



PDF Quick Overview of App Features

A Guide to Navigating Your Mobile Fundraising App

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This guide is designed to help you understand what the mobile fundraising app is, how to download it, and most importantly how to navigate the different areas of the app to ultimately boost your fundraising activity and raise more money to help ZOE International's teams worldwide respond to the most critical needs of children who are at risk of or who have been trafficked.

Use the menu above to navigate to the section of your choice.

Happy Fundraising!

The ZOE Family

What is the Mobile Fundraising App?

The mobile fundraising app is a mobile application created by Charity Dynamics for ZOE International and is available for both iPhone and Android users. It is a great fundraising tool to help you promote and manage your walk and fundraising success for the ZOE Rescue Walk!

You first need to register for the walk at www.zoerescuewalk.com. Then simply download the app by searching ZOE Walk from the Apple App store or Google Play store, and use your walk log in that you created, and setup your walk and fundraising goals.

The mobile app allows you to:

- Connect to your favorite wearable to track your distance/miles – Apple Watch, Samsung and Google Health and Garmin
- Update your personal Page with your own story
- Add a photo to your Page from your mobile phone's image library
- Add fun filters to your photos to make them unique to the event
- View your fundraising progress
- Easily ask for donations and then thank donors through Facebook, Twitter, LinkedIn, Snapchat, WhatsApp, texting, and email
- Schedule posts on Twitter and LinkedIn
- Enter check or cash donations you receive from donors
- Monitor your fundraising as well as your team's progress
- Connect with your team individually or as a group
- Customize your team's Photo and story
- Manage notifications so you can be reminded and updated about the event

The mobile app can be used year after year, so if you join the ZOE Rescue Walk again, you can continue to use the app to help reach your fundraising goal!

How Do I Get the Mobile Fundraising App?

Step 1: Visit the Apple Store or Google Play store and search for ZOE Rescue Walk

Step 2: Download the app.

Step 3: Once the app is downloaded, click on the app icon from your phone.

Registration takes place through the app. Just click on the register button.

How Do I Login?

Step 1: Once you have registered at www.zoerescuewalk.com, use this same login after you have downloaded the app. Tap on the app icon on your screen and wait for it to launch.

Step 2: From the login screen, enter your username and password. If you do not remember your username or password, tap the forgot username/password link and follow the prompts.

Step 3: Check your email for instructions to reset your username or password. Check your spam folder if you don't see the email after a few minutes in your inbox.

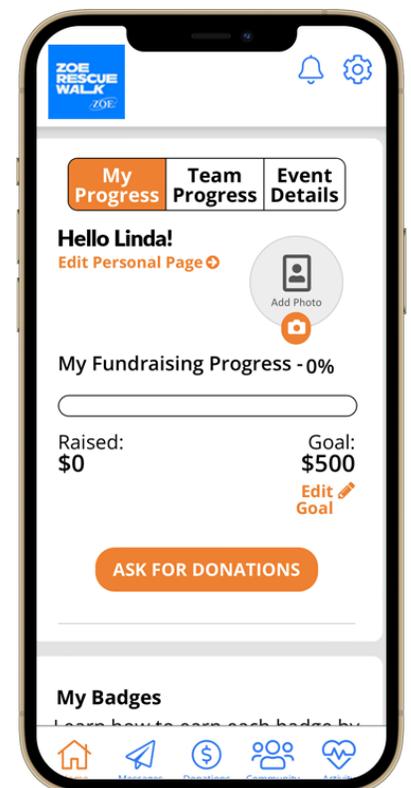
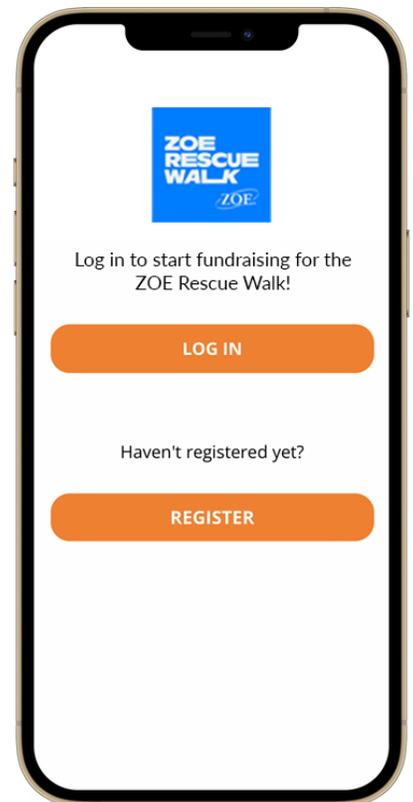
Helpful Tip! If you would like the app to remember your username, tap the checkbox next to remember me. This will auto populate your username, so you only have to enter your password when you come back to the app.

