



**ATHLETE ALLY**



### Instructions for creating your fundraising page

1. Navigate to the [campaign homepage](#)
2. Click the 'join' button. After clicking, you will be presented with three options: 'Playing for Pride 365,' 'Pride Month Challenge,' or 'Tone House Engagement Day.' This is where you will need to determine how you would like to structure your campaign.
  - a. Our **Playing for Pride 365** is our open fundraising page that runs throughout the calendar year. Choose this option if you would like to fundraise outside of the month of June or if you don't have a specific metric you will be tracking.
  - b. Join our **Pride Month Challenge** if you would like to challenge yourself to a metrics-based campaign style during the month of June. By participating in this campaign, you can choose to track a metric that speaks to your individuality and donate a set amount for every mile you run, rep you complete, iced coffee you consume, or any other metric you choose to track . We encourage you to be creative and come up with a campaign that speaks to your uniqueness! Select a metric from the dropdown menu that most closely aligns with what you will be tracking, or choose "**Pride Points**" as a general metric, where every pride point represents your unique challenge (for example: one iced coffee = one pride point).
  - c. Join our **Tone House Engagement Day Team** if you will be participating in our June 15th virtual workout with [Tone House](#) and would like to raise money for your participation in the class. You can find more information about this exciting virtual event at the bottom of this email.
3. You can choose to join an existing team, create your own team, or fundraise as an individual.
4. Edit and personalize your 'why' on the 'Tell your story' page. This page will automatically be populated with the Playing for Pride origin story, but we encourage you to add your own story! If you are participating in the Pride Month Challenge, describe a bit about what metric you'll be tracking and why supporting LGBTQI+ inclusion in sport is important to you.
5. The most important part is that you have fun and encourage your fans and supporters to join you (though social media or other means) in our fight to champion inclusion in sport.
6. Please reach out to [playingforpride@athleteally.org](mailto:playingforpride@athleteally.org) with any questions regarding the campaign.