

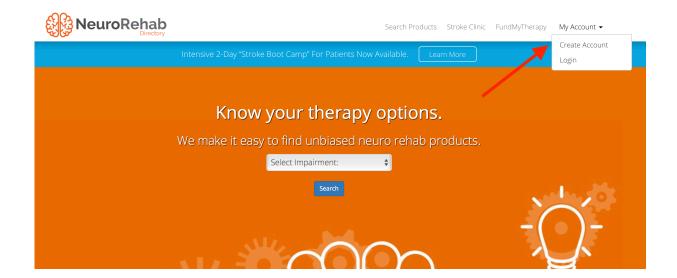
# **Getting Started Guide**

We are excited to help you on your road to recovery by providing access to the latest therapy solutions available on the market today. Now that you have created your FREE **FundMyTherapy** account, you are ready to find your life-changing therapy tools using the world's largest neurological rehabilitation product directory. Simply search the directory, add your product choices to your Wishlist, build your easy-to-use fundraising campaign page and share it with family and friends.

Raising funds for your recovery can't be any quicker or easier. Lets Go!

# Step 1 - Sign In To Your Account

Visit <a href="www.neurorehabdirectory.com">www.neurorehabdirectory.com</a> and click on "My Account" located at the top right portion of the page. Click on "Login" and enter your username and password. If you have not created an account yet, click on "Create Account" and follow the prompts.

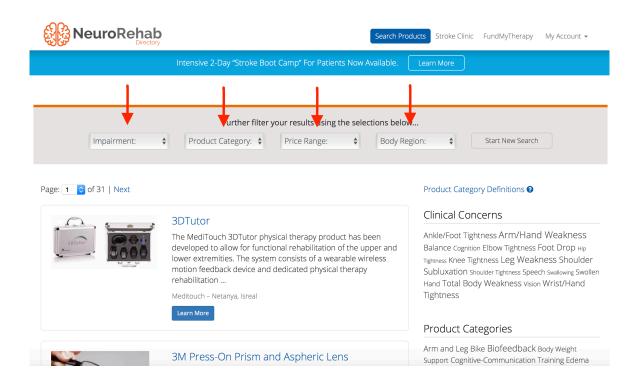


# **Step 2 - Create Your Wishlist**

Search NeuroRehab Directory and identify solutions that can help you with your recovery. Click on the "Search Products" tab located at the top of the page.

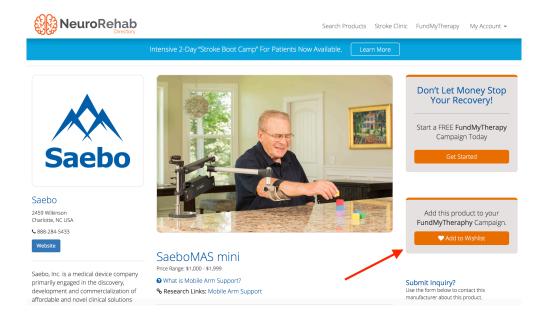


Here, you can then sort by Impairment, Product Category, Price or Body Region.



When you see a product that is of interest, click on the "**Learn More**" tab to find a detailed description of the product and general price range. If you would like to add a product to your Wishlist, click on the "**Add to Wishlist**" button located on the right side of the product page.

**Important:** Be sure to keep track of the prices of the products you are adding to help determine your final campaign goal amount. Pricing or general estimates for some of the products listed in the directory may not be publically available. Either estimate the cost or contact the manufacture for the latest pricing.

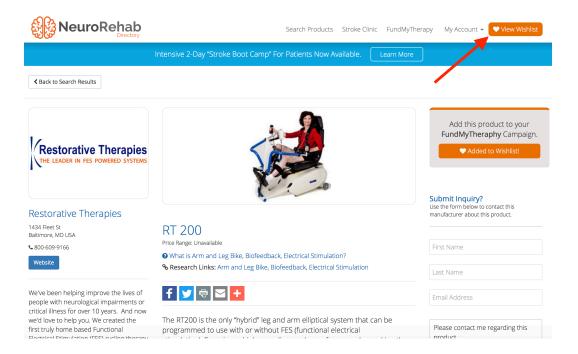


Once you have added your first product, continue on with your search by clicking on the "Back to Search Results" tab to find additional products to add to your Wishlist.

