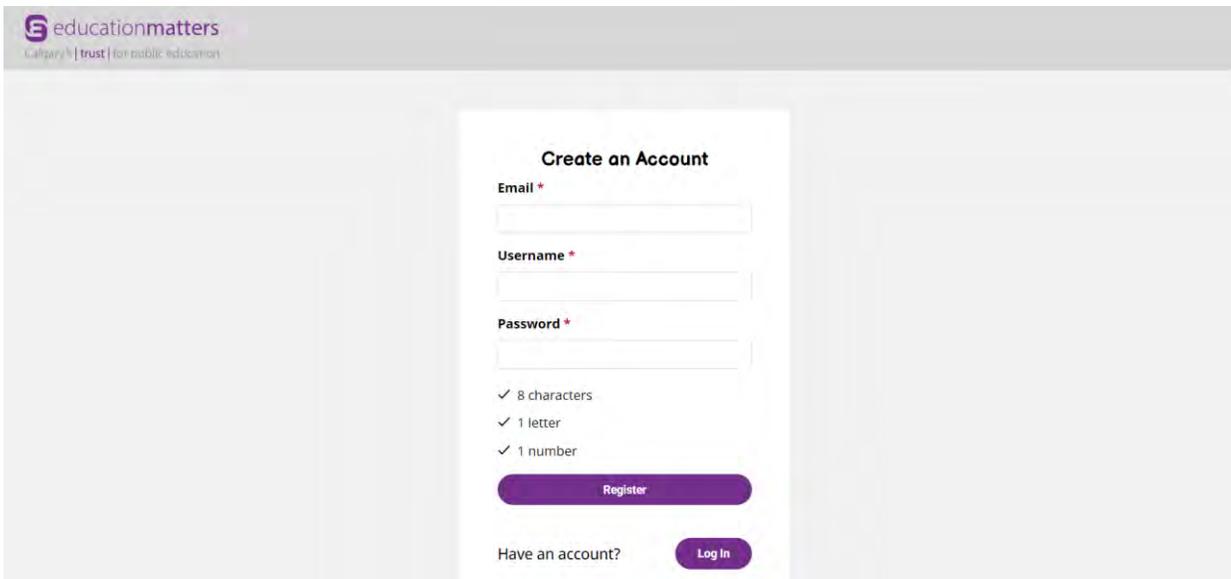


How to Register Your School

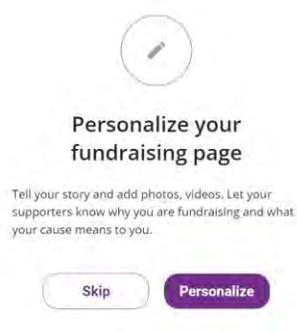
Head [here](#) and click on the 'register' link in the top right corner or above the thermometer:



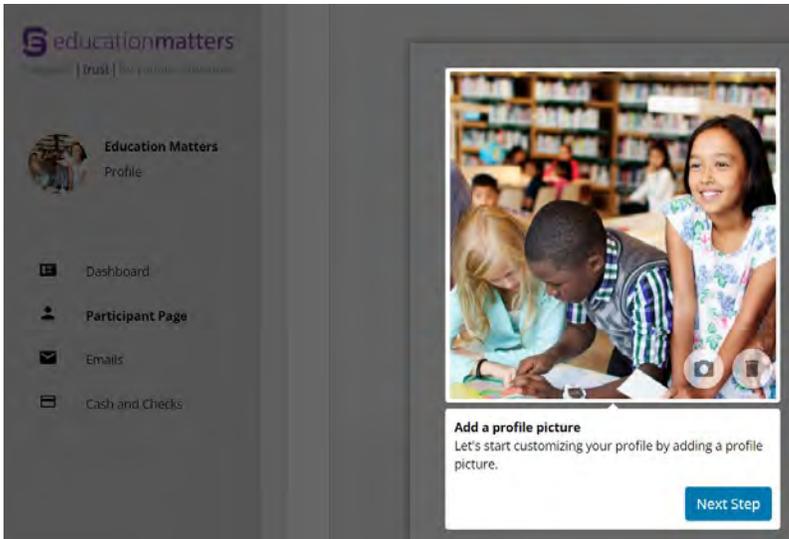
Create an account for your school (it would be a good idea to use your general school email address to use for future events):



Once your account is created you will get the option to personalize your event page:



The first thing it will ask you to do is upload a photo – use whatever best represents your school or literacy project! A logo, photo of books you'd like to buy, a picture of students reading – whatever works best for you:



You can keep the text on the page or change it/add to it to help describe how you want to spend your Loonies for Literacy funding. You know your community best! Just click the pencil icon in the bottom right corner to customize whatever you need:

Loonies for Literacy is an initiative to celebrate the books and stories students love. Partnering with local authors, community members, and Calgary Board of Education schools, EducationMatters is raising funds to invest into school literacy programs for Calgary Public Schools, while also generating awareness of the fundamental importance of literacy.

