

# Getting started with DonorDrive

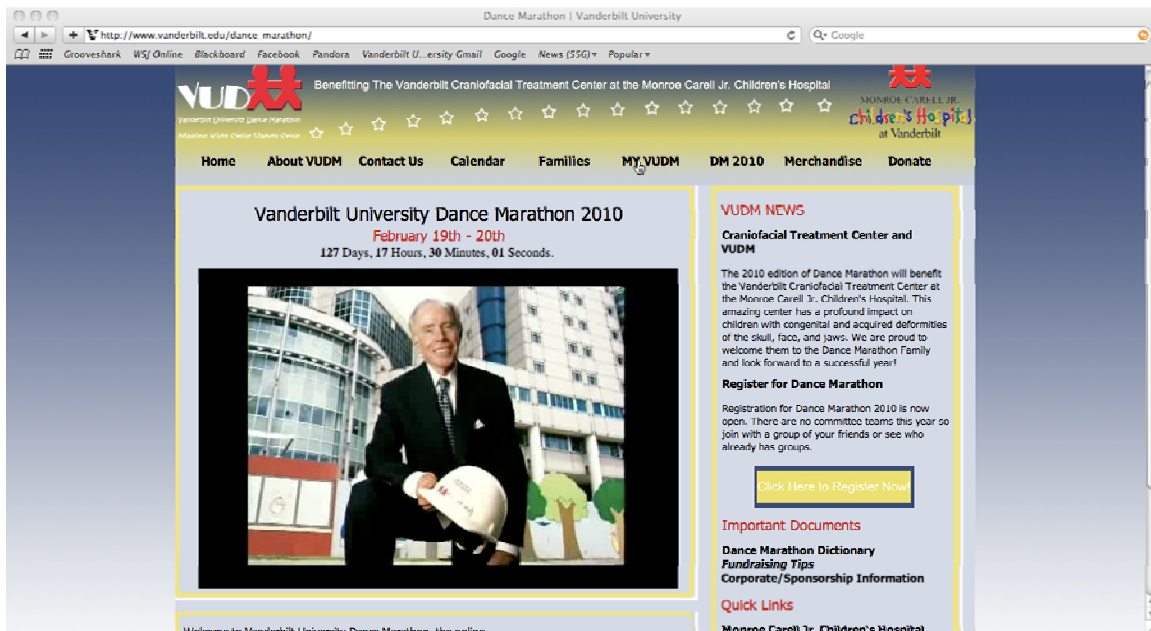
DonorDrive is an online fundraising tool that makes sending solicitations quick and easy. In this document is a simple tutorial that will guide you through the basic features of DonorDrive and help you to maximize your fundraising potential.

Also remember that you can easily send paper solicitations by mail with the Letter Writing Campaign, where all you do is submit names and mailing addresses, and Dance Marathon will take care of the rest! You can never send too many solicitations, so if you think your emails are being ignored, try reaching out through the LWC as well!

