



# Meridian and The Amazing Give 2017

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Thank you for agreeing to raise money on behalf of Meridian Behavioral Healthcare for this year's Amazing Give. Funding for projects like The Lodge at Meridian would not be possible without your assistance. This step-by-step guide will assist you through the entire setup process.

The actual giving day starts on March 29<sup>th</sup> at 6PM and runs for 24 hours until March 30<sup>th</sup> at 6PM. Fundraising is officially open and any donations that come in before the giving day will count towards the day's overall total! So make sure to send those emails and invites out today to capitalize on fund raising through the event.

If you have any questions, please do not hesitate to reach out to me via email at [david\\_rountree@mbhci.org](mailto:david_rountree@mbhci.org) or via phone at 352-374-5600, ext 8187.

Thank you again for bringing Wellness within everyone's reach!

David Rountree  
*Director of Development & Communications*  
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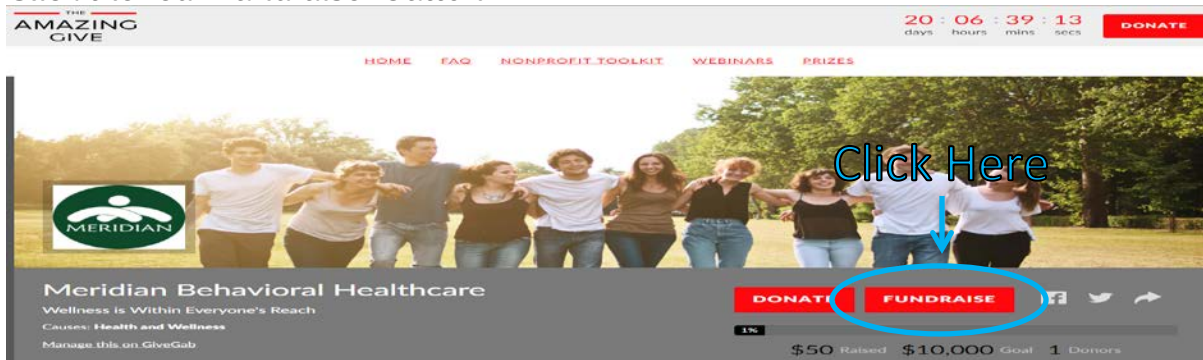




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## Setting up your account

- Head over to our Amazing Give page at:
  - <https://www.theamazinggive.org/organizations/meridian-behavioral-healthcare>
- Click the red “Fundraise” button



- Then enter your registration information:

Start Fundraising

[SIGN UP WITH FACEBOOK](#)

First and Last Name  
David Rountree

Email  
david\_rountree@mbhci.org

Password  
\*\*\*\*\*

[CANCEL](#) [SUBMIT](#)

Meridian Behavioral Healthcare, Inc.  
4300 SW 13<sup>th</sup> Street, Gainesville, FL 32608  
352.374.5600 • 800.330.5615  
[www.mbhci.org](http://www.mbhci.org)  
Wellness Within Everyone's Reach

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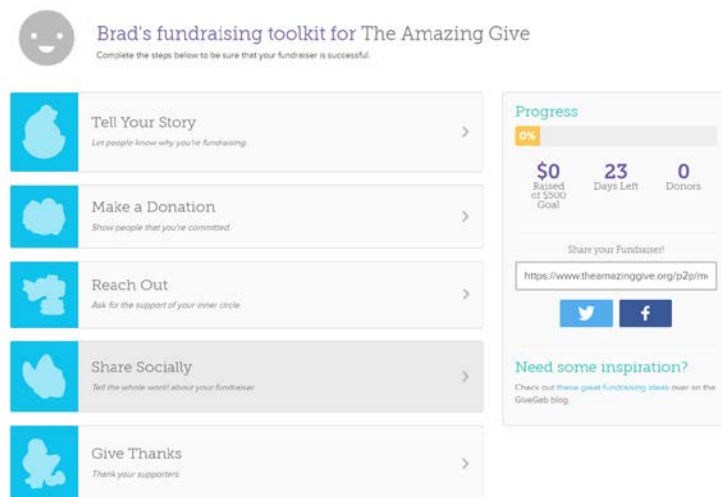


