



Getting Started With Everyday Hero Guide for the Beanie Day website

Are you an individual or a representative for a business or organisation, looking to set up your own Beanie Day Fundraiser? You've come to the right place!

This guide will walk you through setting up your own online Fundraiser through Everyday Hero, the online fundraising platform recommended by the Mark Hughes Foundation.

Once you're set up, all you'll need to do is share a link to your friends and family, and people will be able to donate via an Everyday Hero page dedicated to your fundraiser.

If you want to check out other people's fundraisers for inspiration, head to our Find a Beanie Day page /how-can-i-help/find-a-beanie-day/ (make this a proper link on-site)

1. Head over to the Everyday Hero site

By clicking here: <https://give.everydayhero.com/au/get-started>

You should be presented with something like this:



2. Give your fundraiser a name

Give your fundraiser a descriptive name! If your name was John Smith and you were creating a private fundraiser, you might call it “John Smith’s Beanie Day Fundraiser”, or something to that effect. If you’re planning your fundraiser around a particular date/event, it’s probably worth putting the date in as part of the title.



3. AIM HIGH

It’s time to define your fundraising goal - no matter how much, every bit counts!

4. Charity

Next you need to nominate the Mark Hughes Foundation as the Charity you’re fundraising for.

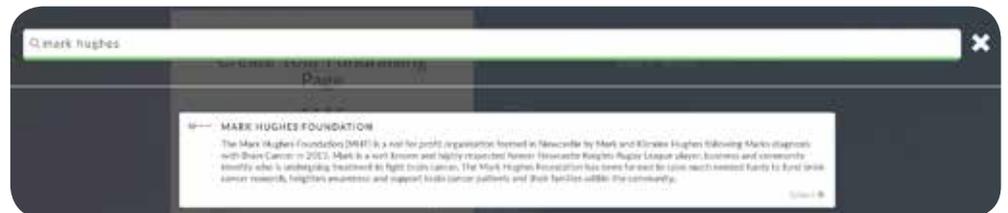
The Mark Hughes Foundation might already be preselected for you, in which case you can skip this step.

If it wasn’t, click in the “Charity” box, and a search box will appear over the whole page.

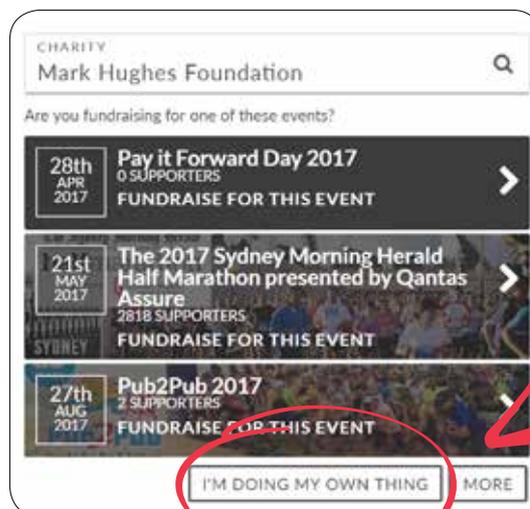


Click where it says “Search for a Charity”, and type “mark hughes” into the box. The results should reload by themselves after a moment, bringing up the Mark Hughes Foundation:

TYPE
'MARK HUGHES'



Click the result, and it will select MHF as your nominated charity. Doing so will display some existing events related to the Mark Hughes Foundation, but if you click “I’m doing my own thing” down the bottom, it will create a new item just for you.



5. Enter your details

Next you need to enter your **name**, followed by your **address**.

Start typing your street address (or the address of your business, or where you are hosting your event, if applicable), and you can select the correct result from the ones that appear.

After this, enter your **birthday** and a contact **phone number**.

6. CREATE YOUR EVENT

Next you'll need to agree to Everyday Hero's Privacy Policy and Terms & Conditions (there's nothing nasty in there, we promise).

You can then choose to create your event, and at the same time, an Everyday Hero account, by either using your Facebook profile (best if you're fundraising as an individual), or manually setting up an account using an email and a password.

Logging in through Facebook at this point won't enable Everyday Hero to post to Facebook on your behalf.

7. Add some details to your fundraiser!

After you've created an account either via Facebook or manually inputting some details, you'll be directed to a page where you can update the details of your fundraiser.

The first thing you'll be asked to do is upload a photo, which should either be one of yourself if you're fundraising privately, or the logo of the business or organisation you're representing.



ADD A PROFILE PHOTO

Your donors want to see who they're supporting, show them by adding a photo to your page.

People who do this raise up to 10 times more.



Upload Image

Skip >

Just hit “upload image” and you’ll be able to use a picture stored on your computer. The next step will ask you to talk about your cause, making sure people know why you’re fundraising.

BE
EMOTIVE

A FEW WORDS ABOUT WHY YOU ARE FUNDRAISING

Tell people what motivated you to start fundraising and why you chose to support your charity.

People who do this raise up to 74% more than those who don't.

YOUR STORY

Hi I'm John Smith and I'm fundraising for Mark Hughes Foundation. You should donate to help raise money to tackle brain cancer!

Save >

Skip >

Be emotive! People might be coming to this page without knowing what the Mark Hughes Foundation is, so make sure to let them know that you’re raising money for a good cause - to tackle brain cancer! Hit save once you’ve done this, and you can always edit it later.

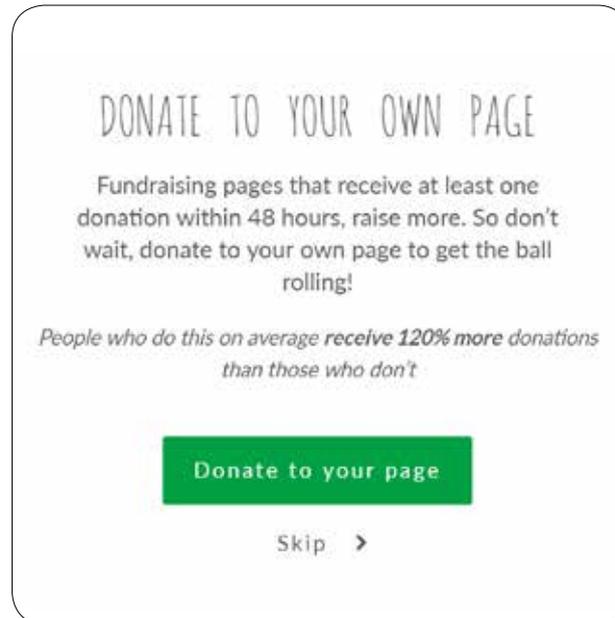


8. SHARE

The next step will ask you to share your fundraiser. Simply click the “Share” button to get the good word out across Facebook, and get those donations rolling in!

9. Donate to your own page

It doesn't hurt to break the ice! The next step asks you to donate to your own page, which is a great way to get the ball rolling. Simply click "Donate to your own page" to get started doing so. This step is optional, of course - you can hit "Skip" if you don't want to do this.



10. That's it!

That's all that is required to set up your MHF fundraiser - now you just have to raise the funds! Whenever you're logged into Everyday Hero (via Facebook or manual account, however you chose to do it), you'll be able to edit your page and post updates.

There's also some tips that will appear on your fundraiser's page while logged in:



A link to your page is available there at the bottom - post that link to Facebook, email it to friends, get it out there!

You can also post updates, in a style similar to Facebook, by clicking in the "Post an update" box down the bottom of your fundraising page.

If you ever need to log back into Everyday Hero, just head to <https://give.everydayhero.com/au/sign-in> and you'll be able to login with the same details you used to set your account up.