

Guide to the Mock Trial Donation Derby



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Welcome to the Donation Derby!

Mock Trial is a tradition that the Constitutional Rights Foundation-Orange County (CRF-OC) has run for over 30 years. Mock Trial has helped tens of thousands of teens from the Orange County area and has seen thousands of volunteers. Every year hundreds of local students get an opportunity to be mentored by teachers and attorney coaches. Mock Trial is a great program that introduces young people to the American justice system, and many are inspired to dream of a future career in law even though they all take this priceless experience with them for any career.

The Donation Derby is an individual based fundraising program used to raise money to support the Mock Trial program. All proceeds from this fundraiser go towards sustaining Mock Trial for Orange County High Schools. After team members register, they will have the opportunity to use customizable “form” solicitation letters available over the Donation Derby website to send requests for support to friends and family via email. Recipients of these requests can donate in any amount to the Donation Derby team using a credit card and the web-based interface.

Join us this year and help make Mock Trial an experience everyone can have!

Why Should I Participate?

Participation in the Donation Derby Will Raise Money for Your School. The donations received will be split between the school and CRF-OC on a 50/50 basis. CRF-OC will calculate and make distributions on a few set dates throughout the mock trial season. CRF-OC hopes schools will be able to use these funds for bus transportation, copying, food and other costs associated with the mock trial program. There is no minimum amount of money a school must raise to be deemed a Donation Derby participant, but we hope each school will embrace this opportunity to raise money to preserve the mock trial program, assist their school and win prizes.

Participation In The Donation Derby Keeps Mock Trial School Registration Fees Low. In order for CRF-OC to continue to the Mock Trial program, we have needed to raise team fees or increase fundraising efforts. The creation of the Donation Derby allows schools to choose how they would like to address the fee increase without jeopardizing participation in the Mock Trial program. Those who decide to participate in the Donation Derby will receive a \$500 discount on their Mock Trial fees and those who choose not to participate will pay the regular \$1,000 Mock Trial registration fee.

Team And Individual Prizes. A prize for the team that raises the most money, the individual that raises the most money and the individual that receives the most number of donors will be awarded at the Mock Trial Awards Luncheon. Details about prizes are discussed below in the section titled “Competition Prizes”.

What Is Considered Participation?

Participation requirements are simple:

1. Create a Donating Derby Team on the Donation Derby Website.
2. Have the number of registered individuals on your Donation Derby team equal at least 75% of your Mock Trial Team.
3. Each registered Donation Derby team member must send a minimum of 5 emails.

Participation Requirements

Participation in the Donation Derby is not mandatory; however, schools that participate will receive a \$500 fee reduction on your team fees and will have the opportunity to raise even more money for your team by sharing in the proceeds of the donations received from your friends and family.

Each school's participation in the Donation Derby will be determined by counting how many Donation Derby team members are registered on or before October 7, 2011. To be deemed "participating," the number of registered Donation Derby team members must equal or exceed 75% of the number of students on the mock trial team's roster to be turned in by October 7, 2011. Each registered member must send at minimum 5 emails to 5 different individuals by November 30, 2011.

Two Teams from the Same School

Schools with two Mock Trial teams should create two Donation Derby teams so that each Mock Trial team's "participation" in the Derby can be determined separately.

Failure to Meet Participation Requirements

If any team elects to participate in the Donation Derby but is unable to fulfill the participation requirements they will be responsible for the full Mock Trial fee. Any unpaid fees may jeopardize the team's ability to participate in this year's competition and future Mock Trial competitions. In addition, CRF-OC will not distribute a school's shared portion of the donated funds or prizes until the school has met all participation requirements.

How Do I Register My Team?

Creating a Team

1. Start by creating a Donation Derby team on the [Donation Derby Website](#).
2. Click on **Register Here**
3. You will be given the option to select one of these four options:
 - Start a School
 - Join a School
 - Join as an Individual
 - Register Multiple People
4. To register a team, select **Start a New School**. When you register as a new school you will automatically be the Team Captain.
5. You will be prompted with new fields to fill in.
 - School Name
 - School Fundraising Goal
 - Recruiting Goal
6. Click on **Continue** and you will get a Personal Information screen to enter your Profile, create a username and password and enter event information. Click on "Continue" when done.
7. You will get a confirmation page; you can print it out for your records. When you click on **Continue** you will get your **My Headquarters (My HQ)** page.
8. Congratulations, you are now registered. You are now free to edit your profile and customize your webpage.