The initiative kicks off on World Book Day - April 2^{3rd}. The campaign will run all through the month of May until June 3rd with students raising funds for their own school.

To make literacy more equitable across the city, for every dollar raised by a school during this campaign, another dollar will be provided to a school in need through contributions from community partners like yourself.

The funds raised by Loonies for Literacy will be used towards literacy programs, including but not limited to:

- Books for school libraries
- E-books or e-learning resources
- Early learning resources
- Decodable texts

Learning to read opens up a new world of information, imagination, and communication; literacy is essential to developing self-esteem, an understanding of the world, and one's place in it. Please join us in ensuring that no student falls behind.



Next, click on the 'Profile' area of your account:



Here you can choose how to display your school name and replace the name of the individual setting up the account – just put the school name in the 'first name' area and leave 'last name' blank (on the 'Participant Page' area just delete the last name field if it's still showing up):

A screenshot of the Education Matters profile page. The page has a sidebar on the left with the Education Matters logo and navigation links: 'Dashboard', 'Participant Page', 'Emails', and 'Cash and Checks'. The main content area is titled 'Profile' and features a profile picture. Below the picture are three form fields: 'First name *' with the value 'EducationMatters', 'Last name' which is empty, and 'Address *' with the value '1221 8 St SW'.

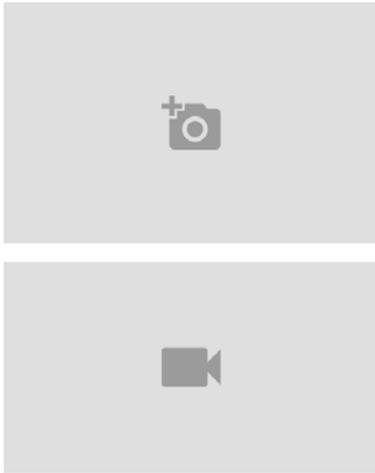
On this page you should also be sure to scroll down to the bottom and make sure both boxes under search results and leaderboards are checked before hitting the save button:

Privacy

- Show Education in search results
- Show Education on leaderboards

Save

After saving you can navigate back to your participant page – here you can add more photos or videos to better communicate with your potential supporters (having students make a short video of what they would like to see in their school is always a great idea). Just click on either box to upload the file of your choice:



After personalizing your page, head to your dashboard – here you can change your goal at any time and send emails to potential supporters:

The screenshot shows a dashboard for 'Loonies for Literacy 2022'. On the left is a navigation menu with 'EducationMatters Profile', 'Dashboard', 'Participant Page', 'Emails', 'Cash and Checks', and 'Logout'. The main content area shows a 'Donate' button, '\$0 raised' vs '\$10,000 Goal', and an 'Update goal' link. Below this is an 'Invite Supporters' section with a description and 'Skip'/'Add' buttons. To the right is a 'Registration' box showing 'Name: EducationMatters' and 'Registration Status: Registered'.

You can also use the 'Emails' area of the left hand menu bar to send out messages asking for support – there is a basic canned message already in there that you can edit for your own purposes (or use as is):

educationmatters
 Calgary's | trust | for public education

EducationMatters
 Profile

- Dashboard
- Participant Page
- Emails**
- Cash and Checks

Emails

Create email ▾

No emails created yet

Ask for donations

Recruit friends

Depending on your school policies, you may want to accept offline donations for this event in the form of cash and cheques. You can use the 'Cash and Checks' area of the left-hand menu bar to account for these donations and keep your fundraising thermometer current:

educationmatters
 Calgary's | trust | for public education

EducationMatters
 Profile

- Dashboard
- Participant Page
- Emails
- Cash and Checks**

Add donation

Donation from:

Friend/Family
Event/Cash lump sum

Donation amount: *

Title

First name *

Middle name

Last name

Home

Work

Address *

City/Town *

Province/State *

Postal/Zip Code *

✕

Add Donation