- Click the black “Manage Fundraiser” button that appears at the top of the screen



## Personalizing Your Amazing Give Fundraising Page

When you log in, you'll find your “Welcome!” screen for your personal fundraising page:



Follow the steps on this page to begin personalizing and setting up your account

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## Tell Your Story tab

1. Start in the *Tell Your Story* box
  - a. Take a moment to tell others why supporting Meridian is important to you.
2. Set your fundraising goal:
  - a. We suggest starting at \$1,000 and after you hit that goal you can come back raise the goal!
3. In the *Video Link (YouTube or Vimeo)*, you can link to one of Meridian's videos or to your own personal message on why it is important to support Meridian
  - a. Meridian's Mental Illness Facts Video:  
[https://www.youtube.com/watch?v=ZIDrsNS46\\_0](https://www.youtube.com/watch?v=ZIDrsNS46_0)
4. Set your page image by uploading an image in the *Your Story Image* box.
5. Click "Save Changes"

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## Make a Donation tab:

**Tell Your Story**  
*Let people know why you're fundraising.*

**Make a Donation**  
*Show people that you're committed.*

Start your campaign off right. Make the first donation to show your commitment to the cause. This will give your campaign the momentum it needs as you share it out to others.

[Donate](#)

This tab lets you make a donation to Meridian on your behalf. If you choose to do so, you'll be taken to another window to make the donation. Your setup process window will remain open so you can continue on to the next step.

## Reach Out tab:

**Make a Donation**  
*Show people that you're committed.*

**Reach Out**  
*Ask for the support of your inner circle.*

We know asking people for donations can be scary, so consider reaching out to close family members or friends first. This will help build some momentum for your campaign and give you the confidence you'll need when reaching out to others.

[Send Email](#) [Access Contacts](#)

There are two routes for this process and we'll go over both. The first is sending one email at a time.

1. Click the *Send Email* button
2. Next you'll be able to input your contacts name, email address, and the subject line.
3. You have the option to compose and personalize the email you'll send but The Amazing Give provides a great email you can send without altering

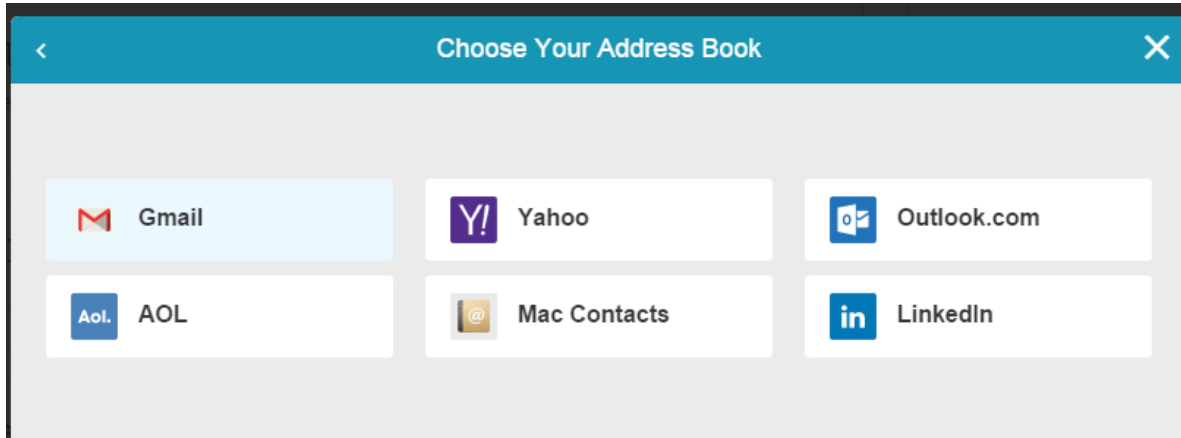


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The next process is sending an email to members of your email address book via the *Access Contacts* button:

1. Click the *Access Contacts* button
2. The next screen is a list of available email providers they can import your contacts from



- a. If you don't see your email service provider, you'll have to use the *Send Email* button we discussed earlier.
3. Click your email provider
  4. Login to your email provider
  5. Select your contacts you want to request a donation from
  6. Then send your email



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## Share Socially tab:

Share Socially  
*Tell the whole world about your fundraiser.*

After you've reached out to your inner circle, it's time to tap into your social networks and cast a wider net. Did you know that your online influence is just as important to this cause as volunteering or donating?

