



The Newark Museum of Art is partnering with the reputable nonprofit service provider Blackbaud to offer Museum supporters a new opportunity to friendraise using the secure and fun-to-personalize platform Everyday Hero.

The following pages are designed to help you create a supporter page and start friendraising online for The Newark Museum of Art. Find a cause that matters to you, or create your own page to celebrate a birthday or personal milestone. All donations you attract are linked to your efforts as a friendraiser, and 100% of these donations support programs that you and your peers choose to fund.

Museum staff are happy to arrange a one-on-one appointment to help you get started setting up a supporter page and sharing your posts on social media or via email to friends and family. Contact Quinnetta Williams in the Development Office at 973-596-6626 or qwilliams@newarkmuseumart.org to get started.

Creating a Supporter Page With



EverydayHero is a simple, scalable, and intuitive peer-to-peer fundraising platform. It allows you to create fully branded campaigns that reflect your organization's unique look and feel, and it empowers individuals to raise more for your cause.

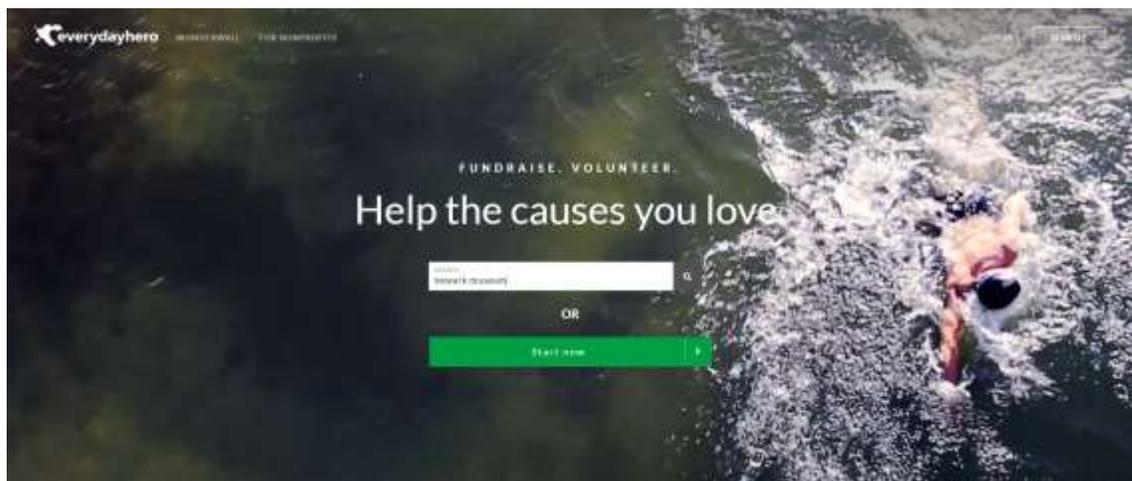
There are several ways to create a Supporter Page on everydayhero. The supporter page creation process varies if the Supporter Page is to be associated with a specific event on everydayhero.

****If you wish to create or join a team, please begin by creating your individual supporter page first.****

PART ONE: SUPPORTER PAGE CREATION

HOW TO CREATE A SUPPORTER PAGE FOR A SPECIFIC EVENT VIA EVERYDAYHERO.COM:

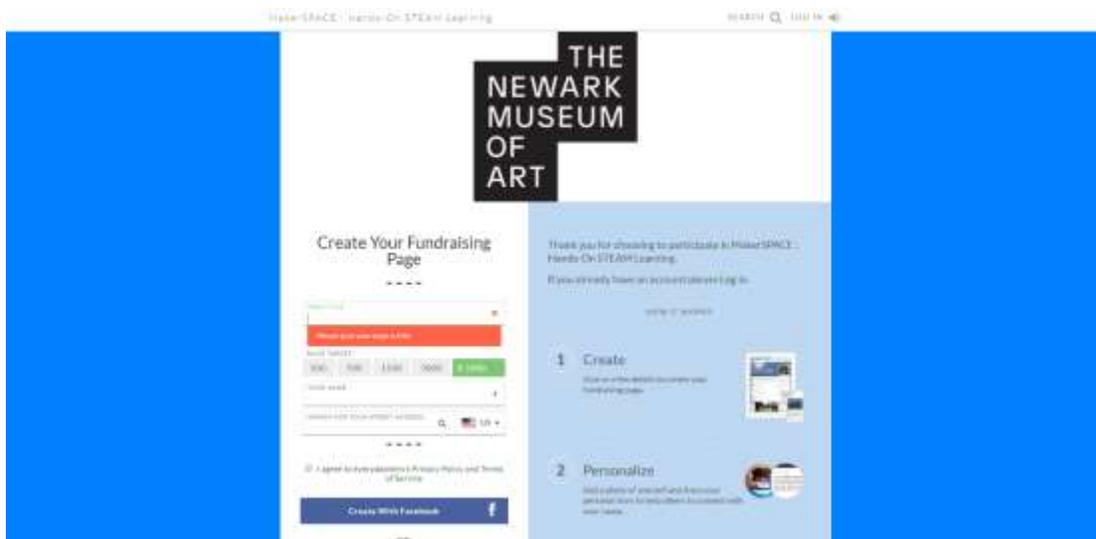
1. Visit everydayhero.com/us/
2. Search and select **Newark Museum Association** using the search bar in the center of the page.



3. Once selected you will be brought to The Newark Museum of Art's Home page. Existing Events are located towards the bottom of this page. To create a support page for one of these events:

- Hover over the event tile and click the “Join Event” button. This will bring you directly to the “create a Support page” window.
- Actually clicking on the event tile brings you to the Landing page for this event. Reviewing the Landing page can help you in creating your support page.

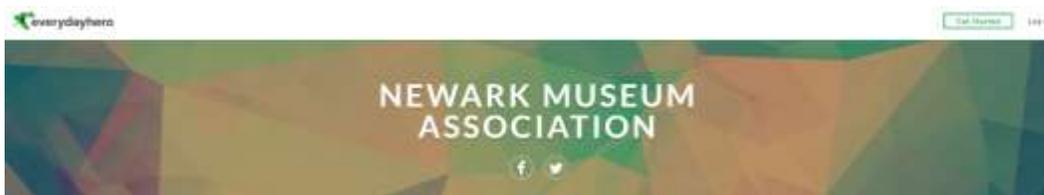
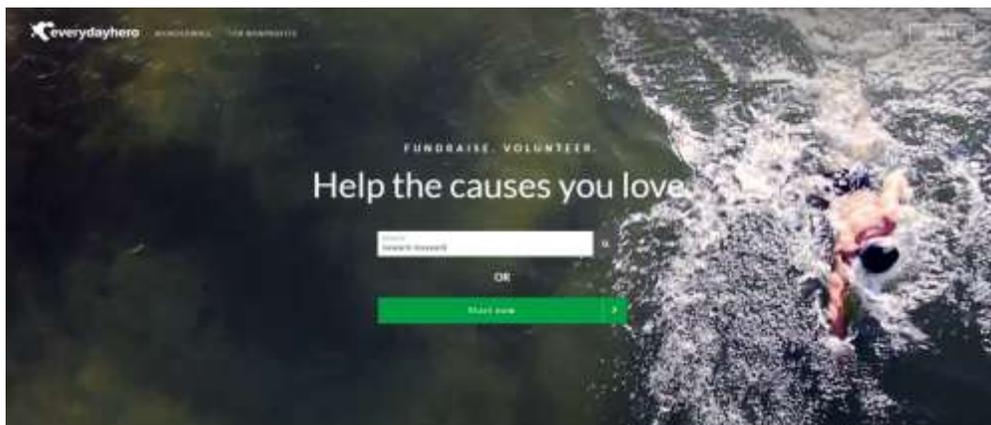
4. Enter the page title, goal, and account information. TIP: The page title will be reflected in the page URL. Please enter your name (or something your donors or teammates may recognize) as your page title.



