

Tributes Deployment Toolkit

Convio Tributes allows your constituents to reach out to their own networks to raise awareness and support for your cause. Within the Tributes module, your constituents, known as Champions, create personalized web pages within your site, create guest books for visitors, send emails to their friends and families and solicit donations to your organization.

A Tributes program empowers your constituents, opens channels to new audiences and develops an avenue for robust user generated content. There are types of Tributes funds: Memorial, Honorary and Personal.

This guide will take you through the steps needed to configure and launch a Convio Tributes program on your website:

- I. Administrative configuration of the Tributes module
- II. Developing the pages Champions will see as they develop and maintain their Tribute Fund Web Pages
- III. Configuring the Tributes Donation Form
- IV. Recruiting Champions
- V. Coaching emails to Champions

For additional resources on Tributes programs and empowering your constituents to work on your behalf: (are these going to link?)

- Committed to Memory: Growing Honor and Memorial Campaigns into Lasting Relationships
- Maximizing the Success of Online Events
- Case Study: The ALS Association Tributes Email Program

- I. Administrative Configuration of Tributes Module
 - A. Create a Tributes Campaign: Minimum Set Up
 1. What do you want to name the Tributes Campaign? This is a public-facing name for the overall Tributes program. This Campaign Name will appear at the top of most pages throughout the Tributes module.
 2. Select the Security Category
 - a. This controls back-end administrative control and can be used to call in a specific page wrapper.
 3. Select the Campaign Merchant Account: to what merchant account should donations made to individual Tribute Funds be directed?
 4. Campaign Type
 - a. Allow Honorary, Memorial and Personal (broadest, allows all options)
 - b. Allow only honorary funds (created in honor of someone living)
 - c. Allow only memorial funds (created in honor of someone deceased)
 - d. Allow only personal (created for a personal event such as a bicycle race, marathon or a general fund to generate support)
 - B. Edit Campaign: A Process Navigator will guide administrators through each step required to set up the components of the Tributes Campaign. These steps configure what Champions will see as they create their Fund Web Page and what the general public sees within the Tributes module. Process Navigator Steps:
 1. Minimum Setup
 2. Fundraising Goals
 3. Donation Settings
 4. Champion Information
 5. Champion Questions
 6. Waiver
 7. AutoResponders
 8. Sample Messages
 9. Pages (Established pages Champions and external users see when they come to your Tributes Campaign)

1. Minimum Setup. You've already established several components of this in the "Campaign Creation" step. If you wish to modify these minimum setup steps, you can do it from the Process Navigator
 - a. Edit the Campaign Title: If you choose to change the campaign title loaded during the campaign creation step.
 - b. Select the Campaign Status
 - i. Published—This is the default status. The Campaign must "published" in order for donations to be made. Edits can be made when in the "published" status.
 - ii. Unpublished—The campaign will not appear to users when the campaign is in "unpublished" status. No gifts can be made to the campaign. Edits can be made when the campaign is in "unpublished" status.
 - iii. Closed—You cannot edit the campaign when it is in "closed" status; nor can any gifts be made to it.
 - c. Select the donation form
 - i. Tributes will automatically create a donation form to associate with a Tributes campaign during the set-up process. You will need to modify the donation form through the Donation module. This is a Donations 2.0 form. The autoresponders are controlled from within the Tributes module rather than the Donations module (see step III).
 - d. Select the Security Category: the security category indicated during campaign creation step can be modified here.

2. Fundraising Goals
 - a. Do you want Champions to create fundraising goals when they create their Tribute Fund Web Page? If this option is not checked, the goals option will not appear to champions. This functionality may be turned on at any time.
 - b. Do you want to present a suggested goal to Champions during set up? *Only applies if Champions are asked to set goals.*
 - c. Do you want to establish a minimum goal Champion must commit to raise in order to create a Tribute Fund? *Only applies if Champions are asked to set goals.*

3. Donation Settings
 - a. Do you want to charge Champions a set up fee to create a Tribute Fund Web page?
 - b. If there is a fee, what portion of that fee is tax deductible?
 - c. Do you want to ask Champions to make their own donations as they set up a Fund?
 - d. How many gifts must be made to Tribute Funds before they appear on the Fund Web Page?