How Do Individuals Register and Join My Team?

1. The Donation Derby Team should be created before your students and other individuals register so that that can join your team at the time they register.
2. Students and Individuals should begin at **Register Here** on the [Donation Derby Website](#).
3. They will be given the option to select one of these four options:
 - Start a School
 - Join a School
 - Join as an Individual
 - Register Multiple People
4. Select **Join a School**.
5. A drop down menu will appear; select the team or school you want to join.
6. Complete the profile as instructed and create a username and password. You can print a confirmation page for your records.
7. Click on **Continue** which will take you to the *Welcome* page known as **My HQ**.
8. At the **My HQ** page, you will create and send emails to current and/or potential donors.
9. A confirmation page will be sent to your email.
10. Congratulations, you are now registered!

Email Invitations to Join Team

After registering a team, each team captain can invite new team members and other supporters (teachers, administrators, parents, program alumni, etc.) to join the high school's fundraising team. The Donation Derby website provides a "form" invitation email with a link to the Donation Derby website that can be sent to prospective team members. Each invitee will register his/her team membership on the website in response to the invitation email.

Logging In

After you are registered you can log back in by selecting **Login** from the Donation Derby homepage.

Forgotten Usernames and Passwords can be retrieved by selecting the **Forgotten Username/Password** link.

I Participated Last Year. Do I Need to Register Again?

Yes, you need to create a new team and re-register yourself and your students every year.

As you are re-registering there is an option to recover your information from previous years by logging in with your prior Username and Password. This link will appear above the registration form: "If you have participated in any Friends Asking Friends event in the past, click here to auto fill this form."

What Do I Do After We Are Registered?

You can go to any of these tabs and do the following:

- a. **My HQ** (My Headquarters): This is your private area to check on donations you receive and email friends and family. This is where you can also change your fundraising goals.

- b. **My Webpage:** This is the section where you will first go to edit your 'Personal Page.' This is also the page your donors will see, so give it your own personal touch by adding a picture or video and information about you and your reasons for participating in Mock Trial.
- c. **Email:** This is the section where you will start your email campaign to solicit friends and family for donations and to build your team. The email message will automatically include a direct link back to your personal page to make it as easy as possible for your donors to make a donation and to join your team.
- d. **Reports:** Visit this area often and see how you are doing. Utilize the other convenient tools to help you reach your goal.
- e. **Tools:** This is where your pledge history is displayed. As soon as a pledge is confirmed, those donations are marked as received and you can view them on your donation report.
- f. **Gadgets:** This is the area where you can add a donation terminator, donation graph and/or the honor roll of you donors to your personal and team pages.

Can We Customize Individual and Team Pages?

You can customize your page by going to the **My Webpage** section. This is the page that your donors will see so give it your own touch by adding pictures and information about you and your reasons for participating in Mock Trial. Select the **Edit Personal Page** link to edit your page.

Editing Header Text

There are 2 lines of text available for you to create a heading for your page. The default is "Welcome to the Donation Derby Page of (Name)."

Upload Pictures

You are able to include up to 2 photos/images on your page. To include photos select **Image** from the drop down menu. You can choose to upload your own photos or use images from the community library. Don't forget to write a caption for your picture just below the image.

Images must be .jpg or .gif files. Recommendation: 300x234 pixels. Maximum size: 50KB

Using Videos

To include a video on your page select **Video** from the drop down menu. You can select videos from the community library or upload them from YouTube by entering the YouTube(TM) video URL.

All videos (library or participant-provided) will play in a 300x248 pixels player.

Personal Messages

Relating your personal experience with Mock Trial is the best way to encourage individuals to donate to you and your school/team. Try writing a short paragraph about what Mock Trial means to you and why your donors should help support it. You can include a personal message on your personal Donation Derby page by typing your message in the text box under the picture image and caption text area.

Gadgets

Two gadgets are available for you to use on your personal and team pages: an *Honor Roll* which lists your recent donor activity and a *Thermometer* which shows your progress towards your goal. To include these gadgets simply copy the embedded code and paste it on your page.