5. Click the green “Create With Email” button at the bottom of the page or click the “Create With Facebook” button to login with Facebook
6. A supporter page has been created successfully – proceed to Part Two.

HOW TO CREATE A GENERAL SUPPORTER PAGE NOT ASSOCIATED WITH AN EVENT:

1. Visit everydayhero.com/us/
2. Search and select Newark Museum Association using the search bar in the center of the page.
3. Click the green “Start Fundraising” button to the right of the charity's mission statement.



4. Enter the page title, goal, and account information. TIP: The page title will be reflected in the page URL. Please enter your name (or something your donors or teammates may recognize) as your page title.
5. Click the green “Create with email” button at the bottom of the page or click the “Create with Facebook” button to login with Facebook
6. A supporter page has been created successfully. Proceed to Part Two.

PART TWO: SUPPORTER PAGE SETUP

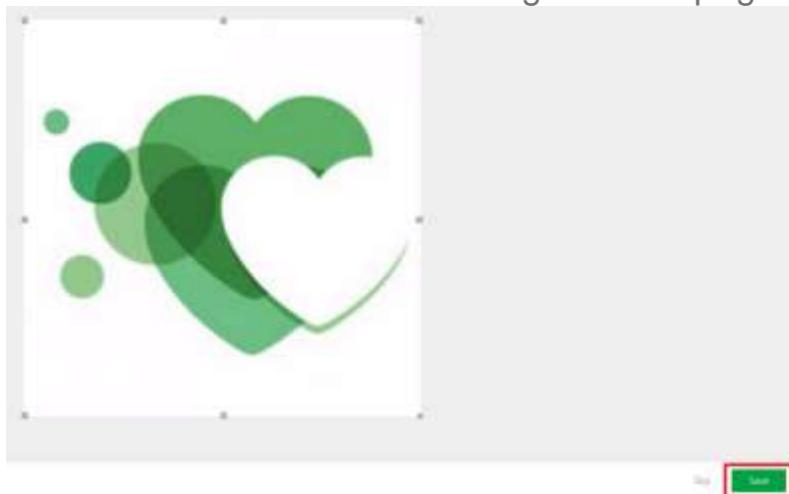
Upon creation of a supporter page in Part One, users will be prompted to complete several tasks to begin fundraising successfully. Users may click the “Skip” button to perform this task later. To add the information in at a later date go to *Edit This Supporter Page* under your page's profile picture and enter in the missing information.

Add a Profile Photo

1. Click on the green “Upload Image” button.

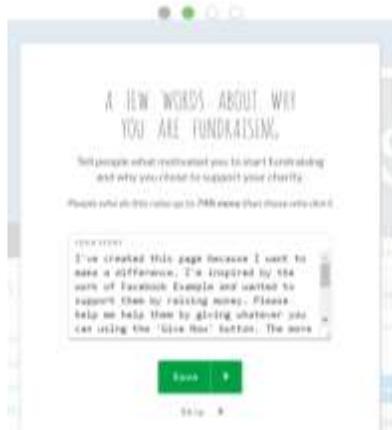


2. Upload and Crop the image if needed, then click the green “Save” button located on the bottom right of the page.



Edit the Story

1. A default story will be displayed in the pop-up window as chosen by the organization.
2. Add or remove any desired text in the “Your Story” field.
3. Click the green “Save” button when finished.