4. Champion Information.
 - a. NOTE: Champion name and email address are required to create a Tribute Fund
 - a. Do you want to request, require or not need Champion address?
 - b. Do you want to request, require or not need Tribute Fund Champion phone numbers?

5. Champion Questions
 - a. Are there specific questions you want to ask of Champions? Potential questions could include:
 - a. Why do you want to create a Tribute Fund Web Page?
 - b. How did you find out about Tributes?

6. Waiver
 - a. Do you want to ask Champions to agree to a waiver before creating a fund?
 - b. What is your waiver text? System default waiver text:

I understand that the organization will use all funds at their discretion for the organization's greatest need, and I will not direct the disbursement of any funds collected. I will not use the Web site or email tools made available to me in an illegal or objectionable manner. The organization may contact me as needed about the fund I am creating and may disable the fund at the organization's discretion. If this fund is created in honor of someone, I have discussed with the Honoree and/or the Honoree's family my intentions to raise money for this organization, and the Honoree or family approve of this endeavor.

7. Autoresponders

- a. You may adjust autoresponders throughout the module to reflect your organization and add any additional promotional content needed to support the organization.
- b. Autoresponders may be disabled in the Tribute Fund module if you do not wish one to be delivered for a particular instance.
- c. Autoresponders cannot be modified by Champions.

Available Autoresponders within Tribute module

	Target/Instance	Options/Notes
Thank you for Creating Your Honorary Fund	Sent to new Champions	
Sample Request for Honorary Contributions	Sent to Champions as examples to forward on to friends and family.	The benefit to using this AutoResponder is that organizations have greater control over the format of the email. This is often disabled as it may be confusing to Champions; additional sample messages are available within the Champion Center although they are text only format.
Honorary Donation Acknowledgement	Sent to donors to a Tribute Fund	**This is the only autoresponder sent from a Tributes connected donation form. One will NOT be sent from the Donations module.
Honorary Donation Notification	This is sent to Champions when a donation has been made to their Tribute Fund	
Honorary Donation Notification (Address book contact)	This announces a donation has been made to a Tribute Fund	
Honorary Donation offline notification	Sent to donors who make an offline gift to a Tribute Fund	Note that the gift amount does not work in this AutoResponder
Thank you for Creating Your Memorial Fund	Sent to new Champions	
Sample Request for Memorial Contributions	Sent to Champions as examples to forward on to friends and family.	The benefit to using this AutoResponder is that organizations have greater control over the format of the email. This is often disabled as it may be confusing to Champions; additional sample messages are available within the Champion Center although they are text only format.
Memorial Donation Acknowledgement	Sent to donors to a Tribute Fund	**This is the only autoresponder sent from a Tributes connected donation form. One will NOT be sent from the Donations module.
Memorial Donation Notification	This is sent to Champions when a donation has been made to their Tribute Fund	
Memorial Donation Notification (Address book	This announces a donation has been made to a Tribute Fund	

contact)		
Memorial Donation offline notification	Sent to donors who make an offline gift to a Tribute Fund	
Thank you for Creating Your Personal Fund	Sent to new Champions	
Sample Request for Personal Fund Contributions	Sent to Champions as examples to forward on to friends and family.	Why/when does this appear?
Personal Donation Acknowledgement	Sent to donors to a Tribute Fund	**This is the only autoresponder sent from a Tributes connected donation form. One will NOT be sent from the Donations module.
Personal Donation Notification	This is sent to Champions when a donation has been made to their Tribute Fund	The benefit to using this AutoResponder is that organizations have greater control over the format of the email. This is often disabled as it may be confusing to Champions; additional sample messages are available within the Champion Center although they are text only format.
Personal Donation Notification (Address book contact)	This announces a donation has been made to a Tribute Fund	
Personal Donation offline notification	Sent to donors who make an offline gift to a Tribute Fund	

System Default AutoResponder Content

A. Thank you for Creating Your Honorary Fund

Subject Line: Thank You for Creating an Honorary Fund

Default Message:

Dear [Champion First Name],

Thank you for creating your honorary fund in tribute to a special person as you help raise money for [Name of organization or campaign].

You can now access the online Champion Center where you can: [recommend linking through to Champion Center]

1. Customize your fund's Web page with information about the person you are honoring;
2. Enter contact information for your friends, family, and co-workers into the Address Book ; and
3. Email them about the fund.

Remember to bookmark the Champion Center in your browser, and visit it often to see the progress of your fund and keep your fund's Web page up-to-date. Here is your special member account:

username: [[Place personalization component here]]
password:) [[Place personalization component here]]

Sincerely,

[Organization Name]

- B. **Sample fundraising letter:** Sent to Champion right after the creation of the fund so they can customize and forward to friends in their personal email.

Subject Line: Sample Honorary appeal

System Default Message:

Dear Family and Friends,

I recently created a tribute fund through [Organization Name]. Please help us make a difference by contributing in honor of our loved one.

Whatever you can give will be appreciated, and everything helps. Thank you for your support.

Sincerely,

Champion Name

To make a donation online, visit our **fund center**.

To send a donation, make all checks payable to: [Organization Name] and send to [Appropriate Address].

- C. **Honorary Donation Acknowledgement:** Goes to donors after they make a donation

Subject line: Thank you for your donation

System Default Message:

Dear [Name of donor pulled from donation form],

Thank you for supporting [Organization]. Your generous gift has been recorded.

If you would like to learn more about [Name of organization], please visit us at [your url].

Sincerely,

[Organization Name]

- D. **Honorary Donation Notification:** goes to champions once a donation has been made to their Tribute Fund

Subject line: A Donation Has Been Made to Your Honorary Fund

System Default Message:

Dear Champion Name,

An online gift has been made to your fund.

Thanks again for your support of [Organization].

Sincerely,

[Organization]

- E. **Honorary Donation Notification (Address book contact)** This goes to someone in the Fund's address book after a donation has been made.

Subject Line: A Donation Has Been Made to an Honorary Fund

Dear Abby,

An online gift has been made to ar:teamName (Tribute Fund Name). ar:captainName (Champion) thought you would like to know when a donation was made to ar:teamName (Tribute Fund Name).

Thanks again for your support of [Organization].

Sincerely,

[Organization]

- F. **Honorary Gift Offline Thank you.** Goes to donors who submit offline checks in support of Tribute Fund

Subject Line:

Default System Message:

Dear Donor Name,

Thank you for supporting [Organization] with your offline gift. Your generous contribution will help to make us successful.

If you would like to learn more about [Organization], please visit us at
<http://cdbox.convio.net/site/PageServer?JServSessionIda002=6aouv0oi81.app318d> .

Sincerely,

[Organization]

8. Sample Messages

Sample messages appear to Champions within the Champion Center and are available for Champions to modify and send to names in their address books. You may modify the text of these sample messages or create new ones to support specific programs or initiatives.

1. Blank message
 - a. No default content; available for Champions to create their own message
2. Sample Appeal
 - a. Name of Message: Sample Appeal
 - b. Select Message Type: Fundraising Appeal
 - c. Enter Suggested Message Subject Line: Please Support my Online Fund
 - d. System Default Suggested Message Body Text:

Dear Family and Friends:

I recently created an online fund and I'd like you to consider donating to it. Whatever you can give will be appreciated, and everything helps. Thank you for your support.

3. Thank you
 - a. Name of Message:
 - b. Select Message Type:
 - c. Enter Suggested Message Subject Line:
 - d. Default message body text:

Dear Family and Friends:

Thank you for your generous donation to our fund. Your support is greatly appreciated.

4. Create your Own Message

II. Developing Champions Pages

Item #9 in Process Navigator: Page List—these are the pages that will guide a champion through the process to set up a Tribute Fund. Each page has default system text already entered that you may modify to meet organization, promotional or branding requirements

1. Greeting Page
2. Find a Fund Page
3. Create a Fund Page
4. Enter Memorial Honoree Page
5. Enter Honoree Page
6. Champion Registration Page
7. Waiver Page
8. Billing Info Page
9. Billing Confirmation Page
10. Thank You Page
11. Champion Center
12. Default Fund Page
13. Already Tributes Champion Page

1. Greeting Page. The Greeting Page is the main entry point for all outside users to your organization's Tributes campaign.
 - a. Do you want to present custom text on this page? The HTML Area will appear below the Campaign Title and internal navigation buttons.
 - b. Do you want a customized button or icon to appear in place of the "Find a Fund" text link? The button will automatically link to the "Find a Fund" page within the Tributes Module.
 - c. Do you want a customized button or icon to appear in place of the "Create a Fund" text link? The button will automatically link to the "Create a Fund" page within the Tributes Module.
 - d. Do you want a customized button or icon to appear in place of the "Champion Center" text link? The button will automatically link to the "Champion Center" page within the Tributes Module.

Search Page

This is the page outside users will land on in order to search for a fund. There are standard search fields that are not editable. You may edit the following fields:

Field	System Default
Main Title	<i>Same as Campaign Name entered in configuration steps</i>
Page Title	Search for a Tribute Fund
Instruction text as users search for Tribute Funds	Enter the name (or, the first few letters) of the fund, the person being honored by the fund, or the person who created and is championing the fund, and then click the Find a Fund button. If the fund you are looking for does not display in the Search Results list, try entering the last name of the person who told you about the fund or some other biographical information, such as the city in which the fund Champion resides, a nickname, a family surname, and so on.

2. Create a Fund Page

- a. Select the Progress bar format. Available formats:
 - i. Narrow

Tribute Funds

▶ 1. Enter fund information
 2. Enter Honoree information
 3. Provide your information
 4. Agree to waiver

- ii. Wide style (with graphics on top)

Tribute Funds

▶ 1. Enter fund information 2. Enter Honoree information 3. Provide your information 4. Agree to waiver

- iii. Wide style (with descriptions on top)

Tribute Funds

1. Enter fund information 2. Enter Honoree information 3. Provide your information 4. Agree to waiver
 ▶

- iv. No progress bar

The following fields guide Champions through the steps to create a Fund page. You may adjust or modify the text in any of the following fields. You may also keep the system default text:

Field	System Default
Progress bar label	Enter Fund Information
HTML Area	Blank. You may enter content or text that supports the Campaign
Page header	Tribute Funds
Create Fund Title	Enter the Fund Information
Create Fund Instruction	You are the Champion of this fund. If this is an Honorary or Memorial fund, the person to whom you are paying tribute is the Honoree. After you create your fund, your Fund Web Page will be immediately available on the Web. You can then access a special Champion Center to customize your Web page, as well as create and send emails about your fund.
New Fund Header	New Fund Information:
Instructional Text for the Fund Name:	Enter a descriptive label, such as the name of the Honoree, to help people find your fund when they search for it. The Fund Name will also be used as the initial Title for your Fund Web Page. You can edit this later in the Champion Center.
Enter Fund Name Prompt	Enter Fund Name:
Instructional Text for the Fund Description:	Enter a short statement to display with the Fund Name in search results and to distinguish this fund from others with similar names. Consider entering Honoree information (for example, place of residence and other names) in this field. You can edit this later in the Champion Center.
Fund Description Title	Enter Fund Description:
Instructional Text for personal stories	Adding a compelling story may help inspire people to donate to this cause. The story you enter here will be visible to others as soon as you finish creating your fund. You can make changes or add more to this story later in the Champion Center.
Tell Your Story Title	Tell Your Story:
Instructional text for Adding a Graphic	You can display one image on your Fund Web Page to add a personal touch and inspire people to support your fund. You can change this image later in the Champion Center. To provide more images, you can create and link to Photo Albums from the Champion Center.
Image Upload Label	Upload and Image for Your Fund Web page
Instructional Text for Fund Type	The Fund Type determines the information you will be asked to supply for this fund. For an Honorary fund, you will be asked for the name and contact information of the Honoree. For a Memorial fund, you will be asked for the name of the fund Honoree plus the name and contact information of a Next of Kin representative of the Honoree. For a Personal fund, you will not be asked for Honoree or Next of Kin information.
Fund Type Title	Select Fund Type:
Instruction Text for Goal	Entering a fundraising goal encourages people to give generously to

	our cause.
Enter Fundraising Goal Prompt	Fundraising Goal
Private Fund Instructions	Clicking the following checkbox hides this fund in search results. Only this people to whom you send a link will be able to view your searches.
Private Fund Title	Make Fund Page Private
Private Description Label	Do not display this fund in lists or during searches

3. Enter Memorial Honoree Name Page

Field	System Default
Step label	Enter Honoree information
HTML Area	You may create custom instructions or content as Champions enter information about their honoree
Page Title	Enter the Honoree and Next of Kin Information
Instructions	Provide the full name of the person to whom you are paying tribute with this fund. In addition, provide the Next of Kin contact to serve as the representative for the Honoree. If you want the system to send an email notification to this person each time a fund gift is received, you must supply an Email Address and click the checkbox below. You can change this information later in the Champion Center.
Honoree Information Header	Honoree Information:
Next of Kin Header	Honoree's Next of Kin Contact Information:

4. Enter Honoree Name Page (For honorary or personal Tribute Funds)

Field	Default text
Step label	Enter Honoree information
HTML Area	You may create custom instructions or content as Champions enter information about their honoree
Page Title	Enter the Honoree Information
Honoree Information Header	Honoree Information:
Honoree Information Instructions	Provide the full name of the person to whom you are paying tribute with this fund. If you want the system to send an email notification to this person each time a fund gift is received, you must supply an Email Address and click the checkbox below. You can change this information later in the Champion Center.

5. Champion Registration Page

Field	Default text
Step Label	Provide your information
HTML Area	You may create custom instructions or content as Champions register their fund and provide details about themselves
Registration Title	Enter Your Information
Contact Information Instructions	If you have not previously registered on this site, you must provide your Name and Email below. You must also create a User Name and Password so that you can log into the Champion Center. If you have an existing login, you can use that to access the Champion Center.
Champion Contact Information Section Header	Your Champion Contact Information:
Remember Me and Opt-in Instructions	If you do not want to have the system remember your information each time you return to this site, uncheck the checkbox below.
Gift Notice Opt-in Prompt	I would like to be emailed when a gift is made to this fund.
Center Access Section Header	Your Champion Center Access Information:
Password Hint Text	Enter a User Name and Password to use to log in to the Champion Center so you can customize your fund Web page, edit fund information, send emails about the fund and its mission, and monitor the fund progress.
Initial Gift Section Header	Initial Fund Gift:
Initial Gift Instructions	If you would like to start your fund with a personal donation, enter the amount here. You can enter your credit card information for this gift payment on the Billing Page. If this organization requires a setup registration fee, you will be billed for that amount on the Billing Page as well.
Initial Gift Field Label	Initial Gift:
Additional Questions Section Header (Will only appear if additional questions activated during configuration)	Additional Champion Information:
Additional Questions Instructions	Please respond to the following questions or requests. You must answer any question or request that is marked with an * in order to create your fund.

6. Waiver Page

The following fields may be modified on the page presented as Champions agree to the waiver. NOTE: This step will only appear if a waiver is activated during configuration steps. The waiver text itself is created and controlled by Administrators in the Process Navigator step #7.

Field	System Default
Step label	Agree to waiver
HTML Area	You may create custom instructions or content as Champions agree to waiver.
Waiver Title	Waiver
Waiver Instruction	Please take a moment to read the following waiver
Waiver Section Header	Waiver Text
Agreement Checkbox Label	I agree with the terms and conditions above.

7. Billing Information Page

On this page, Champions will enter billing information including address and credit card information. These fields are controlled by Convio.

The following fields can be controlled by administrators. ****NOTE: the fields that appear at the bottom of the "Billing Information Page" do not appear on the live version of the page.**

Field	System Default
Step Label	Billing Information
HTML Area	What custom content or information do you want to provide on the Billing Information Page?
Registration Information Header	n/a
Forming a Team Text	n/a
Joining a Team Text	n/a
Participation Type Label	n/a
Participation Fee Label	n/a
Additional Gift Label	n/a

8. Billing Confirmation Page

Convio will produce a confirmation page summarizing Champion billing information. These fields are controlled by Convio. The following fields on this page can be controlled by Campaign administrators. *NOTE: several fields at the bottom of the administrator page are not rendered on the billing confirmation page.*

Field	System Default
Step Label	Confirm Transaction
HTML Area	What custom content or information do you want to provide on the Billing Confirmation Page?
Billing Confirmation Header	n/a
Forming a Team Text	n/a
Joining a Team Text	n/a
Participation Type Label	n/a
Participation Fee Label	n/a
Additional Gift Label	n/a