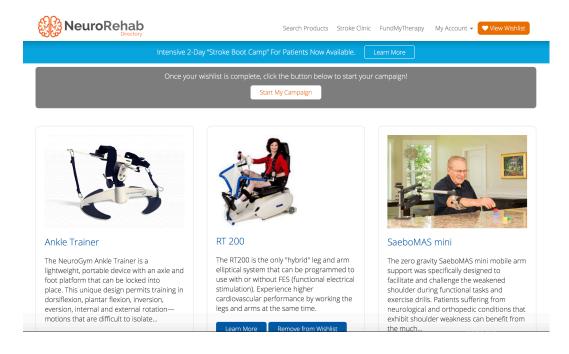
**Note:** Because most individuals suffering from neurological injuries will experience several impairments (vision, arm weakness, balance, foot drop, etc.), it is common to require numerous therapy products to maximize your recovery. Remember, this is your "dream" Wishlist. Don't limit the products you may need as many people want to help you reach your fundraising goal.

# Is your Wishlist Complete? Have you selected all of your desired products?

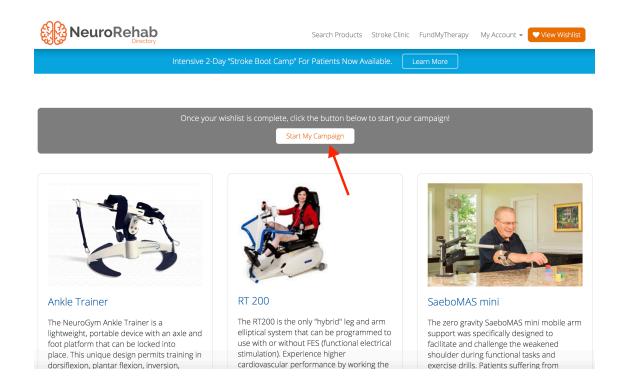
Once you are finished with your search and have identified all the products that can help you with your recovery, go ahead and click on the "View Wishlist" button at the top right corner of the page.



Here, at the **View Wishlist** page, you can confirm that all of your products have been successfully added.



If you are finished selecting your Wishlist items, click on the "**Start My Campaign**" button which will take you to the campaign setup page.



**Important:** If you would like to add a product to your **Wishlist** page that is not listed in our product directory, or is a "non" product related item (medical bills, co-pays etc.), there will be prompts to do so when building your campaign in Step 3.

## **Step 3 - Build Your Fundraising Campaign**

Now that you have finished your Wishlist and clicked on the "Start My Campaign" button, it is time to build your campaign.

Develop your story by telling others the details of your personal journey that has led you to this point. This lets them know how their contribution is helping you to achieve your goals. It is helpful to include details regarding the difficulties and progress you may have experienced or the goals you are working towards. Remember, your journey may be relatable to one of your donors or a source of hope and inspiration. Finally, don't forget to include pictures on your page to personalize your experience.

**Need extra time to complete the campaign page?** No problem, simply save your draft by clicking on "**Save Draft**" tab located at the bottom of the page. You can do this at any time during the process and complete the campaign at your convenience. We recommend saving your draft prior to submitting it for review.

#### Let's get started!

## 1. Project Title

Create a title that will get people interested in your campaign.

#### 2. Goal Amount

What is your funding goal? Enter how much would you like to raise. Your goal is important, but you want to make sure it is attainable.

**Note:** Pricing or general estimates for some of the products listed in the directory may not be publically available. Either estimate the cost or contact the manufacture for the latest pricing.

#### 3. End Date

When would you like your fundraising campaign to end? Enter the date that you would like the campaign to be completed. Most successful fundraising campaigns can take anywhere from 3-6 months.

