



2012 Fundraising

The Canberra to Dubbo Zoo2Zoo bike ride, which will be held from Friday 9th March - Sunday 11th March 2012, is an opportunity to participate in a 3 day bike ride from Canberra to Dubbo. Whilst riding is a major part of the weekend, we also have the opportunity to raise awareness and funds for the Black Dog Institute. The Black Dog Institute is an educational, research, clinical and community-oriented facility offering specialist expertise in mood disorders - a range of disorders that include depression and bipolar disorder (formerly called 'manic depression'). The Institute is attached to the Prince of Wales Hospital and affiliated with the University of New South Wales.

The Institute was formally launched in February 2002. The Institute builds on the work of its predecessor, the Mood Disorders Unit, established 17 years earlier as a state-wide clinical research facility.

The Institute's mission is to advance the understanding, diagnosis and management of the mood disorders by continuously raising clinical, research, education and training standards. In so doing, the Institute aims to improve the lives of those affected - and in turn - the lives of their families and friends.

Even though there is no minimum amount of money you are required to raise in order to participate in the Zoo2Zoo, we would appreciate if everyone at least sets up a page and let's their family, friends and work colleagues know they are doing such a demanding physical challenge.

Registration Steps

1) Set up an "EverydayHero" Account, as follows:

2) Click on:

www.everydayhero.com.au/zoo2zoo_2012

3) Click on “Join this Team”, as below

The screenshot shows the Zoo2Zoo 2012 fundraising page. At the top right, it displays: Team: Zoo2Zoo 2012, Event: Zoo2Zoo, Event Date: 31 Dec 12. Below this, it shows 'My target: \$100,000.00' and 'Online total: \$0.00 AUD'. A green 'DONATE NOW' button is visible. A red circle highlights a 'Join this team' button. The page features a 'Thanks for Supporting such a Great Cause!' message dated 09 Dec 11 09:10 AM, posted by Zoo2 Zoo. There is a 'zoo2zoo' logo with silhouettes of animals and a cyclist. Below the logo, there is a section for 'Black Dog Institute' with a description of its mission and a logo for the institute. On the right side, there is a 'The Hero Meter' showing a progress bar from 0 to 100k, with a current value of \$0.00.

4) Register and create a fundraising account

The screenshot shows the 'COMMUNITY FUNDRAISER' page for the Black Dog Institute. It features a navigation menu with links: home, sponsor a friend, contact us, top fundraisers, and login. The main content area is titled 'Please register and create a fundraising account' and includes the following text:

You're just a few steps away from fundraising online!

You must create a personal fundraising account below. An account will enable you to create an individual fundraising page; or create a Team fundraising page; or join an existing fundraising team (You will need to create this account even if you are joining a team). You will not be able to create a new account while logged into an existing account.

If you already have a fundraising account with Everyday Hero, [sign-in and skip to the next step.](#) (* Indicates required fields)

Fundraising Account

Username*

Password*

Confirm Password*

Please enter a username and password (6 characters minimum) to create your account. You'll use this to make changes to your fundraising page at any time.

[What's a fundraising page?](#)

A fundraising page is a special website accessible to your family, friends and colleagues that gives you the capabilities to accept donations online. You can share a special message of inspiration, start a blog and share images or a video to help you raise funds for a charity or cause that you care about. [...more.](#)

[click here to enlarge](#)

The thumbnail image shows a sample fundraising page layout with a header, a main content area with text and a heart icon, and a sidebar with a progress meter.

5) Enter the Team Password "zoo2zoo" - it is case sensitive.

You've opted to join team Zoo2Zoo 2012
Zoo2Zoo Bike Ride

Your fundraising page is about 20% complete

Please enter the team password

Password: Join team

6) Stylise your fundraising page



BLACK DOG INSTITUTE

COMMUNITY FUNDRAISER

home sponsor a friend contact us top fundraisers my account

Stylise your fundraising page

Choose the background colour or theme of your fundraising page.

Your fundraising page is about 60% complete

Can I change the style in the future?

Yes, after your fundraising page is created you have the capability "edit" the page.

Select a theme

My Fundraising Page Style

- Blue:
- Green:
- Purple:
- Pink:
- Khaki:

7) Customise your fundraising page

[home](#) | [sponsor a friend](#) | [contact us](#) | [top fundraisers](#) | [my account](#)

Please customise your fundraising page

Please set a fundraising target and add a photo or YouTube video. Your first blog post will appear on your fundraising page and motivate people to sponsor you.

Your fundraising page is about **80% complete**

Title and target


Title	<input type="text" value="example example's Fundraising Pag"/>	Please give your page a meaningful title and set your fundraising target.
Target (\$)	<input type="text"/>	

Unique web address

http://www.everydayhero.com.au/

Photo or video

Photo or video



A real photo or video of yourself is encouraged. It adds your own personality to your fundraising page. Once your page is created, you can edit your images and


What's an appropriate fundraising target?

It depends on your fundraising objectives. If you are just trying to raise as much as possible then don't be afraid to set the bar high. You'll be surprised how generous your supporters will be.

If you are raising money for a particular purpose, you can set the amount that achieves your goals. Remember every little bit helps.

Fundraising page example

[click here to enlarge](#)



8) Complete and continue to next step

Personal Thankyou Message

Message

We would really encourage you to add a personal message of thanks that everyone who donates will receive via email. Make it personal and who knows they might donate a bit more!

The email will only contain the text you enter, so please ensure you include any greetings or salutations you require.

Preview Complete and continue to next step

9) Process is complete, you can get friends, family and work colleagues to sponsor you.



BLACK DOG INSTITUTE

COMMUNITY FUNDRAISER

[home](#) [sponsor a friend](#) [contact us](#) [top fundraisers](#) [my account](#)

Share your fundraising page

The best way to get your fundraising page working for you is to share it with as many people as possible. We've put together a collection of the most useful tools for helping you to share your fundraising page and to spread the good word.

Unique web address to your completed fundraising page

http://www.everydayhero.com.au/example_example



E-mail

Start by emailing your unique fundraising page link (URL) to your friends and family. You can also include a personalised message to get everyone inspired to fundraise with you. The more emails you send the faster you'll be able to achieve your fundraising target (and maybe even pass it!). Click the button below to kick-start your email campaign!



Social

Are you a social star? Utilise your social networks to make your fundraising page famous! Tweet your fans and followers with your unique fundraising page link (URL) and the latest news from your fundraising quest, or share it all with your facebook friends by posting a link. Click the button below to get your fundraising page mingling!



Widget

Want to show a running total of your fundraising efforts on your blog or web page? Our clever little widget can keep your viewers informed of your progress as well as providing a link to sponsor you. It's a great way to extend your fundraising reach and invite people to join your cause. Click the button below to meet our widget and to learn how to invite him over to your web place.

10) Zoo2Zoo Bike Ride Registration details will be sent to all people on our Every Day Hero site to confirm their registration for the event. Orders will also be taken for Zoo2Zoo riding merchandise.