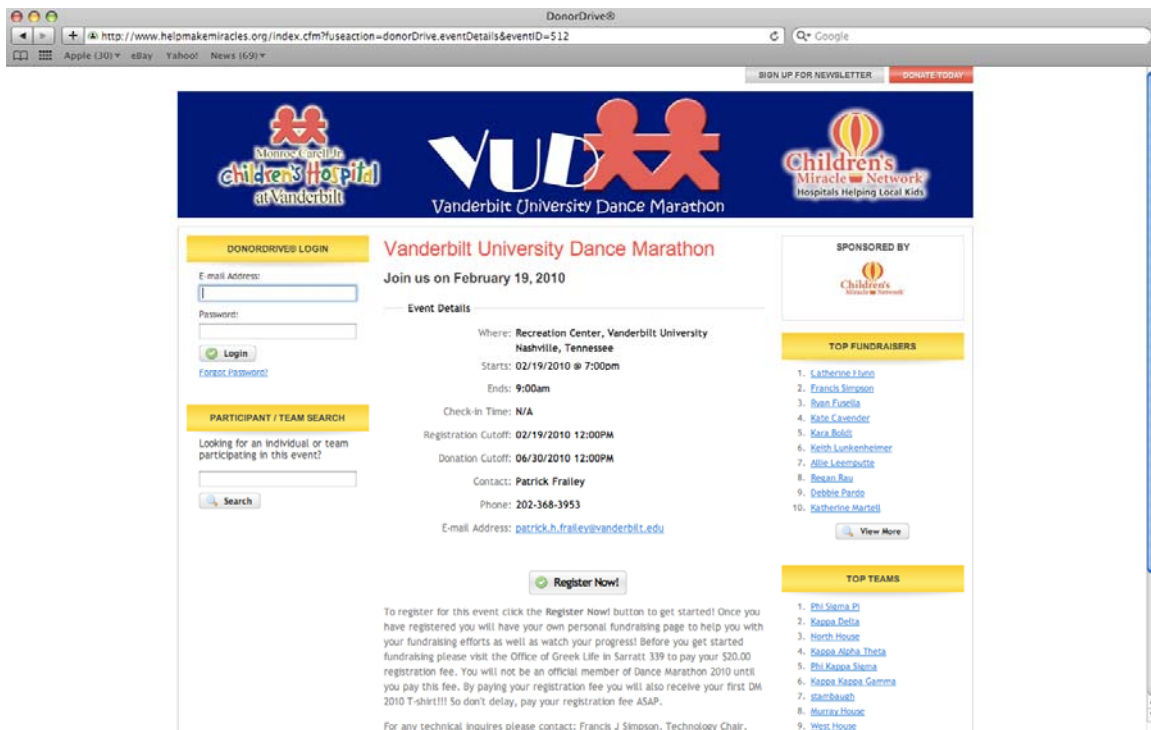
Of course, if at any point you have questions regarding DonorDrive, the Letter Writing Campaign or fundraising in general, please don't hesitate to contact Brooke Van Dusen, Fundraising Chair at [brooke.van.dusen@vanderbilt.edu](mailto:brooke.van.dusen@vanderbilt.edu), or Francis Simpson, Technology Chair at [francis.j.simpson@vanderbilt.edu](mailto:francis.j.simpson@vanderbilt.edu).



To access DonorDrive, go to the Vanderbilt Dance Marathon homepage at [www.vudm.org](http://www.vudm.org) and select “MY VUDM” from the links on the top.



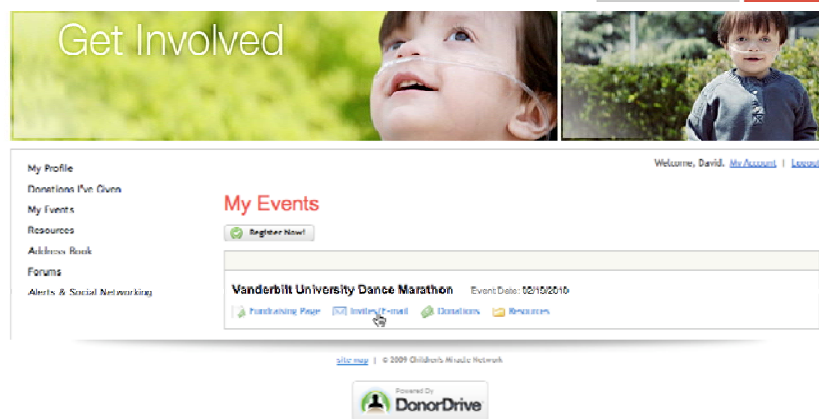
If you haven't already, register by clicking on the “Register Now!” button in the center column and follow the instructions. Otherwise enter your username and password under the yellow “DonorDrive Login” banner on the left.



Once you log in, you will be taken to the “My Events” page where you will see Vanderbilt University Dance Marathon listed below. None of the other links in the left hand column have any useful features that pertain to fundraising, but feel free to explore them if you’d like.

