How to register as a Fundraising Team Captain for White Cane Walk:

Follow these easy step-by-step instructions or to have a CSC team member work with you, contact Megan Sigler, Marketing and Events Specialist at 216-658-4568 or msigler@clevelandsightcenter.org

1. Go to whitecanewalk.org
2. Click "Team Fundraising"
3. Choose the "Create Your Own Team" option
4. You can choose to sign up through Facebook or email
   a. If you choose Facebook, it will prompt you to enter your Facebook log in (email and password)
   b. If you choose email, it will prompt you to enter your name, email and to create a password
5. Once you are signed up, it will take you to the "Create Team" page
   a. This is where you will customize your team page
      i. Your **team name** can be anything you want it to be!
      ii. Your **team goal** is your personal fundraising goal for your page.
      iii. Your **team story** will appear on your fundraising page when people visit it. Make sure to include text here to get people to want to donate or register to walk! A sample team story is listed below – feel free to copy, paste and edit to make it your own:
      iv. *"My name is Megan Sigler and I am the Marketing and Events Specialist at Cleveland Sight Center (CSC). I created this fundraising page to help raise funds for CSC's life-changing programs and services. No blindness or low vision experience is the same. Every client has a different story and a unique journey on their own path to independence. Help us celebrate CSC's clients and the unique barriers the blind and low vision community have overcome and continue to overcome by donating or registering to walk."*
6. The next page will prompt you to add an image. This image will show up at the top of your fundraising page. This is optional, but makes the fundraising page look more attractive. You can upload a photo of yourself, a photo with your family, a photo of you at a past White Cane Walk – whatever you prefer!
7. Once you have uploaded an image, your fundraising page is complete. Great job! Make sure to copy the direct link to your fundraising page to share via email, social media and more!
8. You will always be able to edit your page and check how much money you have raised by signing in at this link: https://charity.gofundme.com/signin/form/o/en/account-manager/campaigns

Thank you for your time and generous support – we couldn't do this without you!