As a safety precaution, you will be automatically logged out after 24 hours of inactivity. This is to protect your personal information as well as all your team and donor details.

Navigating the Mobile Fundraising App Home Page

From the home page, you can view:

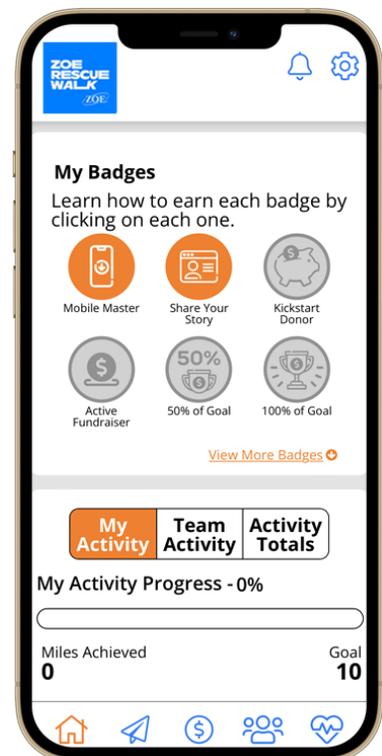
- Event name and important event details
 - Access the event information by selecting Event Details from the pill menu. To access the event page, select Visit Event Website, and a new browser window will open on your mobile phone and take you to the event's home page where you can review any event details and updates.



- The fundraising progress bar
 - Your personal fundraising progress bar shows how you are progressing towards your fundraising goal.
 - If you are a team captain or team member, you will see a fundraising progress bar that shows your team's progress towards your team goal.
 - To update your personal goal, tap on the pencil icon, and enter your new fundraising goal. If you're a team captain, you will see a pencil icon next to the team's goal. Click on that to edit your team's fundraising goal. Select OK to save your changes.

- Badges

- As you reach specific fundraising and event milestones, you will receive fun badges. For example:
 - Your Fundraising badges are when you receive donations, make a donation towards your own fundraising goal, hit a specific dollar amount, or reach a specific percentage towards your goal.
 - Your Event badges are when you become a team captain, edit your story, or connect and share on your social.
- Earned badges will display in color and unachieved badges will be gray.



- Challenges

- You have the ability to track your activity and join challenges to motivate you to reach your goal.
- Here you can select Visit All Challenges which will redirect you to the Activity tab where you can view all Active (*challenges you are currently participating in*), Available, and Upcoming challenges.

How to Send Messages

Step 1: Select your preferred social channels.

When you first sign in you will be prompted to select your preferred social channels. This allows you to choose what platforms you can easily share to when you are in the messages section of the app or when sending thank you messages to your donors.

Click on the highlighted icon to disable a social channel.

Step 2: Once you are done, select Save.

Helpful Information! You can always adjust your social channel preferences by going to the cog icon in the upper right-hand corner and select Social Channels.

Step 3: Select the Send Messages icon in the navigation bar

Step 4: Tap on the plus icon to the right of the message you'd like to use.

There are multiple messages with prepopulated verbiage for you to choose from. You can edit them as much or as little as you'd like – they are here for you to easily send a message without having too much trouble.

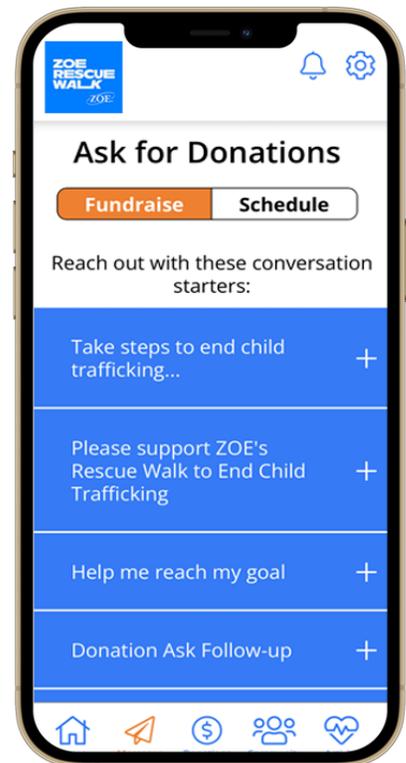
Step 5: Choose the social channel you want to use to send out your message.

