



How to Set Up Fundraising Incentives & Milestones

The screenshot shows a dashboard with a navigation bar at the top containing icons for 'Your Page', 'Team Page', 'Dashboard', 'Donations', 'Messages', 'Resources', and 'Activity Tracking'. A user profile for 'Jenny' is visible in the top right. Below the navigation bar, there are three tabs: 'My Story', 'Donations', and 'Settings'. The 'My Story' tab is active, displaying a text area with the following content:

Every day, children are born with muscular dystrophy and adults are diagnosed with ALS and other life threatening diseases that take away their most basic freedoms - like walking, talking, eating, hugging, and ultimately life itself.

For sixty-seven years, fire fighters have been Filling the Boot on street corners raising money to help MDA fight back. Now I'm asking you to help me Fill the Boot online.

The money I raise will help children and adults in our community, and will also help support innovative research to change the future for people with neuromuscular disease.

Please make a donation. Thank you!

On the left side of the dashboard, there are two sections with red arrows pointing to their respective 'Add' buttons:

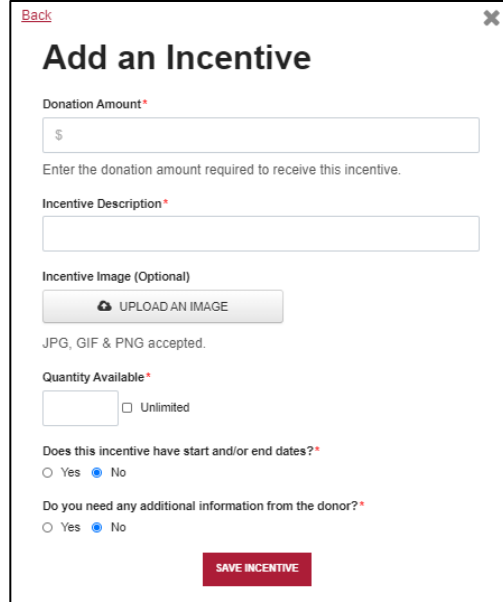
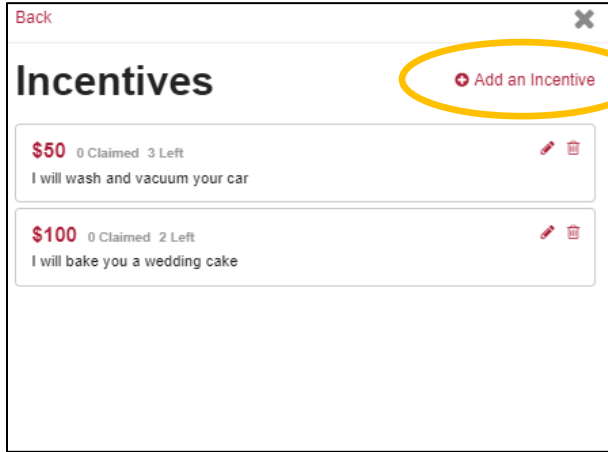
- Add milestones to celebrate progress on the way toward your fundraising goal!** with a button labeled 'Add a Milestone ▶'.
- Incentives** section with the text 'Set up donation incentives to encourage donors and reward them for their support!' and a button labeled 'Add an Incentive ▶'.

Fundraising Incentives

Fundraising incentives are meant to encourage donors and to reward them for their support. Departments/locals can give away items for certain donation amounts or do an over-the-top activity for a large donation amount. (i.e. Station 1, A Shift will wash your car for a \$200 donation)

You have several options while adding an incentive so that you can customize the experience for your donors. All fundraising incentives require a donation amount and an incentive description. The other options you can enter are:

- **Incentive Image (optional):** Incentive images will display when donors select to donate towards an incentive.
- **Quantity Available:** Number of incentives available. Check the box if the quantity is unlimited.
- **Does this incentive have start and/or end dates?:** Date when an incentive becomes available or when it is no longer available. You can select a start date, an end date, both, or neither.
- **Do you need any additional information from the donor?:** use this if you need additional information from the donor to fulfill an incentive, such as an email address or social media username. You will have the ability to add multiple incentives.



Donors will see the incentives on your page. The incentives will also be offered to donors when they click “Support Me”. If they click “donate an amount of your choice”, the standard donation levels will populate.

Fundraising Milestones

Milestones allow you to create mini goals to inspire your donors. You can enable milestones globally or per event. They are available for participant and personal campaign fundraising pages. Donors have the option of donating directly to a milestone to help a fundraiser reach their mini goal while working towards reaching their overall fundraising goal.

You can easily add and edit multiple fundraising milestones from your fundraising page:

