

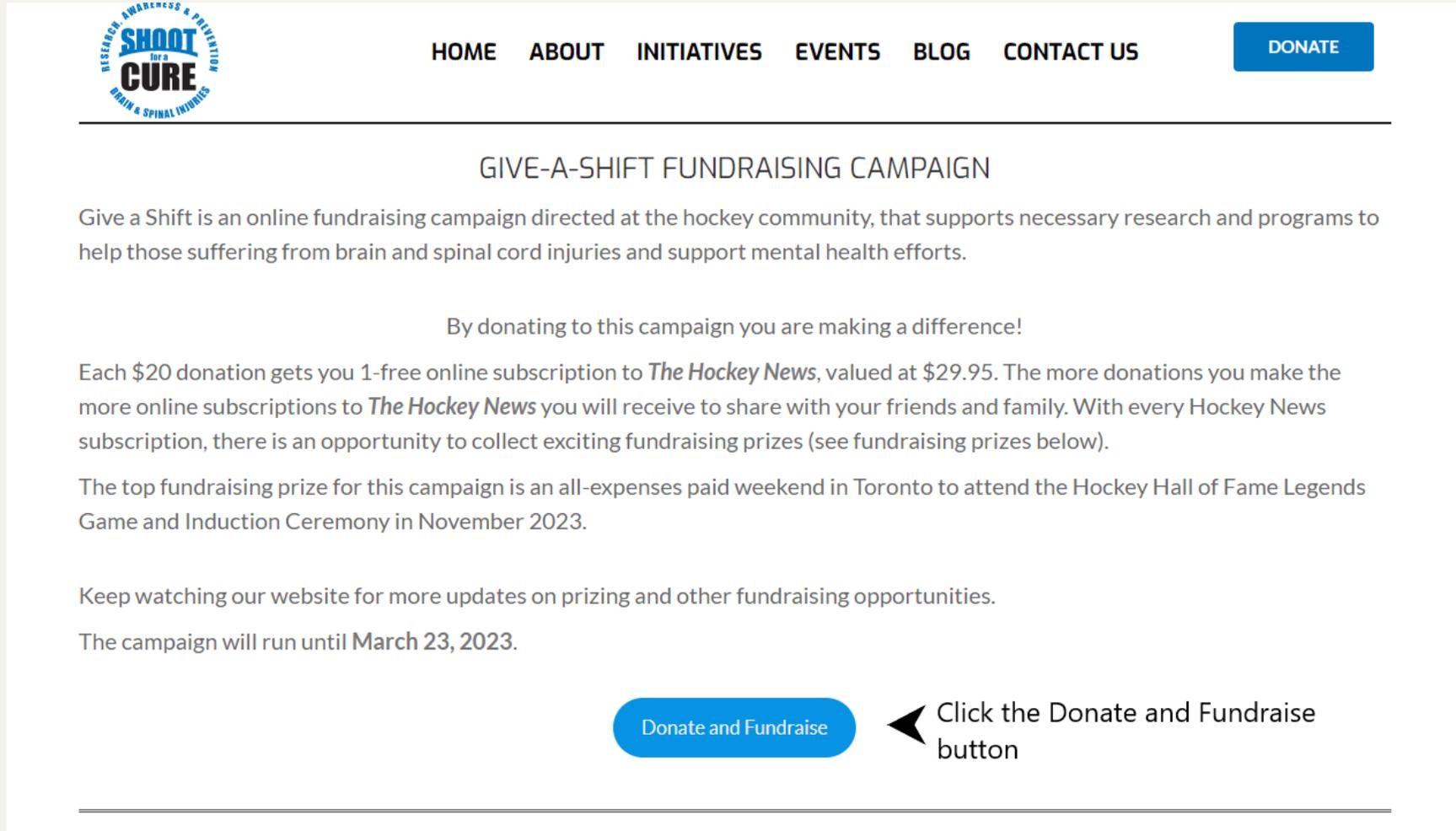


***How to Set-Up
Your Fundraising
Page***



1. The Give a Shift Campaign Webpage

On the campaign webpage you will see a **Donate and Fundraise** button. Click this button and you will be taken to Fundrazr to start setting up your fundraising page.





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GIVE-A-SHIFT FUNDRAISING CAMPAIGN

Give a Shift is an online fundraising campaign directed at the hockey community, that supports necessary research and programs to help those suffering from brain and spinal cord injuries and support mental health efforts.

By donating to this campaign you are making a difference!

Each \$20 donation gets you 1-free online subscription to *The Hockey News*, valued at \$29.95. The more donations you make the more online subscriptions to *The Hockey News* you will receive to share with your friends and family. With every Hockey News subscription, there is an opportunity to collect exciting fundraising prizes (see fundraising prizes below).

The top fundraising prize for this campaign is an all-expenses paid weekend in Toronto to attend the Hockey Hall of Fame Legends Game and Induction Ceremony in November 2023.

Keep watching our website for more updates on prizing and other fundraising opportunities.

The campaign will run until **March 23, 2023**.

[Donate and Fundraise](#) ← Click the Donate and Fundraise button



2. Create Your Fundraising Page

You are now in the Fundrazr Give a Shift Campaign homepage. To start setting up your personal Fundraising Page click the **Register & Fundraise** button.

The screenshot shows a web browser window displaying the Fundrazr Give a Shift Campaign homepage. The browser's address bar shows the URL: `fundrazr.com/giveashift?ref=sh_d60g2f_ab_7PRsal4Y0MA7PRsal4Y0MA`. The page header includes the CSRO ASRO logo and navigation links for 'Start', 'How it works', and 'Sign in'. A dark banner below the header says 'Hello again CSRO · Sign in · Not you?'. The main content area is titled 'Give-a-Shift Fundraising Campaign' and features a large blue and white logo for '#GIVEA #SHIFT FOR BRAIN AND SPINAL INJURIES'. To the right of the logo, the page displays '\$60 raised', '0% of \$25k goal', '2 contributors', and '124 days running'. Below this information are two buttons: a blue 'Register & Fundraise' button and a red 'Donate' button. A black arrow points to the 'Register & Fundraise' button. The page also includes a navigation bar at the bottom with social media icons and a search bar.

3. Click the red Continue button

Give-a-Shift - Shoot for a Cure x FR Register to fundraise - FundRazr x +

fundrazr.com/campaigns/225Am7/register

Bookmarks CSRO North American Spi... Log In < North Ame... Mail - Jessica Basse... Boards | Trello Dropbox Business Video Conferencing... pCloud - File Securi... 38th Annual Johnso... Other bookmarks

CSRO CANADIAN / AMERICAN SPINAL RESEARCH ORGANIZATIONS Sign In

Register and start fundraising for the Give-a-Shift Campaign. You can then share your fundraising page with your friends on social media or by email. It's quick and easy and all funds will go to support StopConcussions Foundation, CONNECTED: A Mental Health Initiative, and the Canadian Spinal Research Organization.

Continue ←

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Type here to search

Snow coming 9:29 AM 2023-01-30



4. Register to Fundraise

A new tab will pop up to sign-up and Register to Fundraise. You can sign-up with email, Facebook, LinkedIn or Google.

The screenshot displays a web browser window with the URL `fundrazr.com/campaigns/225Am7/register`. The page features the CSRO ASRO logo and a 'Sign in' button. A modal window titled 'Sign in to FundRazr - Google Chrome' is overlaid, showing the 'FundRazr Register to Fundraise' form. The form includes a text input field containing the email address 'jbassettpiers3@gmail.com', an orange 'Continue' button, and three social media login options: 'Continue with Facebook', 'Continue with LinkedIn', and 'Continue with Google'. The modal also displays the 'connectionpoint' logo and the text 'One account for FundRazr, CrowdFundr, and more.' along with links for 'Support', 'Terms of service', and 'Privacy policy'. The browser's address bar and bookmarks are visible at the top, and the Windows taskbar is at the bottom.



5. Set-up your Profile

Add a personal message and fundraising goal that you can share with your friends and family via email or social media.

The screenshot shows a web browser window with the URL `fundrazr.com/campaigns/225Am7/register`. The page header includes the CSRO ASRO logo and navigation links. The main content area is titled "Your personal message" and contains a text input field with the placeholder "Why does our cause matter to you?". Below the input field are buttons for "Record video" and "Upload video". The "Your personal goal" section includes a text input field for setting a fundraising goal, with a dollar sign and ".00" on either side. At the bottom right of the form are "Back" and "Continue" buttons. The footer of the page contains copyright information: "Portions copyright ©2009-2023 ConnectionPoint Systems Inc. (CPSI) - FundRazr® and the FundRazr® logo are registered trademarks of CPSI." The Windows taskbar at the bottom shows the search bar, task view, and various application icons, with the system tray displaying "Snow coming" and the date/time "9:56 AM 2023-01-30".

Your personal message

Tell people why our cause matters to you. Short messages and videos by supporters like you are one of our most effective fundraising tools. Add one or both and you'll help us raise more money. *Easy, effective, optional.*

Why does our cause matter to you?

0 / 1000

[Record video](#) [Upload video](#)

Your personal goal

Set a personal fundraising goal. You'll encourage more contributions if you do. And rest easy. There's no obligation to achieve your goal or bad consequences if you don't. *Easy, optional, effective.*

\$.00

[Back](#) [Continue](#)

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6. Share your fundraising page

Now that your fundraising page is set-up, share it with friends and family by using the tool bar that allows you to create social media posts, targeted emails or to just share your page link.

The screenshot shows a web browser displaying a fundraising page on FundRazr. The page title is "Give-a-Shift Fundraising Campaign" and the URL is "fundrazr.com/f28Ysc?ref=ab_7C8tjf". The page features a large blue "#SHIFT FOR BRAIN AND SPINAL INJURIES" logo. To the right of the logo, it shows "0% of \$1k goal", "0 contributors", and "1 minute running". A prominent red "Donate" button is visible. Below the logo, a red circle highlights a social sharing toolbar containing icons for Facebook, Twitter, LinkedIn, Messenger, Email, Print, and a menu icon. Below the toolbar is a "Social media summary" section with a text box containing the message: "Join with others to change lives by supporting those suffering from brain and spinal cord injuries, Thanks for choosing to go the extra mile and raise funds for the GIVE A SHIFT Fundraising Campaign." Below this is a list of bullet points explaining the summary. The page is owned by Jessica Bassett-Spiers, who is associated with "Pays to Canadian Spinal Research Organization - Shoot for a Cure - Keep it all" in Richmond Hill, ON, CA. At the bottom, there is a yellow notification box that says "Jessica, you should add a story to your campaign." The browser's taskbar at the bottom shows the Windows search bar, various application icons, and the system tray with the date and time "10:00 AM 2023-01-30".