AN INTRODUCTION TO HAKU

NAVIGATING YOUR FUNDRAISER ACCOUNT

FUNDRAISER GUIDE

DASHBOARD

DONORS

CAMPAIGNS

PUBLIC PAGE

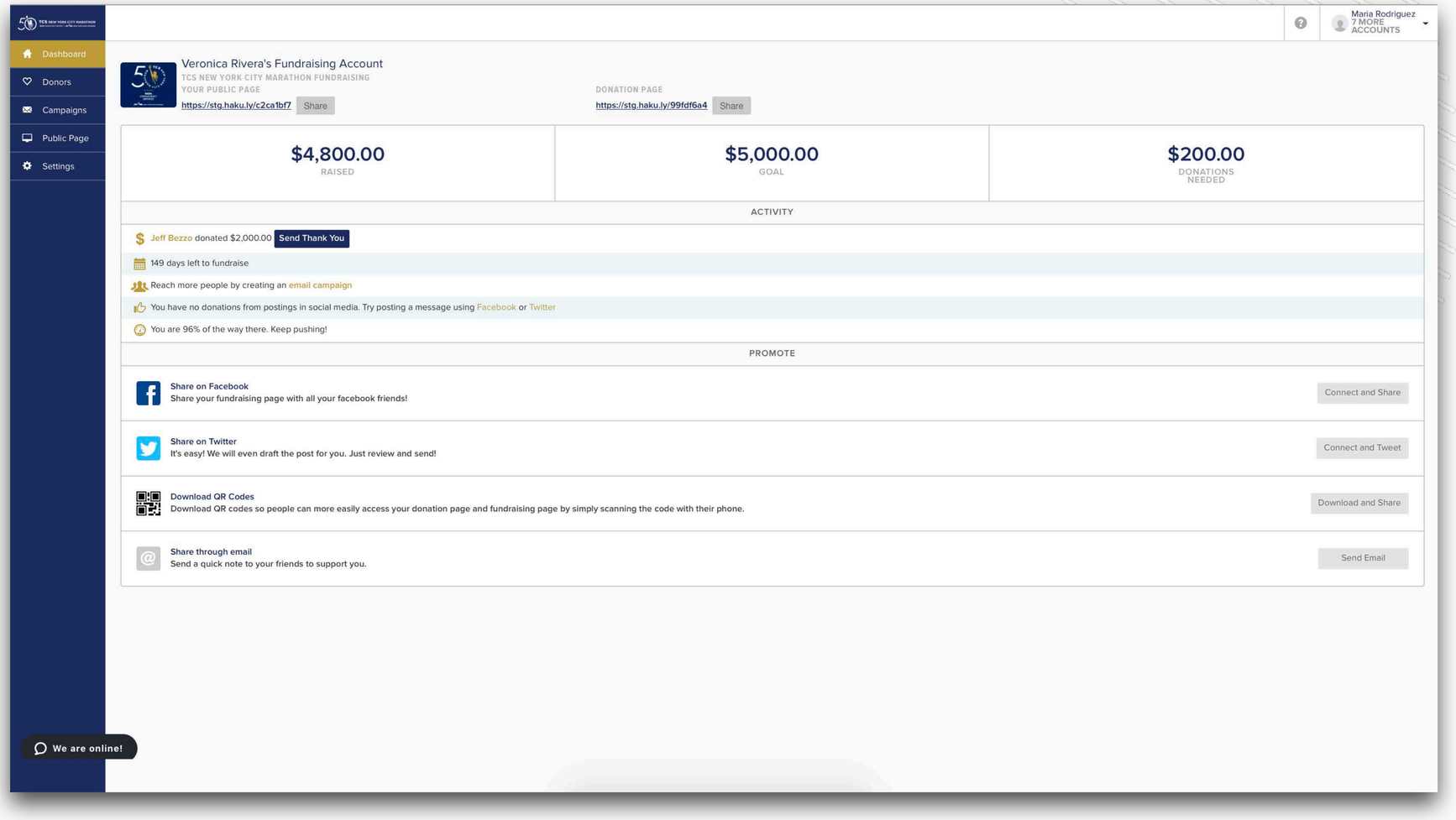
SETTINGS

SUPPORT

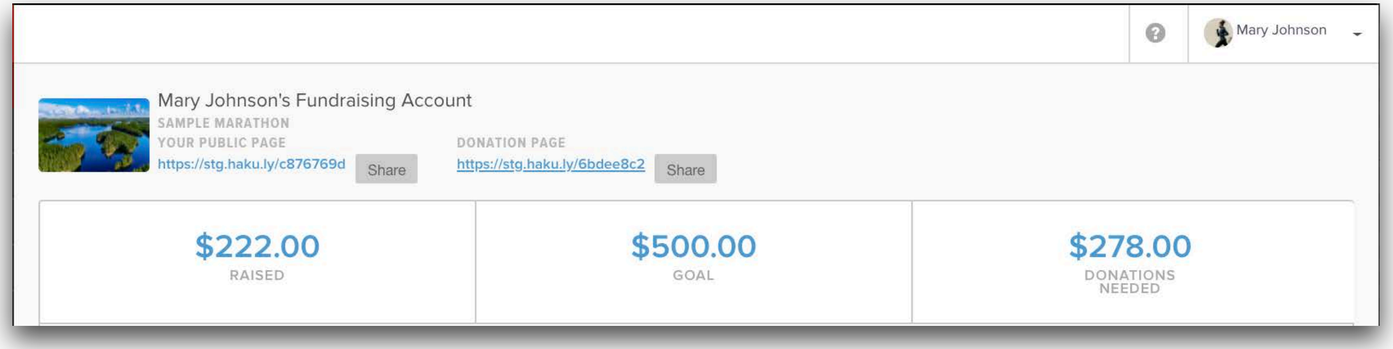
01

DASHBOARD

DASHBOARD


Maria Rodriguez
7 MORE ACCOUNTS
Dashboard
Donors
Campaigns
Public Page
Settings
Veronica Rivera's Fundraising Account
TCS NEW YORK CITY MARATHON FUNDRAISING
YOUR PUBLIC PAGE
https://stg.haku.ly/c2ca1bf7
Share
DONATION PAGE
https://stg.haku.ly/99fdf6a4
Share
$4,800.00
RAISED
$5,000.00
GOAL
$200.00
DONATIONS NEEDED
ACTIVITY
Jeff Bezzo donated $2,000.00
Send Thank You
149 days left to fundraise
Reach more people by creating an email campaign
You have no donations from postings in social media. Try posting a message using Facebook or Twitter
You are 96% of the way there. Keep pushing!
PROMOTE
Share on Facebook
Share your fundraising page with all your facebook friends!
Connect and Share
Share on Twitter
It's easy! We will even draft the post for you. Just review and send!
Connect and Tweet
Download QR Codes
Download QR codes so people can more easily access your donation page and fundraising page by simply scanning the code with their phone.
Download and Share
Share through email
Send a quick note to your friends to support you.
Send Email
We are online!

