



Atrium Health
Foundation

PERSONAL & TEAM FUNDRAISING GUIDELINES

WHAT IS A PERSONAL/TEAM FUNDRAISING PAGE?

Atrium Health Foundation offers you the opportunity to raise funds, year-round, in support of Atrium Health's mission. Using our **secure fundraising platform**, you can choose between fundraising using a Personal or Team Fundraising Page.



To start fundraising on behalf of Atrium Health:

1

Go to:
AtriumHealthFoundation.org

2

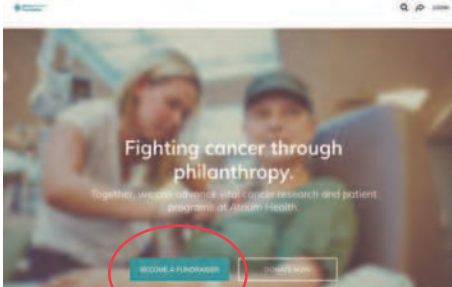
Click:

Get Involved > Fundraise

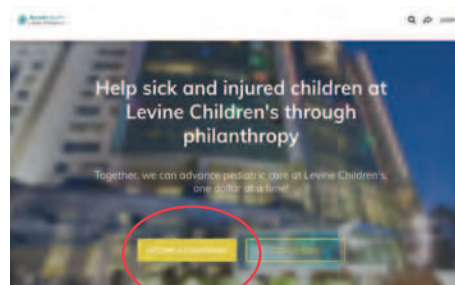
3

Select one of our **PERSONAL FUNDRAISING CAMPAIGN** options shown on the page. Within minutes, you'll be ready to start fundraising for Levine Cancer Institute, Levine Children's Hospital, or many other Atrium Health service lines supported by Atrium Health Foundation. **For questions, contact: Meghann.Kirkley@atriumhealth.org**

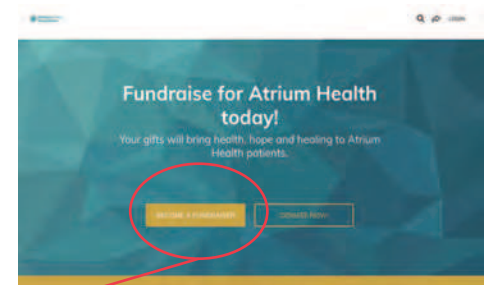
Fundraise for Cancer Research and Patient Programs



Fundraise to support sick and injured children



Fundraise to support one of many other areas of care at Atrium Health



4

Once you've selected your campaign type **click the button on the middle of the screen that reads **START FUNDRAISING**** and you'll be prompted to fill out a few basic questions, including your contact information, fundraising goal, and your fundraising designation. NOTE: Funds raised must be designated to an official Foundation Fund; for guidance contact: **Meghann.Kirkley@atriumhealth.org**

[View current Atrium Health Foundation Fund Designation Descriptions Here](#)

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- 5** You will be prompted to **start fundraising as an Individual, to Create a Team, or to Join an existing Fundraising Team**. With team fundraising, you will also be given a personal page on which to raise funds (either as a Team Captain if you're creating a new team, or as a Team Member if you're joining an existing Team). Note: Donations made on a Team Member or Team Captain Pages will also be reflected in the Team Page collective fundraising total.
- 6** Once you've entered your basic page information and have created your username and password, be sure to **check your email for a message from Atrium Health Foundation (email subject line will read: Your fundraising page has been created!)**. You can use this email to access your page at any time or simply visit **Login.Classy.org** and use your newly created username and password to login. **For Team Captains only:** You'll have access to personalize and monitor progress both on the Team Page and your individual fundraising page as a member of the team.
- If you have more than one fundraising page or have previously participated in online fundraising with Atrium Health Foundation* you can use your previously created username and password to access any of your past or current fundraising pages, including your newly-created Personal or Team Fundraising Pages.**
- 7** **For fundraising pages created since 2019.*
- Once you are logged into your newly-created Fundraising Page(s) you will be able to:**
- (1) Customize your Profile and Cover Photos
 - (2) Customize your Page Heading and description on the body of the page
 - (3) Post comments, such as messages of thanks to your donors
 - (4) View a list of all donors to your page

IMPORTANT NOTICE for soliciting donations through your fundraising page:

Personal and Team Fundraising Pages may not be used to collect payment for any items that are not entirely tax-deductible (such as t-shirt sales, raffle ticket sales, auction items bidding, and event tickets that are not 100% tax-deductible). Personal and Team Fundraising Pages used on our platform are for 100% tax-deductible donations only.