Share Your Page (on Facebook)

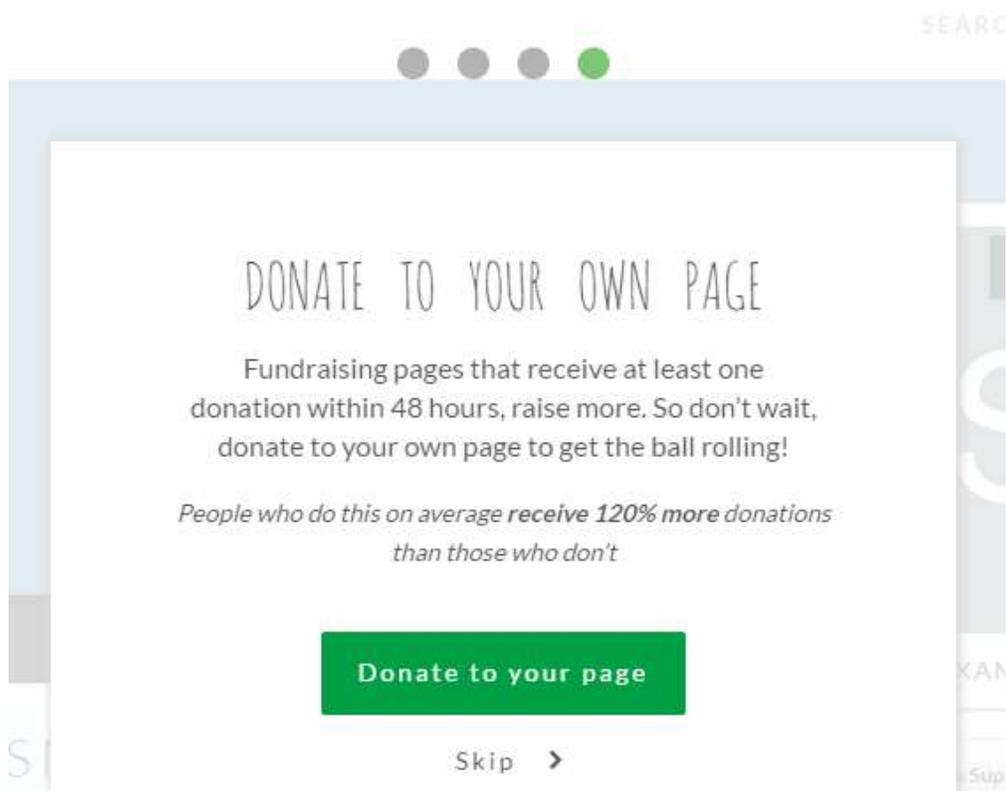
1. Click the blue “Share” button.



2. Login to Facebook in the pop-up window.
3. Add any desired content to the Facebook post. The supporter page “story”, title, and logo will automatically be added to the Facebook post.
4. Click the blue “Post to Facebook” button.

Donate Anytime Via Your Own Supporter Page

1. Click the green “Donate to your page” button.



2. Select the donation amount, enter contact details and payment information.
3. Click the “Give” button located at the bottom of the page.

FAQs

What Kind Of Communications Will I Receive?

When you create a supporter page, you will receive both system generated emails and marketing communications.

System generated emails are mandatory, because our system will alert you to when someone donates to your fundraising page. These emails are necessary to update you on your fundraising status.

You may opt out of marketing communications by clicking the Unsubscribe button at the bottom of the marketing emails. We are also happy to unsubscribe you from all marketing communications if you email help@everydayhero.com.

How Do I Thank My Donors?

When viewing your page while you are signed in you will see a "Thank *donor name*" button below each donation. Simply select this and you can post your thanks to your page.

If the donor has opted to share their details with you, they will receive an email with a copy of what you've posted.

How Do I Add A Video To My Supporter Page?

