors. Once they give, they will be invested and will want updates about your progress along the way!

- Log in to your DIYnamo page.
- On the left-hand navigation panel, select “My Fundraising Report.”
6. Track your progress (Cont’d.)

- This will show you how much you’ve raised towards your goal, AND give you a list of donors you can thank. You can see the list right on the page or download it as a spreadsheet by selecting the “Download as CSV” option.

- Handwritten notes are always great. You can also send emails directly to your donors from your report by clicking the “Send Email” link on the right-hand side of the Donor Name.

7. Manage your account

Help us keep in touch about what matters to you by keeping your account information up-to-date. Together, we can end colorectal cancer in our lifetime.

- Log in to your DIYnamo fundraising page.
- In the top left-side corner, select “Edit Account Details”.
- From here, you can update things like your address, contact information, and profile picture and view your past donations or other fundraising campaigns.
- Be sure to click “Save” to update any changes.