## 4. Project Description

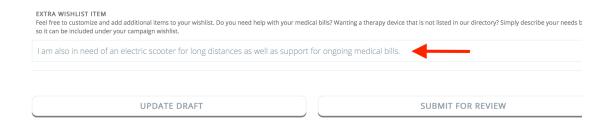
Write about your story. This is your time to inform anyone who visits your page why they should donate to your campaign. Be sure to explain how the desired products listed in your Wishlist will help you improve your recovery and help you achieve your goals.

## 5. Project Images

To bolster your campaign and personalize your journey, we always suggest adding a few images of yourself. You can upload up to 3 images.

## 6. Add "Other" Wishlist Items

If you would like to add a product to your Wishlist that is not listed in our directory, or "non" product related items (medical bills, co-pays etc.), be sure to enter the information in the text box provided.



Once you have completed your campaign page, click on "**Submit for Review**" and our team will review and approve your campaign. If our team identifies any issues with your campaign

draft, we will contact you and help with any finishing touches. Once approved, it will be published and ready for you to share with family and friends.

Important: We cannot approve and publish your campaign <u>UNTIL</u> you complete Step 4 (Payment Setup with Stripe) below. <u>Why?</u> If we approve your campaign prior to you setting up your payment account through Stripe, and you start to receive donations, the funds will not flow to your bank account.

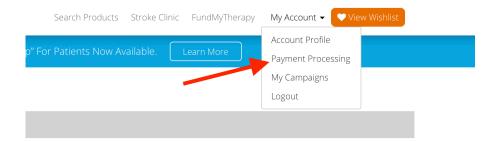
# **Step 4 - Setup Payment Account to Receive Donations**

Now that you have successfully built your campaign, you are ready to setup your payment processing account (Stripe) in order to collect your donations. We take security and fraud prevention very seriously which is why we use Stripe, the gold standard in online transactions. In order to offer this additional protection, Stripe requires specific information to be listed.

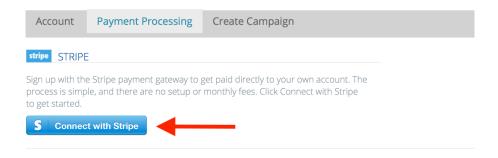
Stripe identifies campaign creators (you) as a "business" and therefore asks for business information. Stripe recognizes that most campaign creators are "individuals" that do not own a business. Therefore, if you are NOT a business entity, then simply enter your personal information into the business fields as all fields must be completed.

To set up your Stripe account, please follow the steps below:

Visit <u>www.neurorehabdirectory.com</u> and click on the "**My Account**" at the top right corner of the page and click on the "**Payment Processing**" tab.



Here you will click on "Connect with Stripe" which will allow you to sign up with Stripe so you can get paid directly to your own account after any donations are submitted. There are no setup or monthly fees.



**Important:** When completing the Stripe Setup Form, please be sure to provide the information of the individual (project creator) who will be receiving the funds directly. Also, as a reminder, Stripe requires that ALL fields must be completed.

#### **Business Details**

Country: Select your country.

Business address: Enter your home address.

<u>Type of business:</u> Select "Individual", if you are not a business.

Employer Identification Number (EIN): Enter your social security number.

Business website: Enter www.neurorehabdirectory.com.

Business description: Enter "Personal fundraising".

## **Individual or Sole Proprietor Details**

Legal name: Enter your first and last name.

Job title: Enter "Individual".

Date of birth: Enter your date of birth.

Social Security number: Enter your last 4 digits of your SS#.

<u>Home Address:</u> Enter home address which should be the same as the "business address" listed above if you are not a business.

#### **Credit Card Statement Details**

<u>Statement descriptor:</u> This "descriptor" will show up on your donor's credit card statement, so enter a name that he or she can easily reference such as your campaign project title or your name followed by the word "fundraiser". For example, "John Smith Fundraiser".

<u>Shortened descriptor:</u> Enter the same descriptor as above.

<u>Support phone number:</u> Enter your phone number.

<u>Customer support address:</u> Make sure "Use business address" is selected.

#### **Bank Details**

Routing number: Enter your checking account routing number. Click the "i" icon for location.

Account number: Enter your checking account number. Click the "i" icon for location.

