



## How to sign up for the October Outdoors fundraising challenge

Before beginning, get a photo of yourself outdoors to add to your page and crop it square (or make a 30-second video – just make sure the audio is clear!). Then go to [this link](#) to begin the process of signing up.

### 1. Choose “Create a Team” or “Join as an Individual.”

You will need to sign up as an individual or a team. Your team can be your workplace, school, group of friends, book club, you name it! The default is *Individual*.

### 2. Create an account.

On the next page, type in your email address to sign up. The next page will then prompt you to choose a password to create an account. After this, you’ll reach a page to fill in the form fields for your address, postal code, city, province and country.

### 3. It’s time to design your page!

- Choose a name for your page: **it should contain your first name and ideally your last name** but other than that, call your page whatever you like.
- Set a fundraising goal: think about 5 friends who will probably give to your campaign and what you would expect as an average gift from them. The total of this average together is a good minimum goal to set.
- Enter your name as the page owner
- Tell your story! Your fundraising story is what will compel friends to give to your campaign and may even inspire them to increase their intended gift. **Make sure to include the goal you’re committing to** – this may be the number of hours you’re pledging to spend outside before October 31<sup>st</sup> or the activity you plan to do each day. The most important point is to make it personal. Here are some questions that may help you compose your story:
  - i. Where is your favourite place to go outside?
  - ii. What is your favourite childhood memory outdoors?
  - iii. How do you feel when you’re at a special place outside?
  - iv. What do your children love to do outside?

### 4. Click “Create fundraising page” and you will be invited to add an image or video.

### 5. Share it!

There are links to share through Facebook, Twitter Pinterest and email. Remember to use the hashtag #OctoberOutdoors and share progress updates through the month with your supporters. We invite you to email friends you think will donate or who might even want to take the challenge themselves.

If you want to edit your profile, make sure you’re logged in and look for a small blue pencil icon to the right of your page name at the top of the screen. If you get stuck at any point in this process, please email [donorservices@sierraclub.bc.ca](mailto:donorservices@sierraclub.bc.ca). Thanks for spending your October Outdoors!