The top of the dashboard allows fundraisers to view their donations and progress in one easy-to-read view. Fundraisers are also able to share their public and donation pages via SMS or Email.



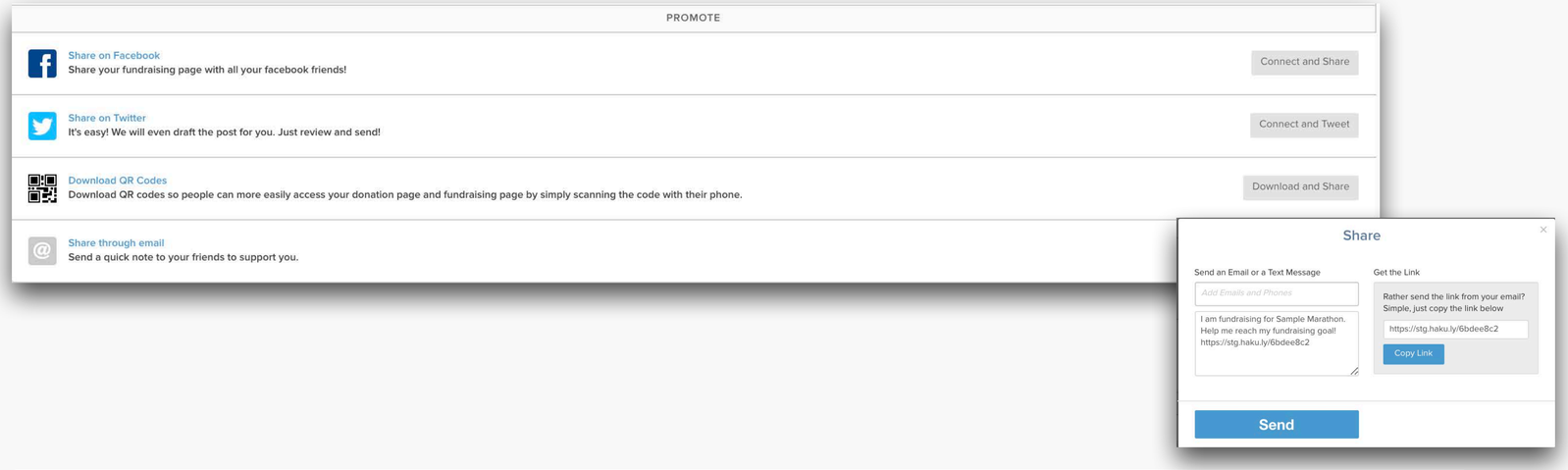
The Activity section of the dashboard is a useful snapshot of the fundraiser's current progress.

TRACK PROGRESS AND TIME LEFT TO FUNDRAISE

- View most recent donation and send a thank you directly to that donor.
- See how many days are left to fundraise and reach your goal.
- View percentage progress in real time.

SOCIAL MEDIA AND CAMPAIGNS

- Reach out to more donors by sending an email campaign.
- Track donations made through social media channels.



The Promote section allows users to have social media sharing and a quick email builder at their fingertips.

SHARE TO DIFFERENT SOCIAL MEDIA CHANNELS

- Simply connect Facebook or Twitter and make a post without having to leave your fundraiser account.
- Posts made from your fundraiser account will show in Donors once people have made donations.

QUICK EMAILS

- Sending an email through the dashboard allows you to create an email to send to anyone you would like.
- You can also use any link in your fundraising account to use in your own email. Any of these links will also be tracked in the Donors tab.