Confirm account number: Enter your account number a 2<sup>nd</sup> time to confirm.

#### Two-step authentication

Select the "**Get Text Message**" tab.

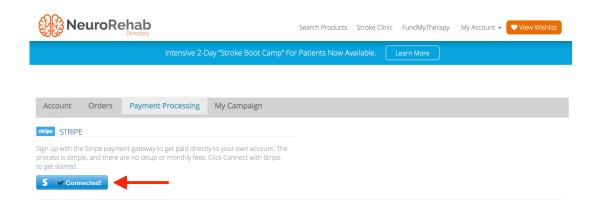
<u>Mobile number:</u> Enter your mobile number and click the "send text" box so you can receive a text message from Stripe to confirm and validate setup.

#### Save your Stripe account

Email: Enter your email.

Password: Create your Stripe password.

To complete your account setup, click "Authorize access to this account" and you will be directed back to FundMyTherapy page shown below. Here you will see that you are now officially "Connected".



**Important:** Keep in mind that we do not have access inside Stripe's system, so our customer service representatives cannot assist you with any Stripe related questions. If you have questions pertaining to your Stripe account or how long withdrawals will take to reach your bank, please contact Stripe directly by visiting <a href="https://support.stripe.com/contact">https://support.stripe.com/contact</a>.

You are now ready to share your campaign! Learn tips on how to share your campaign by going to Step 5.

# Step 5 - Spread the Word

Once your Stripe account has been created and your campaign has been reviewed, approved and published, you can start receiving donations. However, no one will see your campaign unless you share it with them!

Today, sharing your story is easier than ever. Start with your closest friends and family who can help you share your story to others. Usually, they will want to help in any way that they can but often times don't know how. Sharing your campaign is an easy way they can do that!

#### **Email or Text**

To share your campaign through email or text, simply go to the "**My Account**" tab by visiting www.neurorehabdirectory.com, click on "**My Campaign**" and view your campaign. To view your campaign, drag your cursor over the campaign image and click on the eye symbol.



Just below your Featured Image on your campaign page, easily copy the link from your page, by clicking on the link symbol below, and pasting it on to an email or text so you can share with your contacts.



#### **Social Media**

With the click of a button on your campaign page, you can share your story on social media platforms. Click on the Facebook, Twitter, LinkedIn, and Pinterest buttons to share. From there, friends and family can also spread the word by sharing on their pages.

#### **Good Ole Word of Mouth**

Not everyone may use social media platforms or computers to get information regarding friends or loved ones. Spreading the word through other avenues like support groups, fundraisers and local media can be just as helpful. Remember, each person that sees your page will likely share with at least one person and that person shares with another person sparking a chain reaction.

## **Step 6 - Receive Donations**

Now the fun part! Once you receive your first donation (hooray!), an email from Stripe will be sent to you indicating a donation was submitted and the date the funds will arrive in your bank account (typically 5-7 days).

## **Credit Card Processing and Platform Fees**

While it is free to create a **FundMyTherapy** account and even to launch a campaign page, once a campaign begins receiving donations, a 5% transaction fee is applied on all donations to keep the site running and to be able to provide ongoing neurorehab support as well as continuous developments, improvements, maintenance and hosting of the website.

For every donation made to your campaign, Stripe deducts standard credit card processing fees of 2.9% + \$0.30 towards each transaction. For international charges, an additional 1% Stripe currency conversion fee may apply.

**Note:** Although not necessary, at any time you can login to your Stripe account, using your login credentials you saved when setting up your Stripe Payment account, to view your donations in more detail.

# Let us help make your rehabilitation goals a reality

As therapists, we understand how important it is to have access to essential therapy solutions in order to make meaningful progress. Remember, obtaining the right therapy products is only part of your treatment program. Performing your exercises daily is just as important.

We are excited to be a part of your recovery by assisting you with your campaign! Feel free to email us at <a href="mailto:info@neurorehabdirectory.com">info@neurorehabdirectory.com</a> for any questions or comments you may have.

Thank you,

NeuroRehab Directory Team