



LeatherWalk 2024

Click & Pledge User Guide

About Click and Pledge

Welcome to the LeatherWalk 2024 fundraising campaign!



This year, we're thrilled to launch **Click & Pledge's Peer-To-Peer Fundraising** module, a powerful, third-party fundraising platform that empowers you to meet your personal fundraising goal! You can also rally your network by creating a fundraising team and inviting folks to raise even more funds.

Click & Pledge is built to help you personalize your approach, connect with your network, and monitor your progress. Let's make this year's LeatherWalk a huge fundraising success.

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Essential Fundraising Tools Available from Click & Pledge

- **Create a personalized Individual Fundraising page:** Create and personalize your Individual Fundraising page to tell your compelling fundraising story to fundraise as an individual. Share your unique link with your network via email, social media, and text messages.
- **Create a personalized Team Fundraising page:** Build out a Team Fundraising page that drives your kink community to join you in your fundraising efforts. Invite fellow kinksters, friends, family, and colleagues to fundraise with your combined passion. Share the unique link to maximize your reach.
- **Join an existing Fundraising Team:** Join an existing Fundraising Team and contribute to its fundraising goals as an Individual Fundraiser
- **Monitor your progress:** Login to your Individual Fundraising account and monitor your My Dashboard page to track donations and fundraising milestones in real-time.
- **Automated receipts:** Click & Pledge automatically sends thank you emails and receipts to your donors.
- **Fundraiser donation notifications:** As an Individual Fundraiser, you will receive an email notification every time someone donates to your goal, keeping you informed and motivated.



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How to Create Your Individual Fundraising Account

- Access the LeatherWalk 2024 Campaign page at <http://www.leatherwalk.org>
- Scroll down and click the Walk to Fundraise: Registration button
- Click Fundraise Individually
- Log in to the Click & Pledge platform by creating an account, either using your existing Google account or signing up with your email address
 - If you choose to use your email address, you will get a verification email with a one time password code to log in to the platform
 - The email will come from Connect Responder <Responder@notify.clickandpledge.com>.
- The first time you enter your login credentials, you will be prompted to enter your First Name, Last Name, and create an Alias (a unique identifier used in your personalized Individual Fundraiser URL)
- Then proceed to login to your account
- You will be taken to your **My Dashboard** screen, showing the LeatherWalk 2024 campaign, as well as any other Campaigns you have joined. From here, you can:
 - **View page** — View your Individual Fundraising page as it displays to the public
 - **Copy link** — Copy the Individual Fundraising page link to share with potential donors
 - **Customize your page** — Customize the content of your Individual Fundraising page (see “How to Personalize Your Individual Fundraising Page instructions below)
- If any of this needs to be clarified, you can request support — see details on how to get support below



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How to Personalize Your Individual Fundraising Page and Account Profile

You have the power to personalize your Individual Fundraising Page. Here are the steps and customization options available to you.

- Login to your Personal Fundraising Account [via this link](#)
- Once logged in to your **My Dashboard** summary page — titled **Campaigns I support** — you will see:
 - **Account tray** (lefthand column) — This is the black bar on the left side of the screen that contains your **Account number** and links to **My Dashboard** (currently selected) and **Profile** (Account Profile / Fundraiser Profile) — This account tray can be dismissed by clicking on the three stacked bars icon in the upper left (aka hamburger menu)
 - **Campaign tiles** — A list of all the fundraising campaigns you have joined
 - **Teams details** — Teams I manage / Teams I am a member of
 - **Donations details** — Donations received / Donations made
- Click Customize your page on the **Campaign tile: LeatherWalk 2024**
- **My Dashboard: Customize your page Section: Metrics Carousel** — Metrics tiles to keep you informed of your fundraising progress
- **My Dashboard: Customize your page Section: Share the link to your Fundraising page** — Social sharing bar with your personal Individual Fundraising page link — You can copy the URL to promote your page to your personal network via social media, email, and SMS messaging
- **My Dashboard: Customize your page Section: Campaign Profile:**
 - Set your Fundraising Goal
 - Choose when to stop fundraising — we suggest stop fundraising on a specified date, 10/13/24. This allows for an optimal fundraising window.
 - Customize My Bio/Statement (max 500 characters) — This appears at the top of your fundraising page below the progress bar — Default text appears when you create your profile — We recommend customizing with your voice
 - Personalize your My Story section (maximum 20,000 characters) — Your story is one of your most powerful tools for motivating donors
 - Click Save Settings at the bottom of the page.
 - If any of this needs to be clarified, details on how to get support are below



