

How to Guide: Creating Your Personal Fundraising Project Give OUT Day – May 21, 2015

Your personal Give OUT Day fundraising project is a great way to recruit your friends to join this worthy cause, share your passion for Transgender Law Center, and raise support for our work and mission. Create and promote your individual fundraising goal, personalize your project with images and videos, and connect your fundraising project to Facebook and Twitter to engage your friends and followers. When creating your fundraising project, we recommend Firefox internet browser.

Step 1: Visit giveoutday.org



Step 2: Use the search field at the top left of the screen (shown above). Type "**Transgender Law Center**" and click here to search.

Step 3: Click the green "**TRANSGENDER LAW CENTER**" link when TLC's page appears in the search results window.

Step 4: Click the "**BECOME A FUNDRAISER**" button shown right here:
On the right hand side under the donation options.



Step 5: Type your first name, last name, and email address. Click the "**Submit**" button:



Step 6: GiveBig Responder will send a confirmation code and link to your email address. Locate that email and **click on the link GiveBig provided**. Enter your email address again and the confirmation code. Click the "**Submit**" button.

Step 7: **Create a "Profile Name" for your project and create a password.** Click:
The "Profile Name" will become part of the URL for your project.



Step 8: You'll be congratulated and prompted to login using your email address and password.



Step 9: **Customize your campaign:** *This is the fun part! Use "Setting" button to upload images and videos - you can create your own, or share Transgender Law Center's. Visit <http://transgenderlawcenter.org/give-out-day-2015> for helpful resources and more instructions.*

Step 10: **Share your campaign:** *Click Facebook, Twitter, and other social media icons to promote your project. Last year volunteer fundraisers raised 56% of TLC's total donations!*



How to Guide: Adding **Images** and **Video** to Your Personal Fundraising Project

You can share TLC's pre-formatted images and videos or create your own. To access TLC's image and video library visit <http://transgenderlawcenter.org/give-out-day-2015> or follow the steps below to upload and format your own.

Adding Images

Step 1: After you've logged into your fundraising page, click on "**Setting**", scroll down to the description pane and click on icon to the right of "**U**".



Step 2: You can either add an image from another website by clicking on "**Image Info**" entering the web address in the "**URL**" field near the top of the "**Image Properties**" pane *OR* you can click on "**Upload**" then "**Browse**" to upload an image from your computer. Once an image has been selected, click on "**Send It To The Server**".



It may take a minute or two for the image to upload and appear in the preview pane.

Adding Video

Step 1: To upload videos, you need to make sure you have the embedded code. If the video is online, right click and select "**Copy Embed Code**" or for Youtube videos, at the bottom of the video click on "**Share**", then "**Embed**". Copy that code.

Step 2: After you've logged into your fundraising page, click on "**Setting**", scroll down, and click the top left icon that says "**Source**".



Step 3: This will display the current code before you add the video. Paste the video code at the bottom of the current code. Click "**Save.**"