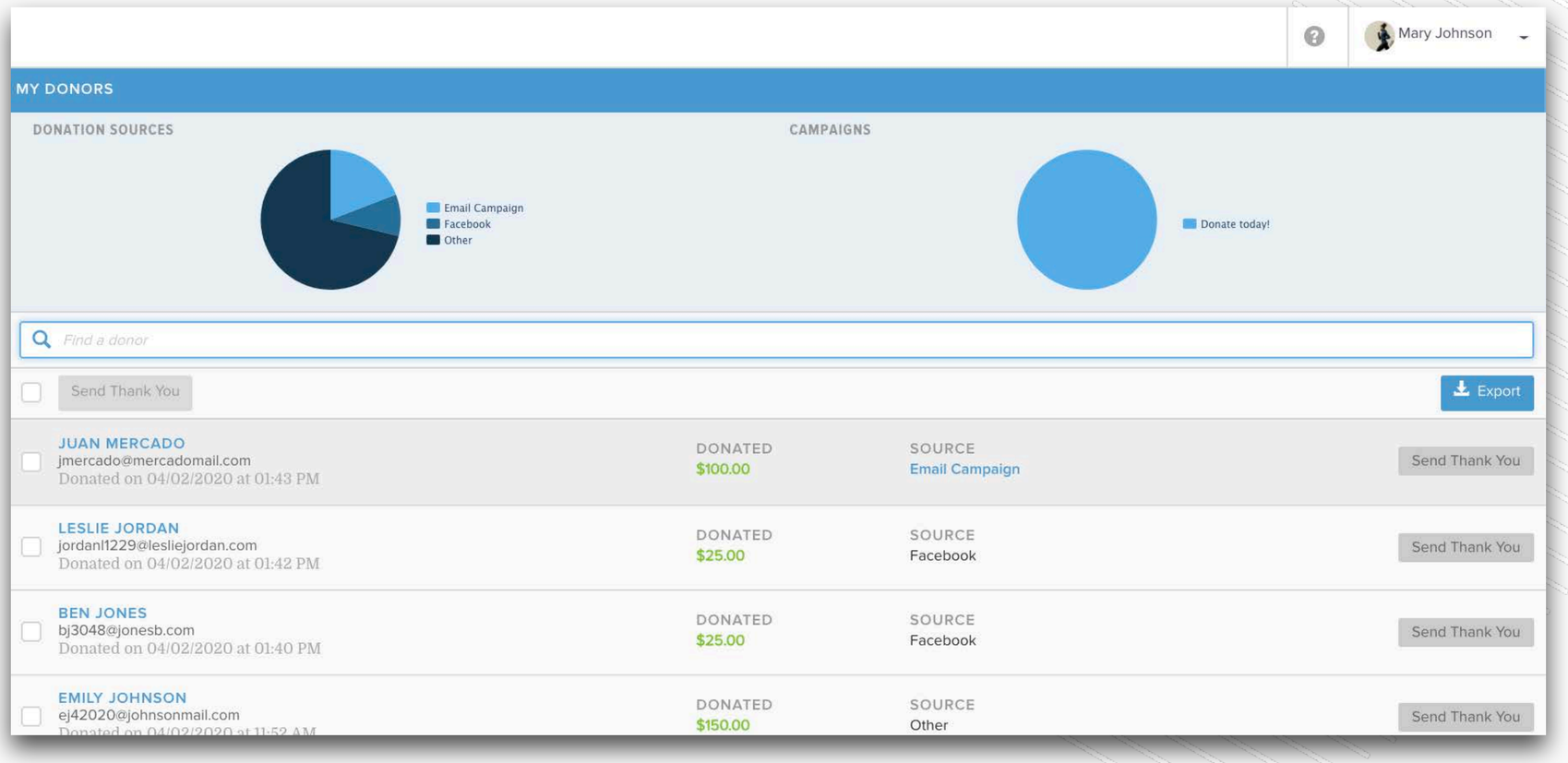
QR CODE

- Users can download a QR code to have immediate access to their public page.

02

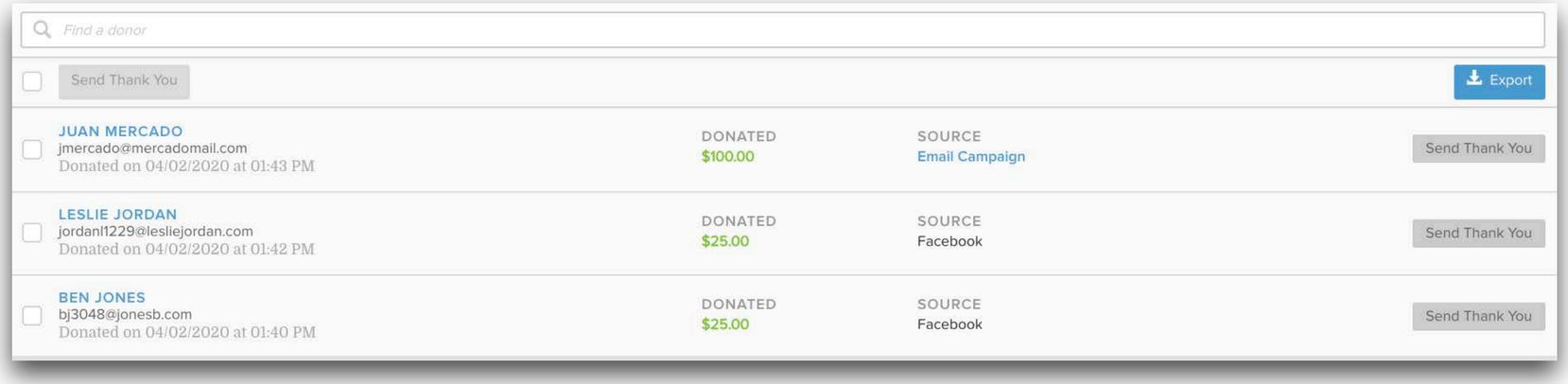
DONORS

DONORS


Mary Johnson
MY DONORS
DONATION SOURCES
Email Campaign
Facebook
Other
CAMPAIGNS
Donate today!
Find a donor
Send Thank You
Export
JUAN MERCADO
jmercado@mercadomail.com
Donated on 04/02/2020 at 01:43 PM
DONATED
$100.00
SOURCE
Email Campaign
Send Thank You
LESLIE JORDAN
jordanl1229@lesliejordan.com
Donated on 04/02/2020 at 01:42 PM
DONATED
$25.00
SOURCE
Facebook
Send Thank You
BEN JONES
bj3048@jonesb.com
Donated on 04/02/2020 at 01:40 PM
DONATED
$25.00
SOURCE
Facebook
Send Thank You
EMILY JOHNSON
ej42020@johnsonmail.com
DONATED
$150.00
SOURCE
Other
Send Thank You

The Donors tab allows users to view a snapshot of their donation sources. Donations made through social media, and campaigns will be shown here.

