



2026 FUNDRAISING GUIDE



DELIVER *the healing*
POWER OF MUSIC





Thank you for joining the WXPB 5K RUN FOR MUSICIANS ON CALL! Your participation and fundraising efforts will directly fund programs that bring the healing power of music to countless hospitalized patients in the Delaware Valley area.

Successful fundraising is easy when you use this step-by-step guide and fundraise online. Harness the generosity and power of your friends, family members, and their network by asking for donations and having a lot of fun along the way.

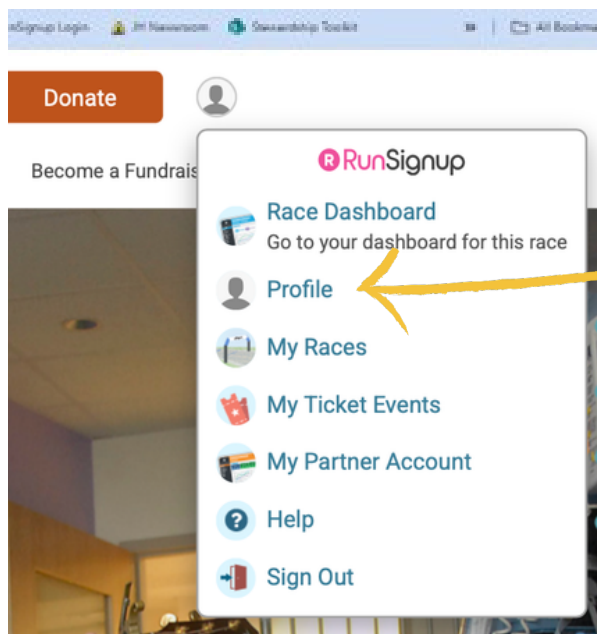
What You'll Find in This Guide:

- 3 **Getting Started**
- 4 **How to Update Your Fundraising Page**
- 5-6 **How to Send Emails**
- 7 **How to Post on Social Media**
- 8 **How to View Donations and Download List**
- 9 **Support**



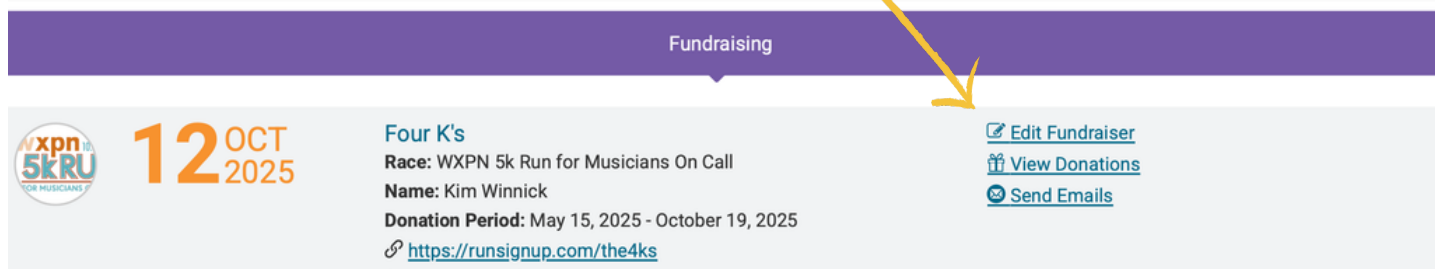
GETTING STARTED

After you register, you can always access to Fundraising Center by visiting the WXPN 5k Run site. Then login in the top right with the username and password you created during the registration process.



