

# GETTING STARTED

## HOW TO SIGN UP YOUR COMPANY

To get started, on the Canada Helps #GoRedFridays page, select 'Create a Fundraiser', then follow the instructions below.

Once you select this, at the top you will see that it states that 'You will need to buy a registration ticket to join this fundraiser. Complete this form to purchase your ticket, and start creating your fundraising page!' Please note that it is **free** to sign up and you will not need to make a payment to do so.

### New to Canada Helps:

1. Enter your email
2. Once entered, you will be prompted to create a new account by entering a password in order to fully create your account and move onto the next steps of signing up your company for #GoRedFridays
3. Once your account is created, you can fill in and complete all other required fields
4. In the 'Personal Fundraising Page Name' section, make sure you put your **company name / branch** as this is what your page name will be called
5. On the next step, you will select the 'Company Sign Up' ticket and proceed to check out
6. Sign up is now complete and it will bring you to the back end of your company page (see next steps below)

### Returning to Canada Helps:

1. Enter your email
2. If you have already used your email for a previous Canada Helps fundraiser, you will be prompted to fill in your password to complete sign up
3. Once signed in, you will need to enter your 'Personal Fundraising Page Name', make sure you put your **company name / branch** as this is what your page name will be called
4. Sign up is now complete and it will bring you to the back end of your company page (see next steps below)

### Now that your #GoRedFridays Company Campaign Page is created, here are some fun next steps to customize your company campaign page:

Once signed into the back end of your Canada Helps #GoRedFridays page, you will see your name in the top right corner, click the drop down and click 'Edit my Profile'. Once there, you will see 4 tabs at the top that you can go through to customize your company page (Welcome, Details, Images & Videos, and Donations)

1. In 'Welcome', you can see a short URL to your personal page which you can use and share with your employees of your company OR you can click 'View My Page' and use that URL that it directs you to (we recommend option 2 as it will have YOUR company name in the URL)
2. In 'Details', you will see various edit columns including 'page name' (you want to ensure this has your **company name / branch**, you can also set a goal amount of what your company and staff want to raise collectively, you can select to display a list of supporters on your campaign page (we recommend doing this as your employees will be able to see who is participating, you can ask for an email every time one of your workplace employees participate by making a contribution, and you can personalize your 'fundraising story' (content on your page that others can see -consider adding in WHY your company is involved in this campaign and why it is important to your team to participate).
3. In 'Images & Videos', you can change your featured image - we recommend using your company logo as this will be displayed on your campaign page. You can also add any other carousel images or videos
4. In 'Donations', you will be able to see all employees who make a contribution to your company campaign page

# NEXT STEPS

## HOW TO INVITE STAFF TO PARTICIPATE

Now that your company campaign page is set up for #GoRedFridays, on the main page, you will see your company page listed under 'Fundraisers', along with all other companies that are participating in this campaign.

When you find your personal company page, you can share this direct URL with all employees of your company and invite them to participate in #GoRedFridays to stand in solidarity against #UNIGNORABLE issues of poverty in our community by making a contribution and wearing red on Fridays.

On your company page, they can select 'Donate Now' and make their contribution by donating \$3 per Friday, \$50 for the remainder of 2021 or donating \$10 monthly.

If you have any questions or need help, please call Erika at (807) 252-9494 or emailing at emikkola@uwaytbay.ca

When you take part in #GoRedFridays, you are helping to build a better tomorrow and creating a dialogue around the #UNIGNORABLE issues of poverty.

THANK YOU.



**#GoRed**  
*Fridays*

A NEW AND COLOURFUL WAY TO #SHOWYOURLOCALLOVE

Help tackle the **#UNIGNORABLE** issues of poverty by wearing **RED** on Fridays.

