Thank you for your interest in supporting United Way of New York City's RIDE UNITED team in the upcoming TD Five Boro Bike Tour! Every rotation of our tires helps improve the lives of our neighbors struggling to make ends meet. Below, you'll find information on how to join our team and set up your fundraising page.

REGISTRATION PROCESS

1. Visit our [Ride United 2020](#) site and click **Register**.

2. Input the number of riders you'd like to sign up and click **Continue**.

3. Enter your first name, last name, and email address in the **Buyer Information** fields. Click **Continue**. In the **UWNYC Rider** section, click the box marked **Copy from buyer information** to autofill those fields. Enter the rest of your details, including jersey size and emergency contact information.

4. Click **Fundraise as Team** to join us. Select **Join a Team**, then choose your company name or UWNYC affinity group from the drop-down list. If you are unsure which team to join, contact us for assistance.

5. Check the boxes to agree to the **Fundraising Minimum Agreement** of $1,000 and the **UWNYC Liability Waiver**. If your place on the team is fully or partially sponsored by your company, you must still agree to the fundraising minimum. Click **Continue**.

6. Optionally, you may make a donation to UWNYC in the amount of your choice. Select **Yes!** or **No, Thanks**, then click **Continue**.

7. Enter your credit card details in the **Payment Information** section.

   If you opted to make a donation in Step 6, that gift will be charged to the card you enter here. Otherwise, you will not be charged at this time – your credit card will remain on file in the event you do not meet your $1,000 fundraising minimum by the deadline of May 4, 2020. Any outstanding balance will be automatically charged on May 5, 2020.

   Corporate riders will have the sponsorship applied against their minimum within 3 business days of registering.

8. Check the email address you used to register. You should have two emails from GoFundMe Charity confirming your registration and asking you to accept participation in the fundraiser. In the second email, click the **Accept Fundraiser** button. This will prompt you to either create a new GoFundMe Charity account or log in to your existing account. If you rode on our team in 2018 or 2019, your CrowdRise account has carried over. **Now you're ready to RIDE UNITED!**

PLEASE NOTE: REGISTERING ON OUR TEAM DOES NOT SECURE YOUR BIB FOR THE DAY OF THE RIDE. TO DO THIS, YOU MUST FOLLOW THE INSTRUCTIONS IN YOUR UWNYC WELCOME EMAIL!

Questions? Contact Shana Van Valkenburg at svanvalkenburg@uwnyc.org

USING YOUR FUNDRAISING PAGE

1. Finding Your Fundraiser

    a. While logged in to your GoFundMe Charity account, click **Campaigns** in the top menu bar.

    b. Your fundraising page will display in the top left of the dashboard with the name of the team you joined and RIDE UNITED 2020.

2. Editing Your Fundraiser Page

    a. Hover over your RIDE UNITED 2020 fundraiser and select **Edit** to:

        i. Update the cover photos on your fundraising page

        ii. Add a video (UWNYC's YouTube channel has plenty to choose from!)

        iii. Edit your personal campaign story and goal

        iv. Preview your fundraiser page

        Riders who set a goal and tell a personal story about why they are riding with United Way of New York City raise more than those that leave their page blank! For help writing your story, see the sample outreach emails included in the Rider Toolkit.

3. Managing your Fundraiser

   a. From your dashboard, hover over your fundraiser and select **Reports** to view a great deal of information including your total amount raised, traffic to your page, and details on your donors.

   b. Hover over your fundraiser and select **Manage** to post progress updates and share with your networks. You can share your fundraiser via Facebook, Twitter, and email – the sharing icons are located on the right side of your **Manage** screen.

   c. Make sure to thank your donors! You can send them a thank you email directly from your **Manage** screen.

ADDING A PICTURE TO YOUR GOFUNDME CHARITY ACCOUNT

Note, your account profile is different from your fundraiser.

1. While logged in, click on your initials or picture in the top right of the screen and select **Account**.

2. Select **Personal Information**.

3. Upload your desired photo and click **Save**.