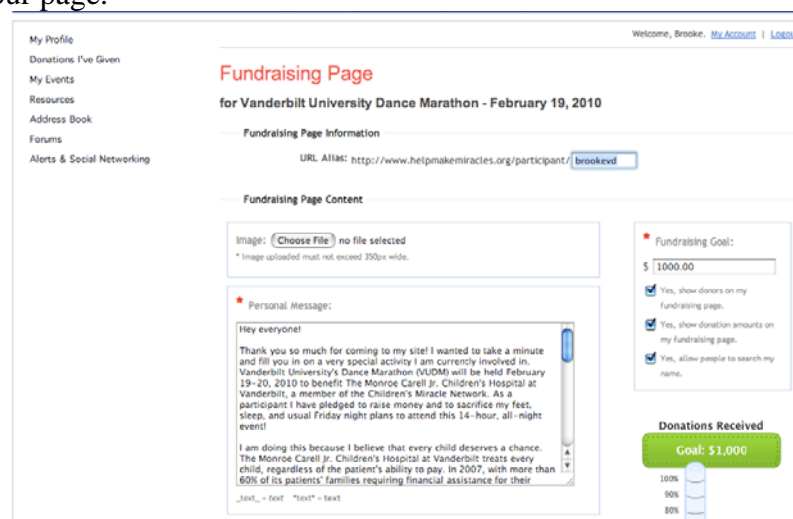
As a quick side note, DonorDrive is a bit unusual in that it allows users to register for multiple events with one account, which is why there is another “Register Now!” button on your screen. But unless you feel compelled to raise money for different Dance Marathons around the country, just ignore it.

Before you begin to send out solicitations, it is probably a good idea to set up your personal page by clicking on the “Fundraising Page” link below.

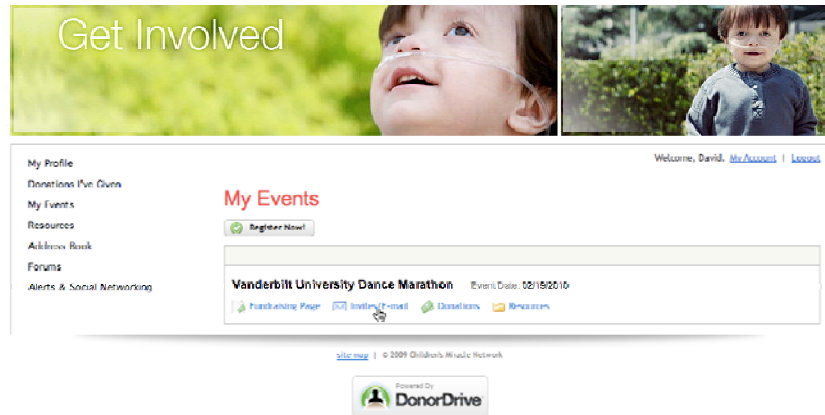


With your personal Fundraising Page, you can upload a picture, edit the text, change your fundraising goal (first principle of fundraising – always aim high), or add pictures and videos. When you’ve finished, click “Save Changes” at the bottom, then hit the “View my Fundraising Page” link to see if you like how it looks.