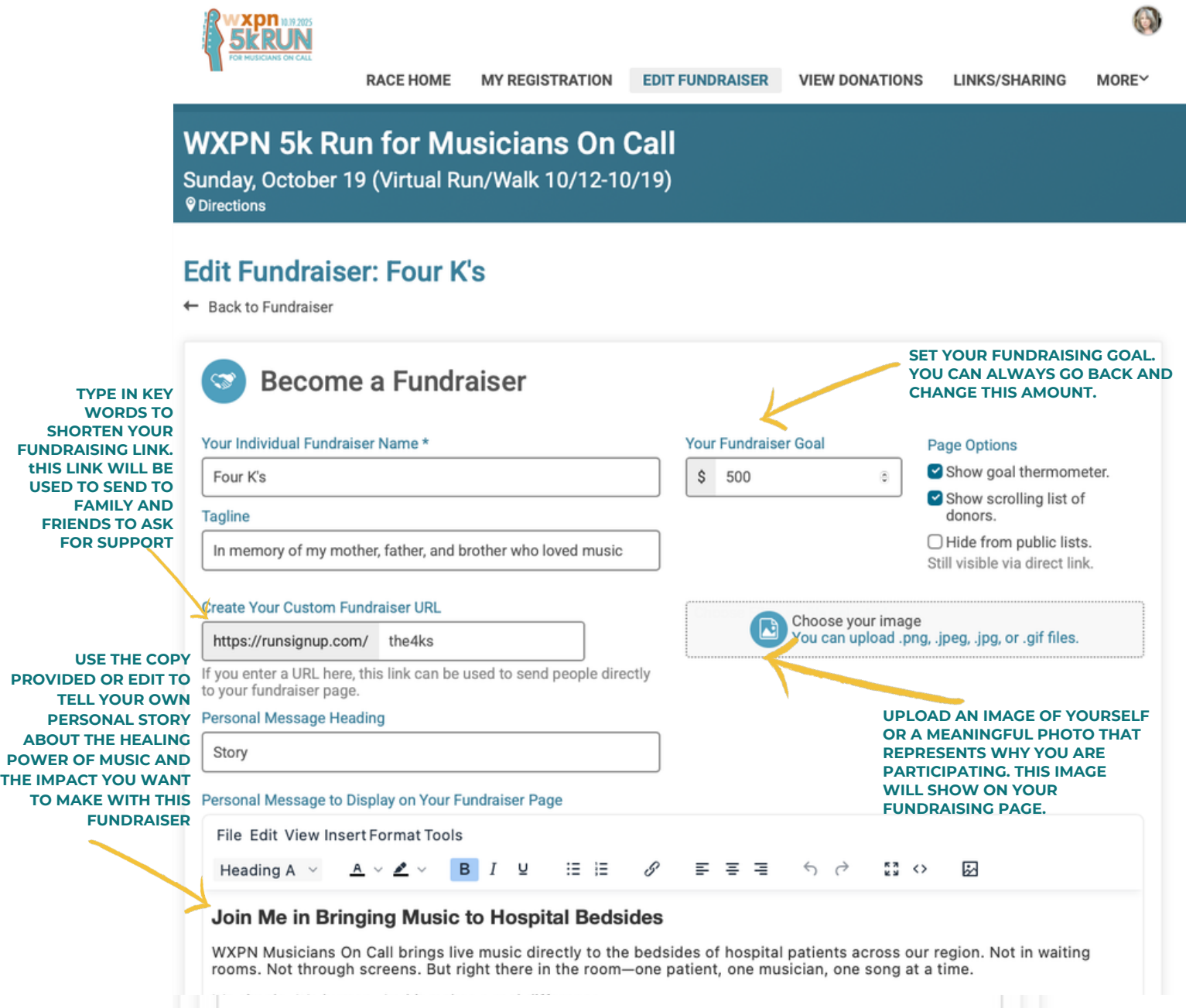
Once logged in, click the person icon in the top right and choose “Profile” from the dropdown menu.

Scroll down to the Fundraising section. Click “Edit Fundraiser” to access all of the Fundraising Center dashboard.



HOW TO UPDATE PERSONAL FUNDRAISING PAGE

Once you see the Fundraising Center Dashboard, you can always click
"Edit Fundraiser" to make changes to your personal fundraising page



WXPn 5k Run for Musicians On Call
Sunday, October 19 (Virtual Run/Walk 10/12-10/19)
[Directions](#)

Edit Fundraiser: Four K's
[← Back to Fundraiser](#)

Become a Fundraiser

Your Individual Fundraiser Name *
Four K's

Tagline
In memory of my mother, father, and brother who loved music

Create Your Custom Fundraiser URL
<https://runsignup.com/> the4ks

If you enter a URL here, this link can be used to send people directly to your fundraiser page.

Personal Message Heading
Story

Personal Message to Display on Your Fundraiser Page

File Edit View Insert Format Tools

Heading A **B** I U

Join Me in Bringing Music to Hospital Bedsides

WXPn Musicians On Call brings live music directly to the bedsides of hospital patients across our region. Not in waiting rooms. Not through screens. But right there in the room—one patient, one musician, one song at a time.

Annotations:

- TYPE IN KEY WORDS TO SHORTEN YOUR FUNDRAISING LINK. THIS LINK WILL BE USED TO SEND TO FAMILY AND FRIENDS TO ASK FOR SUPPORT** (points to the URL field)
- USE THE COPY PROVIDED OR EDIT TO TELL YOUR OWN PERSONAL STORY ABOUT THE HEALING POWER OF MUSIC AND THE IMPACT YOU WANT TO MAKE WITH THIS FUNDRAISER** (points to the personal message text area)
- SET YOUR FUNDRAISING GOAL. YOU CAN ALWAYS GO BACK AND CHANGE THIS AMOUNT.** (points to the goal field set at \$500)
- UPLOAD AN IMAGE OF YOURSELF OR A MEANINGFUL PHOTO THAT REPRESENTS WHY YOU ARE PARTICIPATING. THIS IMAGE WILL SHOW ON YOUR FUNDRAISING PAGE.** (points to the image upload button)

Page Options

- ☒ Show goal thermometer.
- ☒ Show scrolling list of donors.
- ☐ Hide from public lists. Still visible via direct link.

HOW TO SEND EMAILS



Follow the **“Getting Started”** steps (Page 3) Once you see the Fundraising Center Dashboard, you can always click Send Emails” to upload contacts and send emails out to your selected recipients.



RACE HOME EDIT FUNDRAISER VIEW DONATIONS LINKS/SHARING **SEND EMAILS** MORE▼

SENT EMAILS DRAFT EMAILS MANAGE CONTACTS IMPORT CONTACTS

CLICK ‘MORE’ IN THE TOP RIGHT. THIS WILL ALLOW YOU TO ACCESS SEVERAL OPTIONS.

TO UPLOAD A LIST OF CONTACTS YOU WANT TO EMAIL, CLICK ‘IMPORT CONTACTS”

- UPLOAD LISTS FROM YOUR GOOGLE, OUTLOOK OR OTHER EMAILS BUT SAVING THE LIST AS A CSV FILE
- CLICK ‘CHOOSE FILE’, LINK YOUR FILE
- REMEMBER TO CLICK “SAVE CONTACTS” IN ORDER TO HAVE THEM SHOW IN YOUR FUNDRAISING CENTER EMAIL LIST

UNDER THE TAB ‘MANAGE CONTACTS’ YOU CAN INDIVIDUALLY ADD NAMES/EMAILS TO YOUR EMAIL LIST, YOU CAN ALSO REMOVE EMAILS OR UPDATE EMAIL INFORMATION FOR EXISTING RECIPIENTS

Upload a Custom List

Upload CSV of Contacts

Choose File no file selected

Save Contacts

Existing Contacts

Search by Email, First or Last N



EMAIL ADDRESS	FIRST NAME	LAST NAME	ACTIONS
No Custom Contacts			

Page 1 of 1

1

Add a Custom Contact

Email Address *

First Name

Last Name

Add Custom Contact

HOW TO SEND EMAILS



ONCE YOU UPLOAD YOUR CONTACTS, CLICK SEND EMAILS
TO COMPILE AN EMAIL AND START RAISING FUNDS!



RACE HOME MY REGISTRATION EDIT FUNDRAISER VIEW DONATIONS LINKS/SHARING MORE

SEND EMAILS SENT EMAILS DRAFT EMAILS MANAGE CONTACTS IMPORT CONTACTS

Select Email Recipients *

☐ Include Donors

Fundraiser Custom Contacts

☐ Select All

THIS IS WHERE CONTACTS YOU ADDED WILL APPEAR.
YOU CAN PICK AND CHOOSE WHO YOU'D LIKE TO
EMAIL

INCLUDE CONTACT	EMAIL ADDRESS	FIRST NAME	LAST NAME
No Fundraiser Contacts			

Select Email Template

Blank Template

YOU CAN CHOOSE TO WRITE YOUR OWN EMAIL, OR
SELECT AN OPTION FROM THE DROPDOWN MENU.
REMEMBER THESE ARE TEMPLATES AND YOU WILL NEED
TO ENSURE YOU FILL IN PERSONAL INFORMATION IN THE
SECTIONS NOTED WITH [] BEFORE YOU SEND

PLEASE NOTE: Selecting a new template will undo any changes.

Email Subject *

Write Your Email *

File Edit View Insert Format Tools

Paragraph A B I U List Link Undo Redo Source Code

IF YOU CHOOSE AN EMAIL TEMPLATE IT WILL PREPOPULATE HERE. AGAIN, FILL IN ANY
PERSONAL INFORMATION IT REQUIRES. OTHERWISE YOU CAN CREATE YOUR OWN EMAIL
REQUEST HERE ASKING FOR DONATIONS. ONCE YOU'VE SET UP YOUR EMAIL, HIT 'SEND
EMAIL' AT THE BOTTOM OR 'SAVE DRAFT' IF YOU AREN'T READY SEND AND WANT TO
COME BACK TO IT

HOW TO SEND EMAILS



ONCE YOU UPLOAD YOUR CONTACTS, CLICK SEND EMAILS
TO COMPILE AN EMAIL AND START RAISING FUNDS!

[RACE HOME](#)
[EDIT FUNDRAISER](#)
[VIEW DONATIONS](#)
[LINKS/SHARING](#)
[SEND EMAILS](#)
[MORE▼](#)

[SENT EMAILS](#)
[DRAFT EMAILS](#)
[MANAGE CONTACTS](#)
[IMPORT CONTACTS](#)

Select Email Recipients *

☐ Include Donors

THIS IS WHERE CONTACTS YOU ADDED WILL APPEAR.
YOU CAN PICK AND CHOOSE WHO YOU'D LIKE TO
EMAIL

Fundraiser Custom Contacts

HIDE ▲

☐ Select All

INCLUDE CONTACT	EMAIL ADDRESS	FIRST NAME	LAST NAME
No Fundraiser Contacts			

Select Email Template

YOU CAN CHOOSE TO WRITE YOUR OWN EMAIL, OR SELECT AN
OPTION FROM THE DROPDOWN MENU. REMEMBER THESE ARE
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PERSONAL INFORMATION IN THE SECTIONS NOTED WITH []
BEFORE YOU SEND

Participant Donation Request

PLEASE NOTE: Selecting a new template will undo any changes.

Email Subject *

Join the Fight Against Gynecologic Cancers: Support My Stride & Thrive 5K Fundraiser