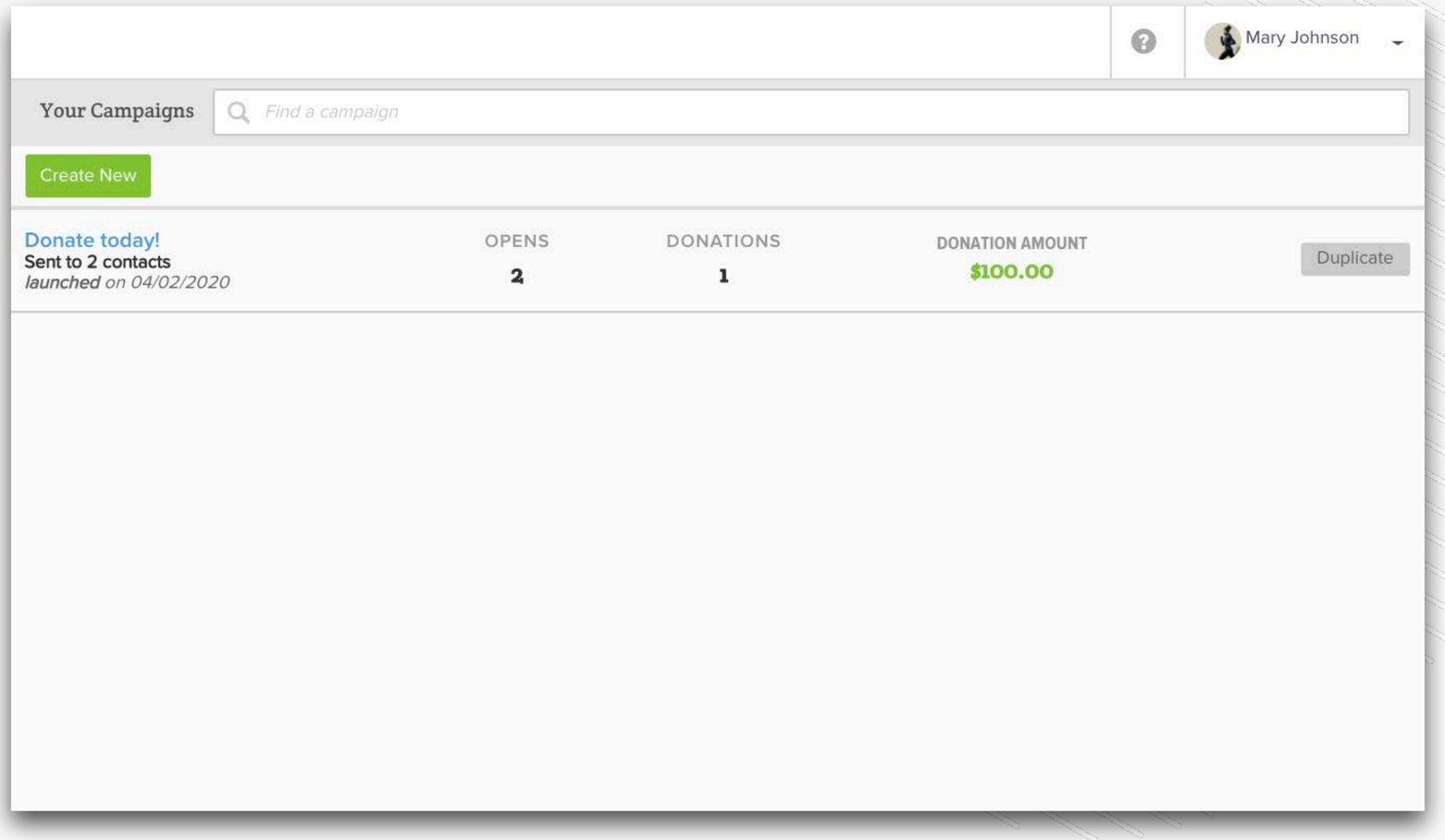
The Donor tab provides a breakdown of every donation along with its source, amount, and donor information.



- Send Thank You Emails to individual or multiple donors at once.
- Export a list of your donors to a spreadsheet.
- See all donations amount and sources.

03
CAMPAIGNS

CAMPAIGNS


Mary Johnson
Your Campaigns
Find a campaign
Create New
Donate today!
Sent to 2 contacts
launched on 04/02/2020
OPENS
2
DONATIONS
1
DONATION AMOUNT
$100.00
Duplicate

Peer-to-Peer fundraising is most successful when the fundraiser can make a meaningful connection with each potential donor