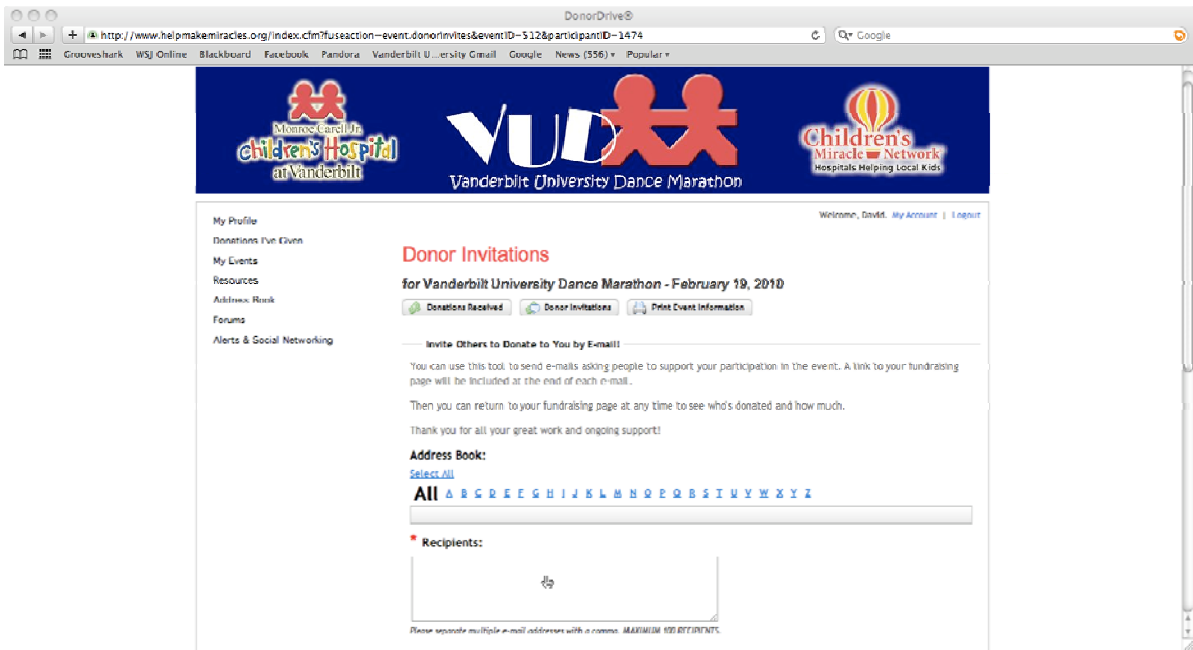
And don’t forget to set your own URL so your can easily tell friends and family how to navigate to your page.



Once you've updated your personal Fundraising Page, you are ready to send out some solicitations! Click the "My Events" link in the left hand column to go back to the mainpage, then select "Invites/E-Mail".



The page allows you to send out multiple emails at once by separating them with commas. However, you'd be amazed by how much further you will get by taking an extra minute to personalize each email, if nothing more than just changing "Dear \_\_\_\_\_" everytime.



But even if you decided not to personalize your emails, before you hit send at the very least you MUST change a few key areas in the body of the email, which are highlighted below.

I will be participating in [\[enter upcoming event\]](#)

This year I have become involved in Dance Marathon, the largest philanthropic organization at Vanderbilt University. We raise money for the Monroe Carell Jr. Children's Hospital at Vanderbilt, a member of the Children's Miracle Network. In 2007, Vanderbilt Children's Hospital had \$17,745,000 dollars of uncompensated care because more than 60% of its patients' families required financial assistance in paying for their child's treatment. Through Dance Marathon, students provide financial and emotional support to the children and families of the hospital. Last year we raised over \$146,000 but with your help we could do so much more! If you are interested in learning more about Dance Marathon and supporting me in this important cause, please visit my website at: Click here to visit my Web page

Thank you for your time and support—I am confident that once you see what we do, you will believe in this cause as strongly as I do. I hope you see how dedicated I am to this philanthropy and sincerely hope you will support me in my efforts to make kids feel better. Every contribution stays in Nashville and goes directly to Vanderbilt

Donating online is safe and easy! To make an online donation please search for my name at [\[url here\]](#) and the click "support this participant".

Thank you for considering this request for your support.

[\[your name\]](#)

[Support me!](#) (this is a link to your fundraising page that is automatically included at the end of every email you send)

Then, once you are satisfied with your message, click “Send Donor Invitation E-mail” and your done! You will receive email notifications as donations are made to your page.

Good luck and happy fundraising!

For the kids,  
Brooke Van Dusen  
Fundraising Chair  
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