You can send your message via Facebook, Twitter, LinkedIn, WhatsApp, Snapchat, text, or email. Remember, if you disabled a channel, you won't see it here!

You can always adjust your social channel preferences by going to the cog icon in the upper right-hand corner and select Social Channels.

Step 6: Optionally update the messaging and make it personal.

Step 7: To complete your message select Post or Send.



Are you a team captain? If so, you will see an additional Recruit tab next to the Schedule tab. This tab allows you to recruit friends and family to join you at the event and help fundraise!

How to Schedule a Message or Post

Depending on the settings implemented by the organization you are fundraising for, you may see a tab labeled Schedule Messages. In this area, you can set up messages to post to LinkedIn and/or Twitter automatically.

Step 1: Choose which social channels you would like to schedule automatic postings for. Just tap on the icon to enable that channel.

Helpful Tip! If you have not authenticated yet, you may be asked to complete this step. Just follow the prompts on the screen. Once it is enabled, it will be highlighted in a color to let you know it is available for scheduled messages.

Step 2: Select the message or messages that you would like to send automatically. To select all messages, just tap on the checkbox next to Select All Messages

Step 3: Click on the Save button.

Important Information! To unschedule individual messages, click on the radio button next to each message you want to disable and then click Save.

To unschedule all messages, just tap on the radio button next to Select All, deselect the social channel and click Save.

My Donations and Donor Thank You's

By selecting the Donations icon from the navigation bar, you can see your donors and thank them through your preferred social channels. Your donor list is organized from oldest to newest, so to see the most recent donation, scroll to the bottom of the Page.

If you are a team captain, you will also see the option to view Team Donations.

Step 1: To thank a donor, tap on the plus sign to the right of the donor's name.

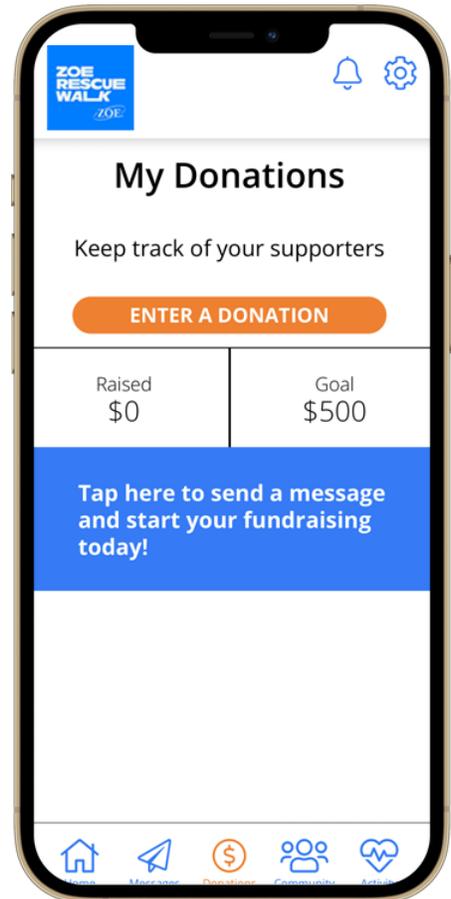
Step 2: Choose the social channel you want to thank them through.

Please Note! If you have disabled a social channel, you will not see it as an option. You can always adjust your social channel preferences by going to the cog icon in the upper right-hand corner and select Social Channels.

Depending on the settings implemented by the organization you are fundraising for, you may see an Enter Donations tab, which may allow you to enter donations via Credit Card, Check Deposit, or Cash Donations.

How to Edit Personal and Team Pages

After selecting Edit Personal Page from the home page you will have the ability to customize your personal fundraising page right from your fingertips. Please note that depending on the platform your organization is using to fundraise you may not have access to editing certain features.