1. Paste the video URL in the "Post an update" field located beneath the page Story.



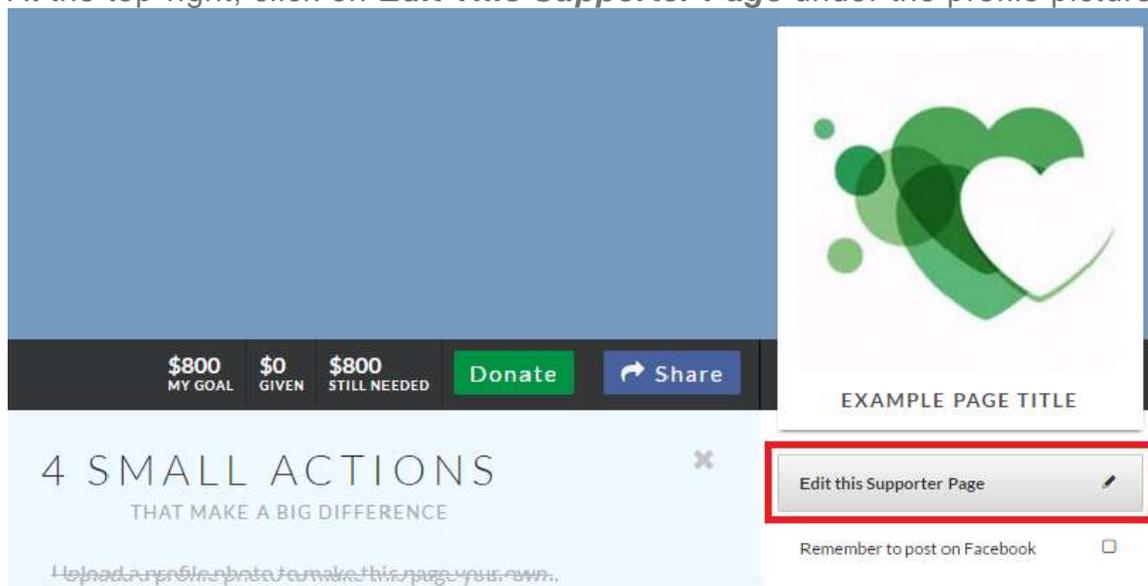
2. Click the green "Post" button to add the video to the supporter page feed.

How Do I Take Down A Supporter Page?

Click on the title of the Supporter Page you wish to take down.



- At the top-right, click on **Edit This Supporter Page** under the profile picture.



- Click the **Delete this page** link located at the bottom of the form.

← Page Options

Page Title Required

Goal (\$) Required

Fitness Goal (mi)

URL Required
<https://give.everydayhero.com/us/example-page-title>

My Story

Page Photo

Expiration Date

[Disable this page](#)

[Delete this page](#)

[Cancel](#)

- Finally, click the red **Delete Page** button to confirm.

The following is a sample page for supporting the MakerSPACE. Informational content is prepared in advance for you to modify as you see fit.



MakerSPACE : Hands-On STEAM Learning

NEWARK MUSEUM ASSOCIATION

\$0 raised

0 donations

\$5,000 Goal

START FUNDRAISING

SUPPORT A FRIEND

Like Share

For more than 110 years, visitors have been "making" at the Newark Museum. The Museum's founder, John Cotton Dana, believed "The worth of a museum is in its use." Trained educators and Teaching Artists lead hands-on, interactive experiences that combine art, science and technology in fine art and 20th century digital technologies. Your gift will help to spark creativity in visitors of all ages to drop in and create as they explore materials, processes, and concepts of objects in the museum's global collections.

Your Gift Helps:

\$25 - Covers the cost of supplies for a family participating in a drop-in session

\$50 - Supports ongoing software upgrades on our computer station to ensure all users have the best possible experience working with 21st century technology

\$100 - Purchases one little bits STEAM student kit, Arduino Electric Kit, or a STEAM optics tool kit to support guided youth projects

Campaign Goal:

\$5,000 - Underwrites a teaching artist leading an arts workshop session for adults and seniors in jewelry making, ceramics, or book arts

Search for a friend or team

Top 5 Individuals

There are no individual supporters for this campaign yet. Be the first and register now!

REGISTER

Top 5 Teams

There are no teams for this campaign yet. Be the first and create one now!

START A TEAM

START FUNDRAISING

SUPPORT A FRIEND