<https://www.theamazinggive.org/p2p/meridian-behavioral-healthcare/brad-jenkins>

Have you done this?  
Mark that you've done this step!

Scout's Honor

This tab allows you to share your personal fundraising page on Twitter and Facebook. You have three options here:

- Copy the link and share it wherever you may choose
- Click the Twitter logo to share it directly on Twitter
- Click the Facebook logo to share it on Facebook

Each option will give you a preview of what you are sharing first, so you'll be able to approve the message you send out.

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## Give Thanks tab:

The screenshot shows a navigation menu with two tabs: 'Share Socially' and 'Give Thanks'. The 'Give Thanks' tab is circled in red. Below the tabs, a message states 'No Donors... Yet!' and encourages the user to be the first to donate, with a green 'Be the First!' button.

Here's you'll be able to send Thank You notes to your donors. Make sure to send a brief thank you and let them know that their support of you and Meridian brings us one step closer to making Wellness within everyone's reach!

**That completes the setup process and you are now set to raise funds for the Amazing Give!**

## Additional Information

Here are some tips for you after you complete the setup process:

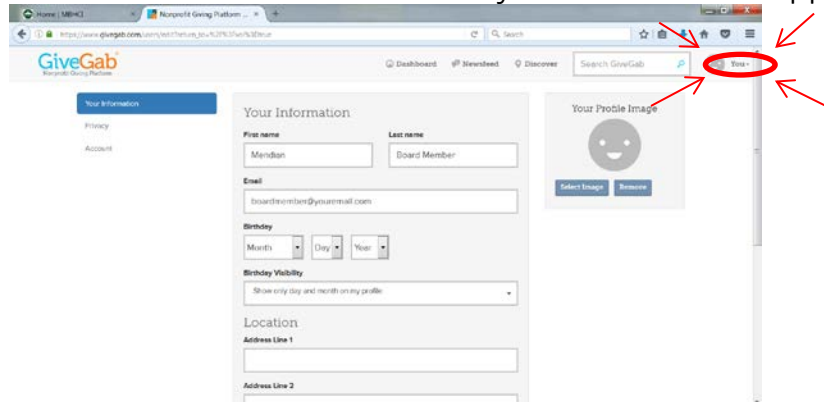
- The password provided to you can be changed through the "Account" tab on the left.
- To change your fundraising goal amount, click on "Dashboard" at the top of the page.
  - Then click "Toolkit" in "Your Personal Fundraisers" box
  - You should see the setup tabs from earlier
  - Click "Tell Your Story" and you'll have access to changing your goal!
- Your privacy setting is set to "Hidden." You can change it to "Visible" by clicking on the blue "Privacy" tab on the left.





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- You can update your name, personal information, and photo by clicking the word “You” next to the Smiley Face icon in the upper left corner of your screen.



## Some tips for fundraising success:

**Start early:** You can collect donations any time between now and 6 p.m., March 30, 2017.

**Start a contest:** Make it a competition at work! Challenge another department. Offer a prize for the winning individual or team. Make bragging rights something to strive for!

**Share on Facebook:** If you use Facebook, share the link on your page and ask for the donation. Tag friends you think might be interested in donating to helping you get the ball rolling. People want to be on a winning team... so start off with a bang!

**Email:** Send an email telling your contacts telling them about the campaign and why Meridian’s mission is important to you. Ask for their donation and invite them to learn more at [www.mbhci.org](http://www.mbhci.org) or by contacting me. I will be happy to give them a tour of our facilities and share with them the impact their support has on our community.

**Have Fun:** Encourage your family, friends, and/or company to get involved by inviting them to create and share their own page. Tag people in “Thank you for your donation” posts with a link to your fundraising page.



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Here are some images you can use across your social media channels:



Again, thank you for fundraising on behalf of Meridian and making the 2017 Amazing Give a huge success!

Yours Truly,

David Rountree  
*Director of Development and Communications*  
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