9. Thank you Page

Field	System Default
HTML Area	What custom content do you want to present to Champions to thank them for creating a Tribute Fund Web Page?
Champion Information Header	Champion Information
Name Label	Name:
Address Label	Address:
Email Label	Email:
Registration Information Header	n/a
Donation Form Name Label	Event/Donation Form:
Registration Fee Label	Registration Fee:
Tax Deductible Label	Tax-deductible Portion of Registration Fee:
Additional Gift Label	Initial Gift:
Fund Information Header	Fund Information:
Fund Name Label	Fund Name:
Honoree Name Label	Honoree:
Next of Kin Name Label	Next-of-kin:
Champion Center Link Text	Access your Champion Center

10. Champion Center

Field	System Default
HTML Area	What custom content do you want to present to Champions once they have created their Tribute Fund? The Champion Center provides an opportunity to coach and guide Champions in making their Tribute Fund successful.
Fund Information header	Fund Information
Team Name Prompt	Fund Name:
Label for Edit Fund Settings	Edit Fund Settings
Label for Create Fund Shortcut	Create Personalized Web Address
No Goal Text: (only appears if Goals are configured in configuration steps)	Fundraising Goal: Not Set
Set a New Goal Prompt (only appears if Goals are configured in configuration steps)	New goal:

11. Default Fund Web page

Administrators may configure a default fund web page that will appear if Champions do not customize or modify their own Tributes Web Page.

Fields available for developing the default fund page:

- a. Fund Page Title.
 - i. Default Text: Welcome to my Personal Page
- b. Upload a photo.
 - i. Upload a generic organizational photo that will appear if Champions do not upload their own photos.
- c. Tell Your Story Below.
 - i. Enter default text to show if Champions do not enter their own story.
- d. Photo Albums
 - i. Default includes Photo Pages; can disable this default
- e. Guest Book
 - i. Default allows guests to leave messages; can disable this default
- f. General information
 - i. Default is blank; administrators can put in generic information about organization and way Tribute Funds can support cause.

Default Fund Page Example and components

The screenshot shows a web page for a charity fund. At the top, it says "SHARING RACE FOR THE CURE". Below that is a navigation bar with "Home | Contact Us | My Participant Center". On the left is a sidebar with "Welcome, Abby", "Logout", "My Profile", "Tell-a-Friend", and a "POWERED BY CONVIO" logo. The main content area has a title "Welcome to My Personal Page" (labeled "Default Fund Page Title"), a sub-title "Joan Smith's Courage", and a paragraph of text. Below the text is a "Guest Book" section with a "Sign the Guest Book" link. To the right is a photo of fireworks (labeled "Default Fund Page Photo and caption") and a "Make a donation" button. At the bottom right is a "Thank you" message (labeled "Default HTML Area to appear below donor list"). A footer contains "Privacy Policy | Site Map | Contact Us | Home Printer Friendly Version".

12. Already Tribute Champion Page

Field	System Default
HTML Area	This Tributes fund cannot be created because our records indicate that you are already a champion of an existing Tributes fund. Currently, our system allows you to champion only one fund at a time. We apologize for any inconvenience this may cause you and sincerely hope you will continue to support this very worthwhile cause.

III. Configuring the Tributes Donation Form

The Tributes module will automatically create a Donations 2.0 form connected with each Tributes campaign. You will be able to modify this form within the Donations 2.0 module to meet organizational branding and fundraising standards.

When donors choose to donate through any Tribute Fund Web Page under a particular campaign, they will do so in this one donation form. The form should be titled the same as your Tributes campaign name.

The donation autoresponder that is sent to donors is controlled within the Tributes module rather than the Donations 2.0 module.

IV. Sample Recruiting Emails to Recruit New Champions

We recommend developing a recruiting email series within the Convio email module in order to introduce and promote your Tributes Program.

Sample Recruiting Email #1: Introduce the Program

Dear constituent:

I invite you to visit the [*Sharing Tribute Fund*] and see how you can bring more people to our cause. The [*Sharing Tribute Fund*] connects patients, families, caregivers and friends in the battle against this devastating disease. See how a [*Sharing Tribute Fund Web Page*] helps our cause and our honorees:

- **Stay Informed** – Your Tribute Fund Web Page allows you to share stories, view photos in the online photo album, give updates and stay connected with your honoree.
- **Stay in Touch** – Your honoree can stay in touch with members of the Tribute Fund with the on-line guest book and emails.
- **Pay Tribute** – Allow members to pay tribute to and remember those who have passed away.
- **Raise Awareness** – Spread the word about your honoree, your Tribute Fund and the ongoing battle to cure this devastating disease. With each new person who learns about our cause, and the people affected by the disease, the closer we come to a cure.
- **Raise Funds** – By raising donations, your Tribute Fund will raise critical resources toward improving life with this devastating disease.