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- **My Dashboard: Customize your page Section: Teams for this campaign** — List of existing Fundraising Teams for this Campaign — You can View existing Fundraising Team pages, Join an existing Fundraising Team or Create your own Fundraising Team
- **My Dashboard: Customize your page Section: Thank You Donors** — This is a log of all the donations that you have received to date — Each entry shows the donor, donation amount, and when the donation occurred — You can also preview the thank you message that your donors received — This message can only be modified by administrators and is delivered to them automatically
- **Account Profile / Fundraiser Profile**
 - Click on **Profile** in the lefthand Account tray to review and update your account details:
 - First Name
 - Last Name
 - Email address (view only — contact support to make changes)
 - Alias (view only — this is created at the time of account creation and cannot be changed)
 - Phone number — Enter your region and 10-digit phone number
 - Send OTP — ignore this button / not needed
 - Profile image — you can upload a new image or replace an existing image with a new one (1 MB maximum file size / jpg, png, bmp or gif formats — support details below offer details on photo editing, and you can always email leatherwalk@sflcd.org with any photo and we will edit it on your behalf)
 - Photo acknowledgment checkbox
 - Save settings
- If any of this needs to be clarified, you can request support — see details on how to get support below



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How To Make A Donation (How to Use the Donation Form)

Depending on which page you are on, there are many ways to access the Donation Form. The page for an Individual Fundraiser should pre-populate their name and Team Name on the donation form. The page for a Team should pre-populate the Team Name on the donation form. Neither the Team Name nor the Fundraiser Name are pre-populated from some locations, so always make sure these two fields are populated when donating.

Once you are on the Donation Form,

- Confirm Team Name
- Confirm Fundraiser Name
- Choose your Donation Type (one-time or recurring)
- Specify your Donation Amount
- You have the option of covering the platform and credit card fees, helping the District to raise more funds
- Enter your Payment Details
- Enter your Billing and Contact Information
- You can choose to make the donation Anonymously, or
- Specify your Display Name
- Specify a publicly posted comment — The Display Name and Comment will show in the donations widgets on the LeatherWalk site
- Indicate if you are going to walk in LeatherWalk 2024
- Indicate if you would like to be added to the email list for the Leather & LGBTQ Cultural District
- Submit your donation
- If any of this needs to be clarified, you can request support — see details on how to get support below



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Technical Support and Fundraising Coaching

Our friends from Do Good Stuff are ready to provide technology fundraising support and coaching. They will make setting up your page and fundraising easy. For more complex issues, please sign up for an Individual or Group Coaching Session to ensure we have clarity around your issue and you get the right information therefore, we can better ensure success in your fundraising efforts. Access their expertise in several ways:

On-Demand Videos

- [How to sign-up as an Individual Fundraiser](#)
- [How to personalize your Individual Fundraising page](#)
- [How to edit and resize photos on your iPhone](#)
- [How to edit and resize photos on your Android](#)

Guides & Graphics

- [Click & Pledge User Guide >> Download PDF](#)
- [Fundraiser Guide | Online Version | Download PDF](#)
- [LeatherWalk 2024 Graphics | Download Package One](#)

Group and Individual Coaching Sessions

- [Group Coaching Registration >> Tuesdays 8 AM | Thursdays 6 PM | Saturdays 2 PM](#)
- [Individual Coaching with Ken Wells >> Sign-Up via Doodle](#)
- [Individual Coaching with P Tyrone Smith-Cunha >> Sign-Up via Doodle](#)

During Support Sessions You Can:

- Set-up and personalize your Individual Fundraising page
- Join an existing Fundraising Team (This is optional but encouraged!)
- Create and personalize a Fundraising Team page (This is optional but encouraged!)
- Name your Fundraising Team in honor of an historic SOMA venue or business
- Access and share links to your Individual Fundraising page and Team Fundraising page to kickoff your recruitment and fundraising efforts
- Resize and crop a profile face pic

Have a quick question or need a profile image resized?

- Send an email to leatherwalk@sflcd.org



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Boilerplate Descriptions

What is LeatherWalk 2024? Boilerplate Descriptions
<p>Full Length Version — Communication from a Fundraiser</p> <p>What is LeatherWalk 2024?</p> <p>LeatherWalk is a cherished annual celebration and fundraiser organized by the LEATHER & LGBTQ Cultural District in San Francisco’s South of Market (SOMA) area. Established in 1992, this tradition brings together the leather, kink, and LGBTQ communities to celebrate their vibrant cultural heritage, enhance visibility, and raise essential funds. Proceeds from LeatherWalk directly support our Leather Legacy Landmarks sidewalk plaques initiative to install plaques at 77 iconic and sometimes raucous SOMA locations, honoring businesses and venues that began serving our community in the 1960s.</p> <p>LeatherWalk 2024 takes place on Sunday, September 23, 2024 starting at 10 AM. Participants gather at City Hall and walk through South of Market, pausing for entertainment and refreshments at favorite venues. The walk concludes at Eagle Plaza with the raising of the Leather Pride Flag during the SF Eagle Bar’s Leather Pride Fest. The event raises funds, fosters community spirit, encourages self-expression, and plays a crucial role in preserving the historical and cultural identity of our leather & LGBTQ communities.</p> <p>All Walkers can register for free. Those Walkers who are interested in fundraising can utilize an easy-to-use peer-to-peer fundraising platform. Donations from the community are strongly encouraged.</p> <p>For more information about creating a Team, signing as a Walker, Volunteering, or making a donation, visit www.leatherwalk.org</p>
<p>Short Version A — Communication from a Fundraiser</p> <p>What is LeatherWalk 2024?</p> <p>LeatherWalk is the LEATHER & LGBTQ Cultural District’s cherished annual march for visibility, celebration and fundraising. This tradition brings together the leather, kink, and LGBTQ communities to celebrate our vibrant cultural heritage, enhance visibility, and raise essential funds. Proceeds from LeatherWalk directly support our Leather Legacy Landmarks sidewalk plaques initiative to install plaques at 77 iconic and sometimes raucous SOMA locations, honoring places that began serving our community in the 1960s.</p>
<p>Short Version B — Communication from a Fundraiser</p> <p>What is LeatherWalk 2024?</p>