If you are also a team captain, you will exclusively see a Team tab next to the Personal tab, where you will have the ability to edit your team page.

In these areas you can:

- Preview the Page in your browser.
- Add or Update Photo using an image from your phone's photo library.
- Copy your Page Link to share with family and friends.
- Customize your Page Link to a simple, easy to remember link by clicking on the pencil icon and editing the URL.
- Share your Page to Facebook.
- Select Edit My Story or Edit Team Story to personalize your Page and really make it your own. Do not forget to scroll up and hit the Save button.

Get creative with photo filters!

After taking a picture or uploading one from your camera roll, add a fun filter, the organization's logo, or stickers. Then, save and share it or set it as your image on your personal fundraising page.

Step 1: After selecting the option to edit your personal or team Page select Update Photo

Step 2: After taking your photo or uploading a photo from your camera roll, tap on Filters.

Step 3: Apply a filter, add icons, add an event specific logo and other fun enhancements.

Step 4: After you finish your creation, tap the download arrow in the lower right-hand corner.

Step 5: Select Update Photo

How to Manage Your Team

If you are a team captain, you can manage your team fundraising by selecting the Team icon. From here you can:

- Edit your Team Name and Team Page.

- Review your team goal and how much you and your team have fundraised towards your team goal.
- Edit your team Goal.
- View your team roster.

Helpful Tip! If you have just logged into the app for the first time, there might be a slight delay in populating your team roster. If after 15 minutes you still do not see your team roster, please reach out to haleigh@gozoe.org

- View each team member's fundraising goal and how much they have individually raised towards their goal.
- Encourage your teammates through the Cheers icon.
- You have the option to Contact your Team via text or chat.

Managing Your Mobile App Account Settings & Fundraising Notifications

To update the account settings for your mobile fundraising app, click on the cog icon in the upper right-hand corner.

Here you can:

- Manage your Push Notifications settings.
- View our Privacy Policy.
- Manage your preferred Social Channels. Remember if the social icon is gray, it is disabled.
- Ask any questions to the Mobile App Support Team by clicking on Need Help?
- Log Out of the app completely.

To view all fundraising notifications, click on the bell icon in the upper right-hand corner.

Fundraising notifications are sent when a new team member is registered, or a new donation is received.

Activity

Activity allows you to engage and track your physical activity while you raise money to end child trafficking. You can track your walking distance leading up to and including the month of the event.

You can also compare your activity to other fundraisers and, if you are part of a team, you can view where their team ranks in the event.

To start using Activity, follow these steps:

Step 1: Connect your mobile device.

- If you have an Apple device, select Connect to Apple Health
- If you have an Android device, select Connect to Google Fit

Step 2: Give Activity authorization to retrieve your activity data

Important Note! If you do not allow all categories to sync on iPhone, you may receive the following message and will need to sync all health data. To turn on all categories, select Settings from your iPhone home screen > Scroll down to the Health app > Select Data Access & Devices > Select [ZOE RESCUE WALK] > Select Turn all Categories On.

Step 3: Track your activity.

- If you already have an activity tracking device, such as an Apple Watch, Garmin, or Fitbit, and the device is connected to either Apple Health or Google Fit, your historical activity data will automatically be retrieved for the period that is defined for your event. For example, if you have been walking for the past 3 weeks and your event has been configured to retrieve data from the past 2 weeks until event day, then every walk of yours from the past 2 weeks will import into Activity! If you do not have an activity tracking device, you can record your activity manually by selecting the green Start button. When you are done with your activity, you can press the red Stop button to save your workout.

- If you forget to track an activity with a device, you can manually add your activity by clicking the plus (+) button next to activities.
- If you need to change or delete an activity, you can do so by clicking the pencil or trash bin icons.

Step 4: View your activity progress from your Activity home screen.

- In this area, you can see your personal and team progress, quickly track activity, and edit your goals.
- If you are a team captain, you can see all team members' activities, the challenges they have achieved, view team stats, and your team's progress. You can also email the entire team or reach out to individual team members with encouragement and coaching tips!

Step 5: View and share your challenge badges.

As you continue tracking your activity, you will be awarded challenge badges to recognize your achievements. These challenge badges are typically based on a streak of activity, total distance of an activity and/or percent of activity goal you have achieved. Once you have been awarded a challenge badge you can share your achievement on various social channels!