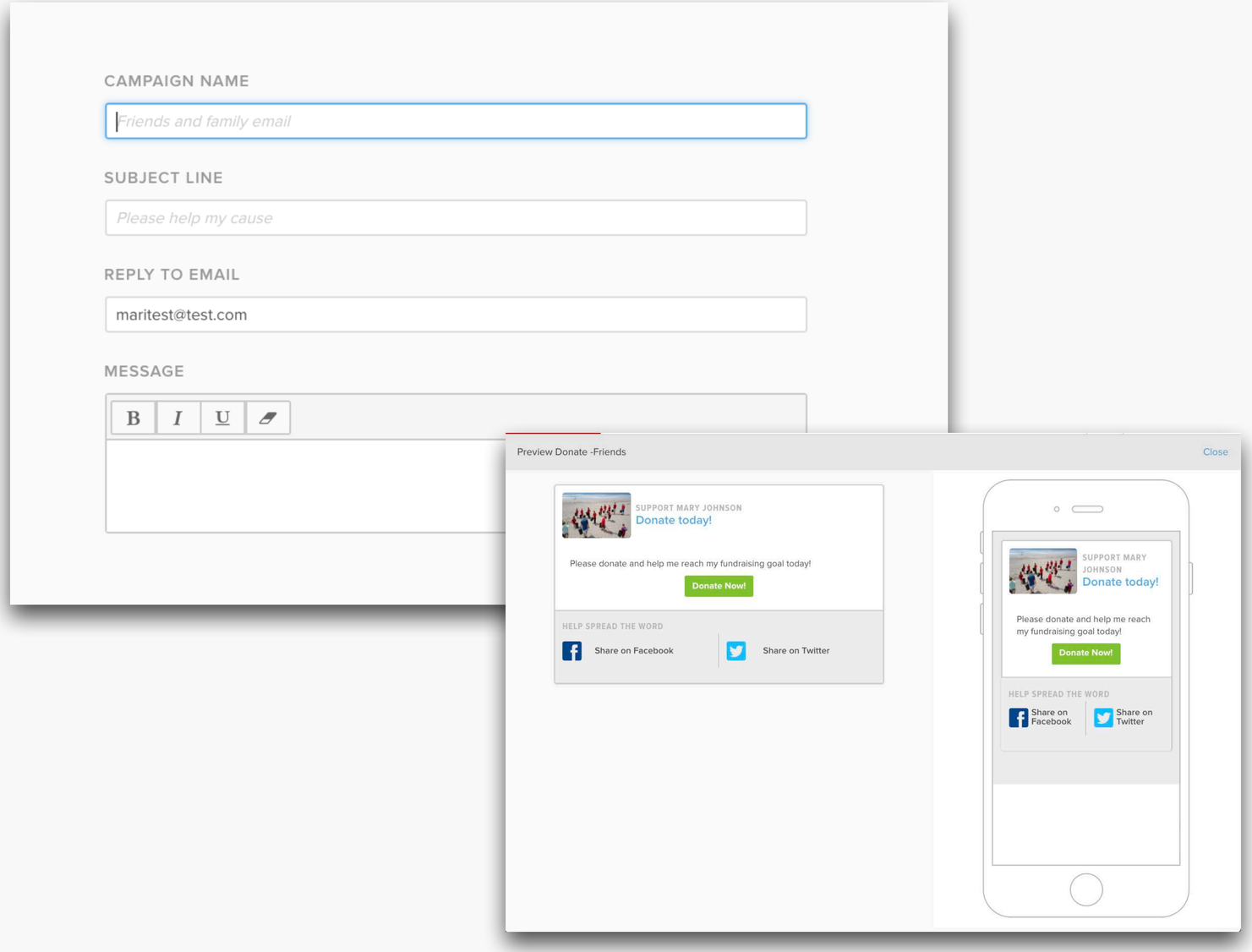
DONOR EDUCATION & COMMUNICATION

- Fundraisers should take every opportunity to educate potential donors on the reasons why they should donate and the impact of their donation.

TARGETED OUTREACH

- Fundraisers should tailor their outreach to their audiences - for example, an email to friends should be different than an email to family members or coworkers.

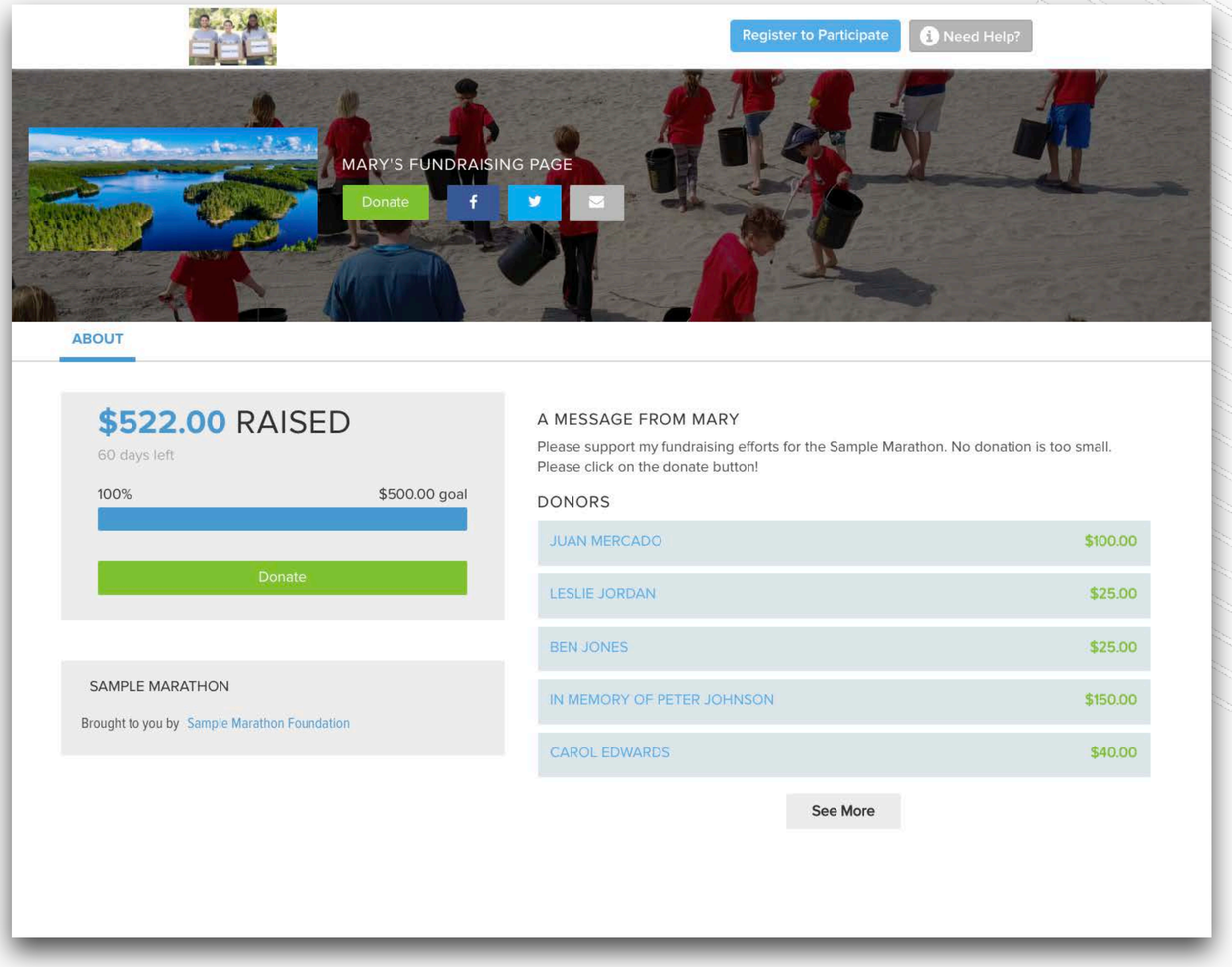
To create a campaign simply click “CREATE NEW” and you will be redirected to the campaign builder. After importing or manually entering your contacts you can start building your campaign. Users can preview their message by clicking “PREVIEW & TEST”. The final screen allows users to review their settings before sending the campaign.