LeatherWalk, established in 1992, brings together the leather, kink, and LGBTQ communities to celebrate their vibrant cultural heritage and raise essential funds for the LEATHER & LGBTQ Cultural District. Proceeds from LeatherWalk directly support our [Leather Legacy Landmarks](#) sidewalk plaques initiative to install plaques at 77 iconic and sometimes raucous SOMA locations, honoring places that began serving our community in the 1960s.



Leather Legacy Landmarks — Sidewalk Plaques Initiative — Boilerplate Descriptions

Full Length Version — Communication from a Fundraiser

Leather Legacy Landmarks — Sidewalk Plaques Initiative

Protecting the Vibrant Legacy of Leather, Kink, and Queer Places in SOMA

The [Leather Legacy Landmarks](#) sidewalk plaques initiative of the LEATHER & LGBTQ Cultural District honors the legacy of iconic SOMA leather, kink, and queer places that started serving our community in the 1960s. The District plans to install plaques at 77 historic locations to celebrate SOMA's sometimes raucous past and vibrant future. Some plaques will be included on our guided walking tours. The District exists to ensure there is a lively home for our community's events, businesses, bars and organizations in SOMA and this initiative is just one piece of our efforts to preserve and protect the cultural heritage of San Francisco's Leather & LGBTQ community.

For more information, visit www.sfleatherdistrict.org/plaques

SHORT VERSION A — Communication from a Fundraiser

Leather Legacy Landmarks — Sidewalk Plaques Initiative

Protecting the Vibrant Legacy of Leather, Kink, and Queer Places in SOMA

Proceeds from LeatherWalk directly support LEATHER & LGBTQ Cultural District's [Leather Legacy Landmarks](#) sidewalk plaques initiative to install plaques at 77 iconic and sometimes raucous SOMA locations, honoring places that began serving our community in the 1960s. The District has a goal of raising \$22,000 to install the first 17 plaques, all on Folsom Street. Your support gets us one step closer to reaching this goal. Thank You!

SHORT VERSION B — Communication from a Fundraiser

Leather Legacy Landmarks — Sidewalk Plaques Initiative

Protecting the Vibrant Legacy of Leather, Kink, and Queer Places in SOMA

LeatherWalk is an exciting opportunity for community members to support the the LEATHER & LGBTQ Cultural District's [Leather Legacy Landmarks](#) sidewalk plaques initiative to install plaques at 77 iconic and sometimes raucous SOMA locations, honoring places that began serving our community in the 1960s. The District has a goal of raising \$22,000 to install the first 17 plaques, all on Folsom Street. Your support gets us one step closer to reaching this goal. Thank You!

SHORT VERSION C — Communication from a Fundraiser



Leather Legacy Landmarks — Sidewalk Plaques Initiative

Protecting the Vibrant Legacy of Leather, Kink, and Queer Places in SOMA

LeatherWalk is an exciting opportunity for community members to support the LEATHER & LGBTQ Cultural District's [Leather Legacy Landmarks](#) sidewalk plaques initiative to honor 77 iconic and sometimes raucous SOMA locations that began serving our community in the 1960s. The District has a goal of raising \$22,000 to install the first 17 plaques, all on Folsom Street. Your support gets us one step closer to reaching this goal.

LEATHER & LGBTQ Cultural District — Boilerplate Descriptions

Full Length Version — Communication from a Fundraiser

LEATHER & LGBTQ Cultural District

The LEATHER & LGBTQ Cultural District is dedicated to celebrating, preserving, and promoting the rich history and vibrant culture of the leather, kink, and LGBTQ communities in the South of Market (SOMA) area in San Francisco. As the first of its kind, the District fosters a safe, creative, and inclusive environment for all. The District partners with local businesses and organizations to support cultural events, advocate for community needs, and enhance neighborhood vitality. Through strategic initiatives and public engagement, the District ensures that the unique heritage and contributions of its communities continue to thrive and inspire future generations. For more information, visit www.sflcd.org.

Short Version — Communication from a Fundraiser

LEATHER & LGBTQ Cultural District

The LEATHER & LGBTQ Cultural District celebrates, preserves, and promotes the rich history and culture of the leather, kink, and LGBTQ community in San Francisco's SOMA district. As the first of its kind, the District fosters a safe, inclusive environment, partnering with local businesses to support events, advocate for community needs, and enhance neighborhood vitality. Through strategic initiatives, the District ensures that this unique heritage continues to thrive and inspire future generations. For more information, visit www.sflcd.org.