Team Page and Co-Captains

Only team captains can customize the team pages. You can assign a co-captain from the **Tools** tab. To customize the team page select the appropriate link from the **My Webpage** tab. The same tools are available for team pages as the individual pages.

Customize your team page with a variety of preloaded themes, selecting a theme will place a background image on the team page (this options is not available for individual pages).

You can also edit the team (school) donation page. This is the page donors will see when they donate directly to the school rather than to an individual on your team.

How Do I Send Emails?

At the **My HQ** page you can create and send emails to current and/or potential donors. All you need to do is select the link under Email Statistics. You can also send emails by selecting the **Email** tab.

Who Should I Send Emails To?

You can send emails to anyone: friends, family, neighbors, past coaches and alumni, teachers... you are only limited by the number of email addresses you have. The Donation Derby site even makes it easy by allowing you to quickly import your address book from these popular email accounts: Google, Yahoo, Hotmail or even an Excel (CSV) spreadsheet. To import you address book select the **Email** tab and then click on the link **Import Your Address Book** and follow the simple instructions.

Sending an Email

If you have sent emails before or if you have imported your address book click on **Address Book** and select the email addresses you want to include in your message. After you have selected your addresses, the Donation Derby will ask you to select a greeting for each email address, which will be included at the top of your email (Example: Hi Mom and Dad!). After you have completed this process the greeting and email addresses will load in the appropriate fields on the email form. You can further edit the Greeting or Email Address by clicking in the text box.

If your address book is empty, you can directly type in Email Addresses and Greetings in the text boxes in the email form. Email addresses will be automatically saved in your Address Book.

You can send the same email to as many as 30 email addresses at one time. To increase the number of addresses click on the **Total Recipients** drop down menu and select the number you of emails you will be sending to.

Email Templates

CRF-OC has preloaded several different types of email templates to make it easy for you to send out emails. To use one of these templates, select the template name from the email template drop down menu. The email template will automatically be filled in the message boxes in the appropriate sections. You can further edit and customize the emails by typing in the text boxes.

Customized Emails

Select **Blank** from the email template drop down menu. Fill out a subject line and write your message. There is an optional area call *Highlighted Message* – any text typed in this area will be bolded and placed at the top of your email.

Don't forget to click *Save As* so you can access your template again. Each member can create up to 6 private templates.

Connecting with Facebook and Twitter

You can increase the number of people you reach by connecting your Donation Derby page to Facebook and Twitter! From the **Email** tab select either the **Facebook** or **Twitter** links and follow the simple instructions to login to your social media accounts.

How and When Will I Receive My School's Scholarships?

Teams participating in and meeting all of the requirements of the Donation Derby will receive 50% of the funds raised for their team through the Donation Derby as a scholarship for their school's Mock Trial program. This money must be used to pay for Mock Trial related supplies and activities only.

The teacher/coach must email Wendy Townsend (wtownsend@crfoc.org) the following information: who the check should be written out to, the address it should be sent and to who's attention by October 7, 2011.

The team must fulfill all participation requirements before any scholarship money is distributed.

Scholarship checks will be mailed 3 times during the competition: the week of November 7, 2011, December 7, 2011, and January 9, 2012. Any scholarships under \$50.00 will be held until the next check processing period. At the end of the Donation Derby if the total funds raised by the team are less than \$50.00 the team will have the option of donating the full amount to CRF-OC and Mock Trial.

Competition Prizes

Individual Prizes

A prize for the student that raises the most money and the student who receives the greatest number of donations will be awarded at the Mock Trial Awards Luncheon. These top 2 students will each receive a complimentary ticket for the luncheon, an award for their achievement, and 2 tickets to **Disneyland**.

Team Prize

The team that raises the most money will receive a **team day at Knott's Berry Farm**. To be eligible for the prize, the team must raise a minimum of \$2,000. CRF-OC will make the reservation and pay for a ticket for

each registered Donation Derby team member and 2 tickets for the Mock Trial coaches (maximum 27 tickets total).

All prizes have been donated and do not come from any funds raised through the Donation Derby.

Tips for Success

Consider having students register and begin contacting donors before the case packet is available so they are not overwhelmed with their school, extracurricular activities or any Mock Trial duties. The Donation Derby opens as soon as you register your school for the Mock Trial competition and select the Donation Derby option. The Donation Derby contests end on December 1, 2011.