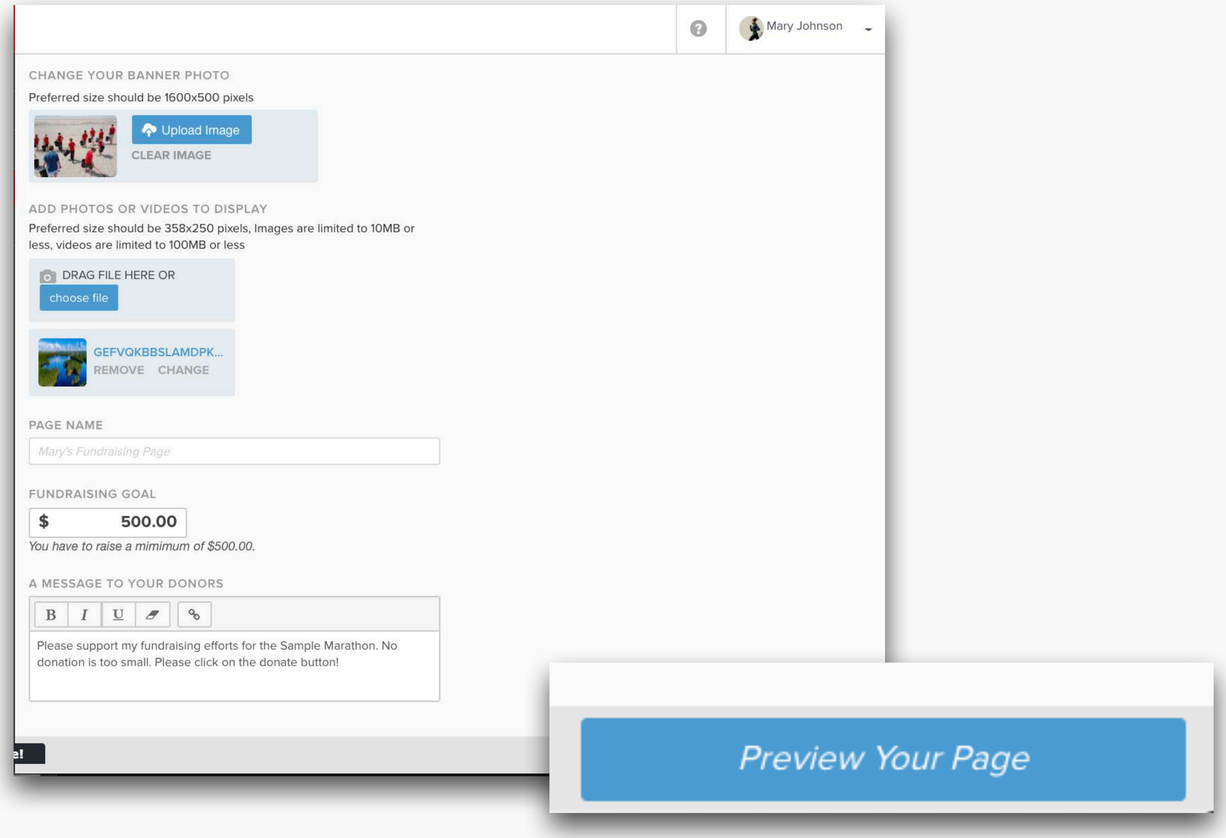
04

PUBLIC PAGE

PUBLIC PAGE


Register to Participate
Need Help?
MARY'S FUNDRAISING PAGE
Donate
ABOUT
$522.00 RAISED
60 days left
100%
$500.00 goal
Donate
SAMPLE MARATHON
Brought to you by Sample Marathon Foundation
A MESSAGE FROM MARY
Please support my fundraising efforts for the Sample Marathon. No donation is too small. Please click on the donate button!
DONORS
JUAN MERCADO $100.00
LESLIE JORDAN $25.00
BEN JONES $25.00
IN MEMORY OF PETER JOHNSON $150.00
CAROL EDWARDS $40.00
See More

Public Pages have customizable content such as pictures, videos, and messages allowing for a unique fundraising experience catered specifically to you.