Write Your Email *

File Edit View Insert Format Tools

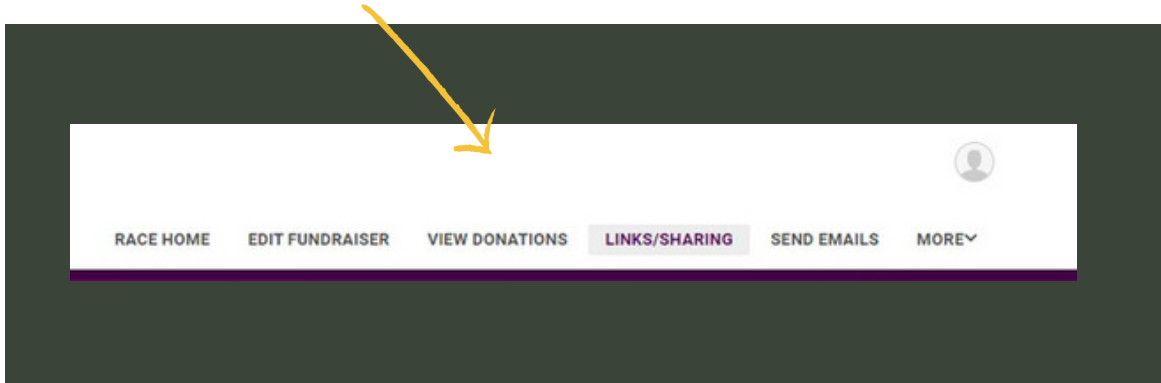
Paragraph ▼ **A** ▼ ▼ **B** *I* U

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HOW TO POST ON SOCIAL MEDIA

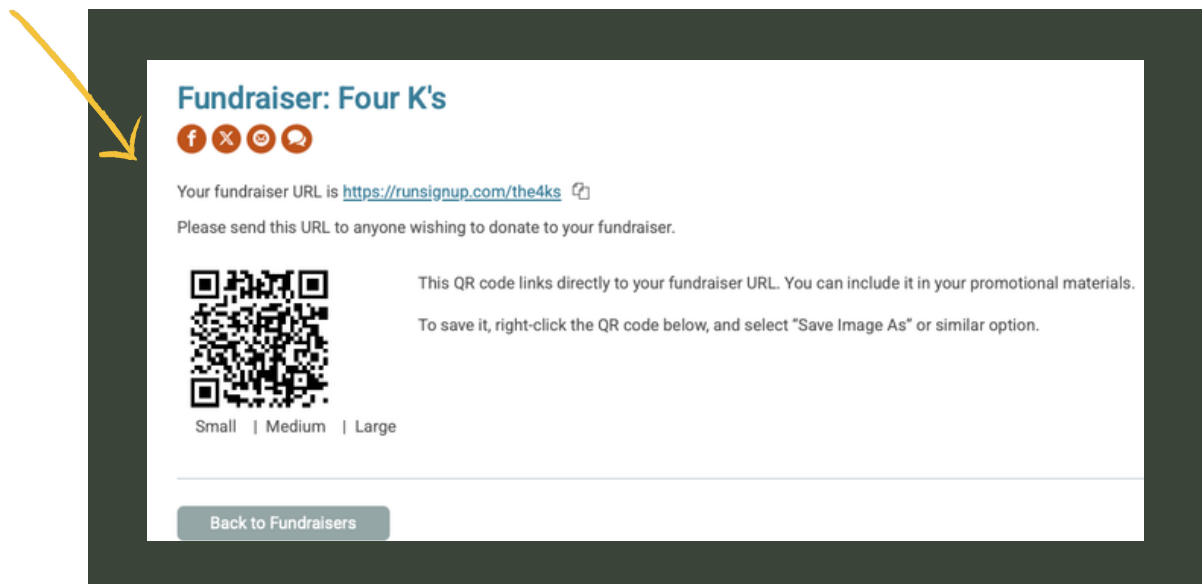


FOLLOW THE “GETTING STARTED” STEPS (PAGE 3) ONCE YOU SEE THE FUNDRAISING CENTER DASHBOARD, YOU CAN ALWAYS CLICK ‘LINKS/SHARING’ TO POST ON YOUR SOCIAL CHANNELS