You can have as many registered fundraisers as you like; this includes coaches, teachers, alumni, parents, current students – anyone.

Personalize your pages with pictures of the team or photos of the competition - **just remember you cannot use pictures of any Judges**. The more personal the page and the email the more likely your friends and family will want to support you and your Mock Trial team.

Integrate Facebook or other social media into your Donation Derby page; this will help you reach more individuals.

Don't be afraid to ask your friends and family to support you, they will want to help you succeed. If you don't ask, you won't receive any donations.

Set a reasonable but ambitious goal level. Your friends and family will want to help you meet your goal, and remember that every donation helps, whether it is \$5.00 or \$5,000.

Consider sending a second or even third email if your recipients have not responded - sometimes people just need a little reminder.

Important Dates to Remember

August 22, 2011 – Donation Derby Opens

October 7, 2011 – All individuals need to be registered for the Donation Derby to receive fee reduction

October 7, 2011 – Official Team Rosters due to CRF-OC (Ethics Form)

October 7, 2011 - Email Wendy Townsend (wtownsend@crfoc.org) the following information for scholarship checks: who the check should be written out to, the address it should be sent and to who's attention.

November 7-11, 2011 – 1st Checks are distributed to schools that have met all participation requirements (number of members and number of emails sent)

November 30, 2011 – Final day for each registered member to send at minimum 5 emails to different individuals to receive fee reduction

December 1, 2011 – Donation Derby closes; prizes will be determined. Students may still fundraise, however amounts will not count toward prize determination

December 7-11, 2011 – Checks are distributed to schools that have met all participation requirements

Week of January 9, 2012 – Final checks are distributed to schools that have met all participation requirements

What If I Need More Help?

When you click on **Click Here for Help** or the “?” icon or **Explain**, the Donation Derby website will provide you with step by step instructions to complete the task.

The Donation Derby website has a Frequently Asked Questions section located [here](#) which provides variety of answers to technical and security questions.

If you need more help feel free to contact CRF-OC staff at (714) 259.1512 or email us at:

Beth Swift bswift@crfoc.org

Wendy Townsend wtownsend@crfoc.org

Donation Derby Student Guide

Hello Mock Trial Participant!

As you know, the economy is making life very difficult for many people, businesses, and organizations.

The amazing Mock Trial program you are involved with needs your help to survive, so please participate in our Donation Derby! It's easy, it's rewarding, and if ensuring the continued success of the Mock Trial program is not enough to motivate you, we have team and individual "thank you" prizes! The team that receives the largest amount of donations will enjoy a trip to Knott's Berry Farm, and the two individuals that collect the greatest number and largest amount of donations will each receive two tickets to the Happiest Place on Earth! Yes, Disneyland! All you need to do is follow these 4 simple steps to complete your amazing "I'm-Going-To-Save-Mock-Trial" Donation Derby journey:

Step 1: Login

If you are a returning participant, click [here](#).

If you are a new participant, click [here](#).

Step 2: Personalize Your Page

After you login, go to the My Webpage tab and personalize the page that your awesome donors will see.

Step 3: Email Your Donors

After personalizing your page, start your campaign by going to your Email tab and sending messages to your donors.

We've made it easy for you by providing lots of sample templates to choose from, or you can write your own by choosing the "blank" option.

Step 4: Check Your Progress

Visit your Reports tab to see how much your donors care about your success and continued involvement in Mock Trial!

Questions? Click [here](#) to find the answers you are looking for.

Helpful Tips & Inspiration

"I'd recommend to students that they explain why MT is meaningful to them—a personal appeal is always going to have the greatest impact— and to stress that the funds raised will be shared with the team"

Remember, it is now **REQUIRED** (if your school wants the fabulous participation discount) to send at least than 5 emails.

Your "**My HQ**" tab is like your homepage on Facebook, showing all the recent newsfeed (or in this case, all of your statistics, such as Fundraising stats, Email stats, and Team stats).

Use your Facebook page to promote your Donation Derby page if you really want to get the word out.

"Personalize your page", a mock trial alum says, "while it won't necessarily guarantee donations, it does portray a great deal of passion and participation that will inspire your donors to participate as well."

Your "**Tools**" tab simply shows your pending donations that have not been contributed yet.

Even the smallest donation makes a big difference. Every single penny goes to support CRF-OC, the mock trial program, and **YOUR** team.