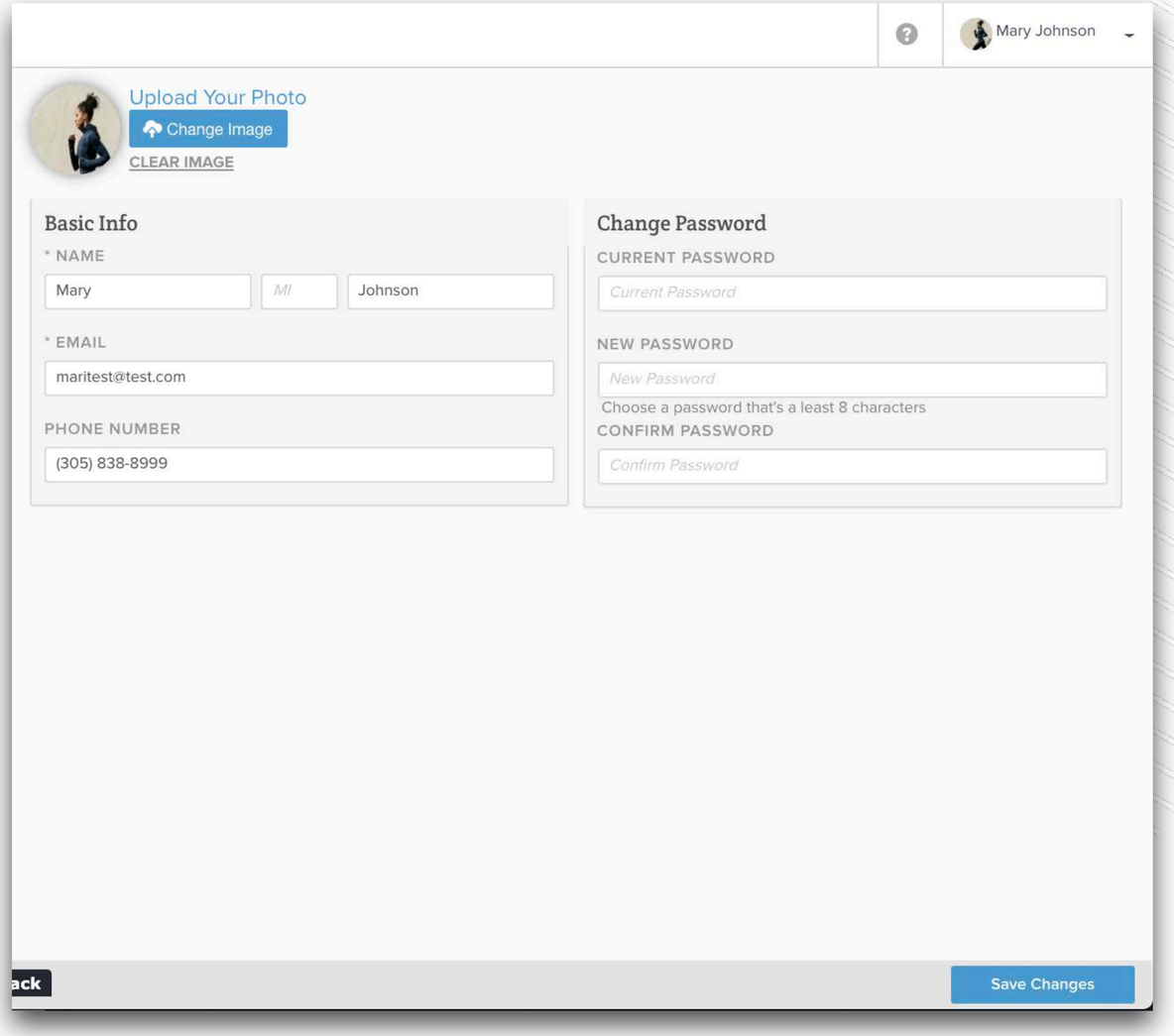
MEANINGFUL & ACCESSIBLE PUBLIC PAGE

- Helps you get both their message & your message out to potential donors.
- Adding personal pictures, videos, & stories makes the message more personal & engaging.
- Mobile-friendly tools make it easier to access and easier to donate on the go.