I invite you to create a [*Sharing Tribute Fund Web Page*] to tell a patient, a caregiver, someone who has lost a loved one or someone who has died from this disease that they are part of a bigger community. You can become a Champion by creating a new Tribute Fund or send a message or make a donation to an already existing Tribute Fund. The Tribute Fund Champion Center guides you through the steps to create a Tribute Fund to honor or memorialize someone.

Visit the [*Sharing Tribute Fund*] program today and give HOPE to the battle to cure this disease.

Sincerely,

[Organization Name]

Sample Recruiting Email #2: Showing Tributes in Action

Dear Constituent:

Sally Jones knows first-hand the power of strength and community support in fighting this devastating disease. Sally says: “I will not give in to this. The support of my friends sustains me to fight another day.”

His hope stays alive with the help and support of his Sharing Tribute Fund created in her honor by Sharon Smith. Sally's Tribute Fund keeps her with friends and family. She shares developments of her disease, reads messages of support and encouragement and is also spreading the word about our organization's efforts to find treatments and a cure for this disease.

You can connect someone affected by this disease to a greater community, raise funds to support our research programs and spread the word about the critical need to find a cure.

Imagine the joy of seeing a Tribute Fund created in honor of someone special—or in memory of a loved one who has passed. Reading the online guest book, receiving emails when donations are made, looking through online photo albums, all will undoubtedly create lasting memories for the entire community. And give HOPE to the honoree and the honoree's family.

You can join the Sharing Tribute Funds by donating to an honorary or memorial Tribute Fund. Better yet, join the community as a Champion by creating a fund for someone special and telling all your friends. Visit the Sharing Tribute Fund Champion Center and learn firsthand that building a Tribute Fund is as easy as 1-2-3.

Sincerely,

[Organization Name]

Sample Recruiting Email #3: General Ask

Dear Constituent:

You can make the day, week and year easier for those facing this devastating disease by creating or joining a *[Sharing Tribute Fund]*.

A *[Sharing Tribute Fund]* can honor a patient, a caregiver or someone who has lost a loved one, or be done in memory of someone who has died from ALS. Reading the online guest book, receiving emails when donations are made, looking through online photo albums, all will undoubtedly create lasting memories for the entire community. And give HOPE to the honoree and honoree's family.

Please help those facing this devastating disease know they are not alone. [Create or join a \[Sharing Tribute Fund\]](#) today.

Sincerely,

[Organization Name}

V. Sample Coaching Emails to Tribute Fund Champions

Coaching Email Sample # 1: Reminders about how to use Champion Center tools

Dear Champion:

Your Sharing Tribute Fund has the power to make a difference for your honoree as well as all of us fighting this devastating disease. You have the tools to raise hopes, raise awareness and raise funds.

Join us as we celebrate our achievements by updating your Tribute Fund today:

- 1) Update stories and add photos to your photo album. Your Tribute Fund Web Page lets you tell the story of your honoree. Keeping it fresh and up-to-date will encourage your friends to visit often.
- 2) Invite your friends to visit and support us. We have added new sample email messages to the Tribute Fund Champion Center. Send these messages out to your friends to encourage them to sign the guest book and donate to our latest research fundraising campaign.
- 3) Update your address book. Add new names to your address book. This will let you send out even more emails about the good work we are doing.

Visit the Champion Center today and be a leader in our cause.

Sincerely,

[Organization Name]

Coaching Email #2: Holiday and/or anniversary appeal

Dear Champion:

Holidays are a time for gatherings and celebrations. Host your own celebration with your Tribute Fund Web Page this holiday.

- Ask your friends to make a year-end tax deductible donation to our cause through your Tribute Fund website. What a wonderful holiday gift to your honoree or their family!
- Invite the friends in your address book to send holiday wishes to your honoree in your Tribute Fund website.

- Look through your holiday card list. Make sure you are updating your Tribute Fund website with any new names or addresses.

Together we can make this holiday bright and hopeful for all those facing this devastating disease.

Sincerely,

[Organization Name]