CLICK ANY OF THE SOCIAL ICONS TO POST YOUR PERSONAL PAGE LINK ON YOUR SOCIAL ACCOUNTS

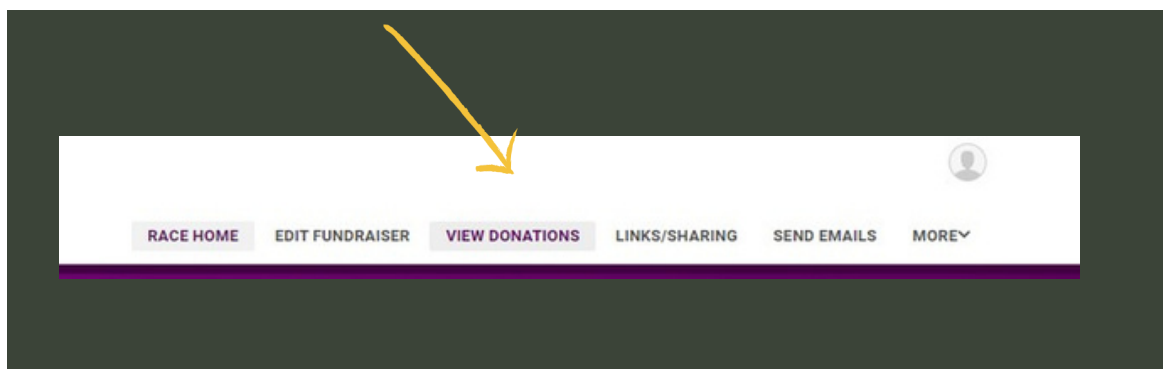
YOU CAN ALSO SAVE THE QR TO EMAIL OR TEXT TO OTHERS TO MAKE A DIRECT DONATION TO YOUR FUNDRAISING PAGE



HOW TO VIEW AND DOWNLOAD DONATIONS

FOLLOW THE “GETTING STARTED” STEPS (PAGE 3)

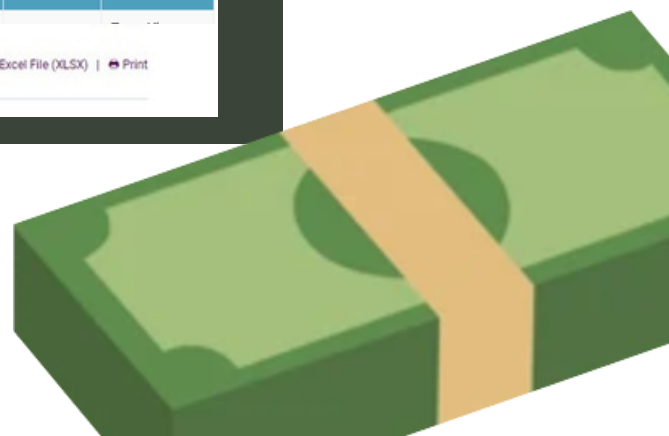
ONCE YOU SEE THE FUNDRAISING CENTER DASHBOARD, YOU CAN ALWAYS CLICK “VIEW DONATIONS” TO SEE WHO HAS DONATED TO YOUR PAGE



THIS WILL SHOW YOU DONATIONS TO DATE. TO DOWNLOAD YOUR LIST OF DONORS, CLICK DOWNLOAD IN THE BOTTOM RIGHT AND CHOOSE YOUR FILE TYPE

REMEMBER TO THANK YOU DONORS BY EMAIL, WITH A PHONE CALL, SOCIAL MEDIA SHOUT OUT, OR THANK YOU CARD.

Donations for Fundraiser: Four K's								
Number of Donations: 2 Total Donations: \$150.00								
AMOUNT PAID	DONATION AMOUNT	DONATION DATE	NAME	EMAIL	ADDRESS	ON BEHALF OF	DONATION LEVEL	FUNDRAISER
Download as CSV Download as Excel File (XLSX) Print								



SUPPORT

STILL HAVE QUESTIONS?

**CONTACT OUR TEAM AT EVENTS@XPN.ORG FOR
ONE-ON-ONE SUPPORT**