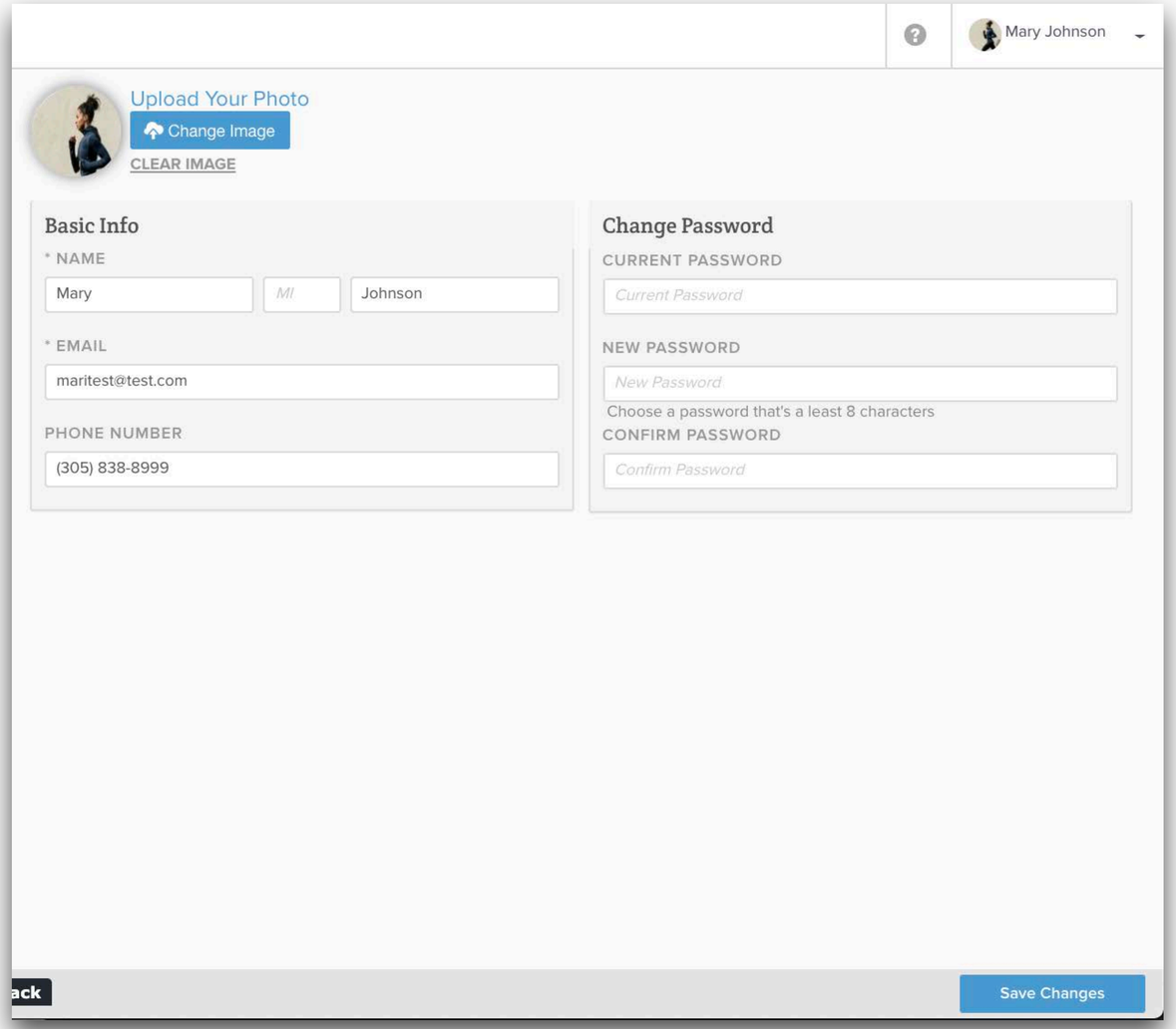
05

SETTINGS

SETTINGS


Mary Johnson
Upload Your Photo
Change Image
CLEAR IMAGE
Basic Info
* NAME
Mary
MI
Johnson
* EMAIL
maritest@test.com
PHONE NUMBER
(305) 838-8999
Change Password
CURRENT PASSWORD
Current Password
NEW PASSWORD
New Password
Choose a password that's a least 8 characters
CONFIRM PASSWORD
Confirm Password
ack
Save Changes

In the Settings tab users are able to upload a photo of themselves, change basic information, and reset their password.

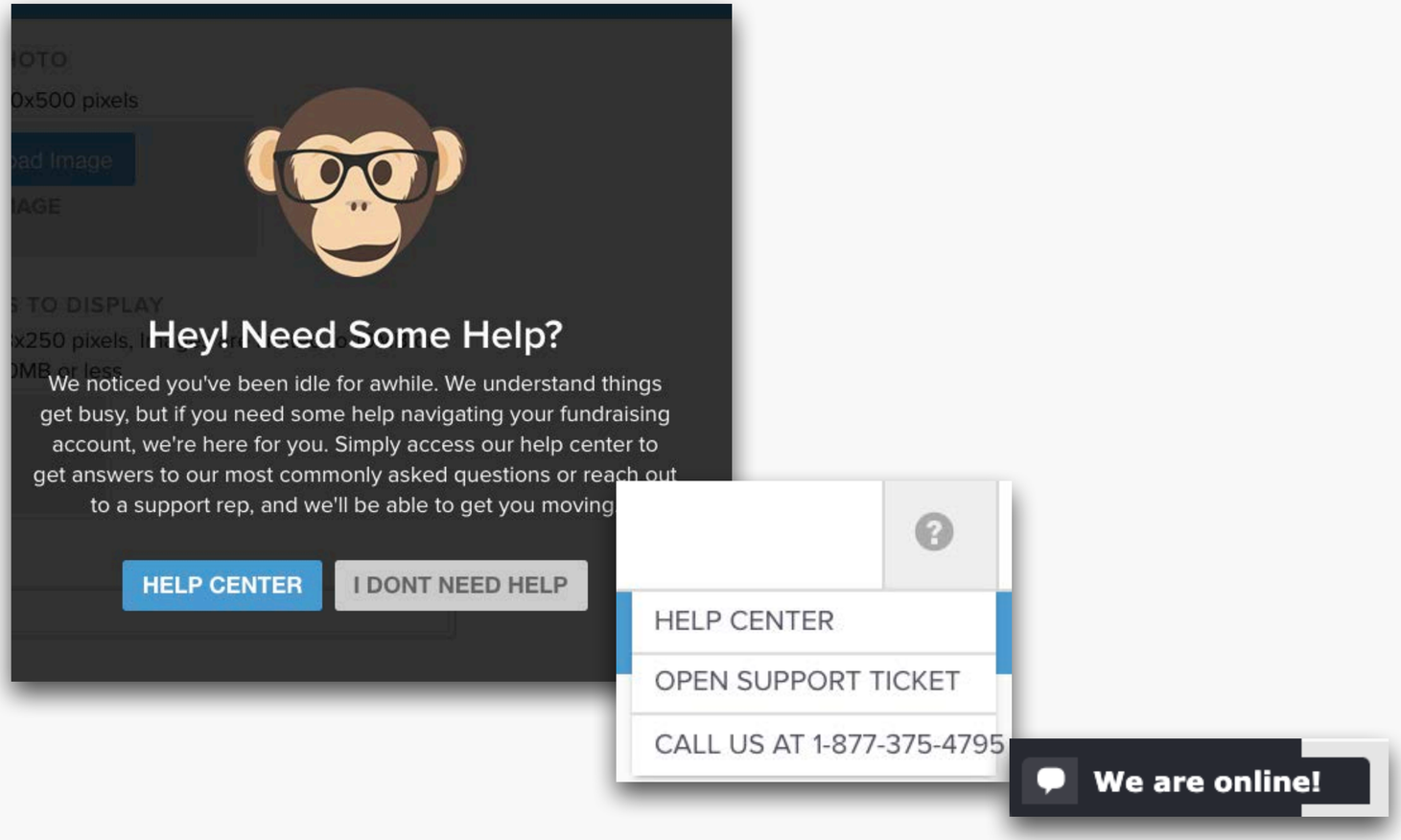


06

SUPPORT

SUPPORT

Accessing Support is at your fingertips. If you have any questions haku offers multiple options to reach someone willing to help. Call, email, or even live chat all from your fundraising account.



SUPPORT FOR THE LONG RUN

- The question mark by your name at the top right allows you different support options directly from your account.
- When you are idle on your page for a few moments the “Hey! Need Some Help?” will appear.
- A chat feature is also available on the bottom left of your account.