

Thank you for participating in the 1st Annual Great Polar Bear Challenge for the United Way for Cortland County!

1. Get Signed Up!

On our Main Page, www.active.com/donate/cortlandpolarbears, choose **Become a Fundraiser** in the top navigation bar. A new navigation bar will appear underneath that will allow you to choose to fundraise as an individual, start a team or join a team. Choose the appropriate option.

A login screen will appear. Choose, **No, I do not have a username.**

Enter your information and click Agree & Continue. Congratulations you have your account!

You will now be brought back to the Log In screen; don't forget your username will be your email address.

2. Name Your Page, Choose your sponsorship goal.

When you have signed in with your username and password, you will be brought into your **Active Giving Headquarters**. You will be asked to Title your webpage, enter a tagline and welcome message, and choose your web address. You may also add a picture, choose your options for showing donor names, and set your goal.

Goal Levels:

Bear Cub - \$50

Penguin -\$250

Seal - \$500

Polar Bear - \$1,000

If you are participating with a team, your goal will automatically be \$1,000 if you are 18 and over and \$500 for the Junior Teams between 16 and 18 years of age. No one under 16 will be allowed to jump.

3. Personalize your fundraising page.

In order to perform any functions for your page, you must be signed in to your Active Giving Headquarters. If you are not signed in, go to your fundraising page (www.active.com/donate/cortlandpolarbears/YOURNAME - or whatever you set your web address to be in step 2) and click EDIT YOUR PAGE. This will bring you into your Active Giving Headquarters where you can write personalize a message on your page, change the layout and colors of your site, set your fundraising goal, invite friends to sponsor you (step 4 below) and so much more. If you need help setting up your page or have questions, please call Abby at 756-5639 or email staff@cortlandunitedway.org.

4. Recruit your sponsorships!

Online Pledges: From your Active Giving Headquarters – choose ‘edit your page’ once again. **DO NOT CHOOSE THE INVITE OTHERS TO CONTRIBUTE OPTION IN THE TOP NAVIGATION BAR ON YOUR FUNDRAISING PAGE.** You must sign into your page in order to send your messages. When you have logged in to Edit Your Page, the top menu of your sponsorship page you will see the option to ‘Send Emails.’ Click this option and it will guide you through sending out your customized email to all your friends and family asking them to sponsor your plunge. You can choose to copy and paste our template message below, or write your own. Copy the link to your personal fundraising page to include in the email. Other options include posting your link to your Twitter or Facebook page or sending a message out to your Facebook friends asking them to sponsor you and including the link in the message. You can also use the Email Center to invite others to participate in the jump (message template below).

ENTERING EMAIL ADDRESSES:

You can choose to enter email addresses one at a time by typing them into the box separated by commas OR you can import your address book from your desktop if you use Microsoft Outlook.

IMPORTING ADDRESSES FROM OUTLOOK: click Manage Address Book in the light blue navigation bar. When the new screen pops up, ‘Click Here’ to import email addresses from Outlook. An instruction window will pop up to guide you through the process. Please contact the United Way office for help.

Checks/Cash Pledges: Some sponsors might want to pledge to you by cash or check. Have them make checks payable to the United Way for Cortland County. **Make sure you record the offline pledges on your fundraising page by choosing the ‘Track Offline Donations’ button at the top of your page.** This way any cash/checks you collect will be counted as you track your goal. Choose to enter each person individually or wait until the end and enter a lump sum - this is entirely up to you. Collect all cash/checks in an envelope and bring them with you on the day of the jump to turn in when you register along with your Offline Sponsor Log (attachment A).

Be sure to invite your sponsors to come and watch you take the plunge and join us for the post-jump celebration.

5. Take the Plunge!!

Registration will begin on March 3rd at 9:30 a.m. at Yaman Park.

In order to register you must bring:

- a. your SIGNED liability waiver and entry form (this will be emailed to you in the coming weeks)
- b. \$8 cash or check for your registration fee
- c. any cash or check pledges in a sealed envelope with your Offline Sponsor Log (attachment A)

Again if you have any questions on how to use any of these steps please contact us at the United Way office and we will be happy to walk you through the process. You will be receiving more information regarding the jump in the coming weeks. Good luck with your fundraising and we'll see you March 3rd for the plunge!

Sponsorship Email Template:

If you'd like, copy and paste this message into your Email Center on your fundraising page or into a message from your personal email or Facebook account. Don't forget to insert your sponsorship level, dollar amount and the link to your fundraising page.

Greetings!

I have signed up to participate in a Polar Bear Plunge to benefit the United Way for Cortland County on March 3rd. Yes, you read that right -I'll be jumping into a lake in the middle of Central New York winter to support an organization doing a lot of good work in my community.

I've chosen to participate at the ----- level, which means I will need to raise ----- in sponsorship money. Please take a moment to take a look at my fundraising page ([insert link](#)), and any support you could provide will be greatly appreciated. The website is secure, fast and easy to use. At the website you will be able to choose an amount to donate and receive email confirmation of your donation. Thanks in advance for your help.

If you would like to learn more about the work United Way is doing in Cortland County, please visit their website at www.cortlandunitedway.org.

Invite Others to Jump Template:

Greetings!

I have signed up to participate in a Polar Bear Plunge to benefit the United Way for Cortland County on March 3rd. Yes, you read that right -I'll be jumping into a lake in the middle of Central New York winter to support an organization doing a lot of good work in my community.

If I can do it, you can do it too! Follow the link to sign up to become a jumper and get started recruiting your sponsorships.

<http://www.active.com/donate/cortlandpolarbears>

Have some fun and show everyone how tough and rugged you can be, all while raising money for an organization that is doing a lot of positive work in this community.

Thanks in advance, see you at the Polar Bear Plunge!