



Atrium Health Foundation

PERSONAL FUNDRAISING GUIDELINES

WHAT IS A PERSONAL FUNDRAISING PAGE?

Atrium Health Foundation offers individuals the opportunity to raise funds, year-round, in support of Atrium Health's mission. Using our **secure fundraising platform**, you may register for a personal fundraising page and begin collecting donations – today!



To start fundraising on behalf of Atrium Health:

1 Go to: **AtriumHealthFoundation.org**

2 Click: **START FUNDRAISING**

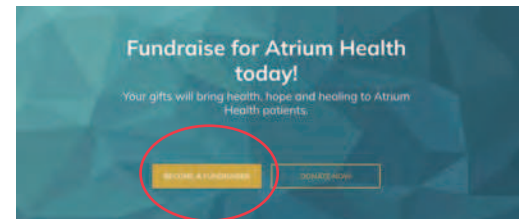
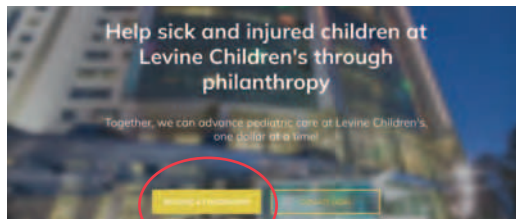
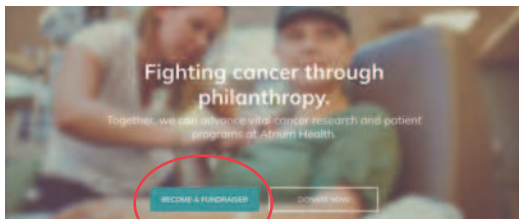
3 Click: **CREATE YOUR PAGE**

and select your area of support. Choose from: Levine Children's, Levine Cancer, the Adaptive Sports & Adventures Program, or Atrium Health (all other cause areas)

Fundraise for Cancer Research and Patient Programs

Fundraise to support sick and injured children

Fundraise to support one of many other areas of care at Atrium Health



4 Once you've selected your campaign type **click the button on the middle of the screen that reads **START FUNDRAISING**** and you'll be prompted to fill out a few basic questions, including your contact information, fundraising goal, and your fundraising designation. NOTE: Funds raised must be designated to an official Foundation Fund; for guidance contact: AtriumHealthFoundation@atriumhealth.org

To see a complete list of current fund designees and individual fund descriptions select 'Donate Now' at the top of our homepage (AtriumHealthFoundation.org).

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5 You will be prompted to **create an individual fundraising page***

*Feedback from our supporters is very important to Atrium Health Foundation. Based on what we learned from our Team Fundraising page owners, and in order to streamline user experience and make fundraising as simple as possible for our supporters, we've removed the Team fundraising option at this time. If you created a Team fundraising page prior to May 9, 2022, you will be able to continue fundraising on your existing Team page, but you will not be permitted to add team members or create new Team pages.

6 Once you've entered your basic page information and have created your username and password, be sure to **check your email for a message from Atrium Health Foundation (email subject line will read: Your fundraising page has been created!)**. You can use this email to access your page at any time or simply visit **Login.Classy.org** and use your newly created username and password to login.

If you have more than one fundraising page or have previously participated in online fundraising with Atrium Health Foundation* you can use your previously created username and password to access any of your past or current fundraising pages, including your newly-created Personal or Team Fundraising Pages.

*For fundraising pages created since 2019.

7 **Once you are logged into your newly-created Fundraising Page(s) you will be able to:**

- (1) Customize your Profile and Cover Photos
- (2) Customize your Page Heading and description on the body of the page
- (3) Post comments, such as messages of thanks to your donors
- (4) View a list of all donors to your page

IMPORTANT NOTICE for soliciting donations through your fundraising page:

Fundraising Pages may not be used to collect payment for any items that are not entirely tax-deductible (such as t-shirt sales, raffle ticket sales, auction items bidding, and event tickets that are not 100% tax-deductible). Fundraising Pages used on our platform are for 100% tax-deductible donations only.