

# Yule Duel

CAROLLING FOR A CAUSE

## YULE DUEL 2017 HOW TO REGISTER



Yule Duel brings together choirs from across the Lower Mainland to sing Christmas carols loud and proud from the sidewalks of Gastown.

We're looking for choirs of all stripes – from established community choirs to businesses, community organizations and even groups of friends – who are game to sing their hearts out, have fun and raise money for May's Place.

### REGISTERING YOUR CHOIR

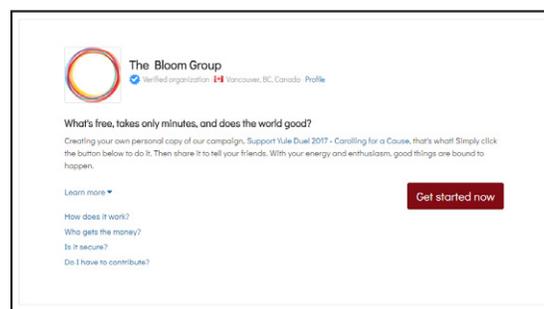
Choir leaders can register their choir in Yule Duel 2017 in two simple steps:

1. Set up a choir page (instructions below).
2. Read and accept the agreement sent to you by email from Yule Duel. Your choir page will then be approved.

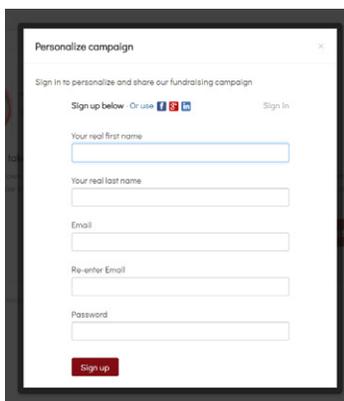
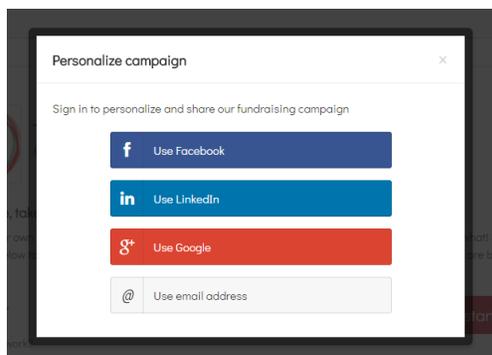
Ready to register? Let's get started.

### SETTING UP YOUR CHOIR PAGE

1. Go to [yuleduel.com/register](http://yuleduel.com/register) and click the red "Get started now" button. To learn more about how your choir page will work, click the blue "Learn more" button.



2. You will be prompted to sign in or sign up to FundRazr. If you have used FundRazr before, sign in to your account. If you haven't, create an account using your Facebook, LinkedIn, Google+ or email address.

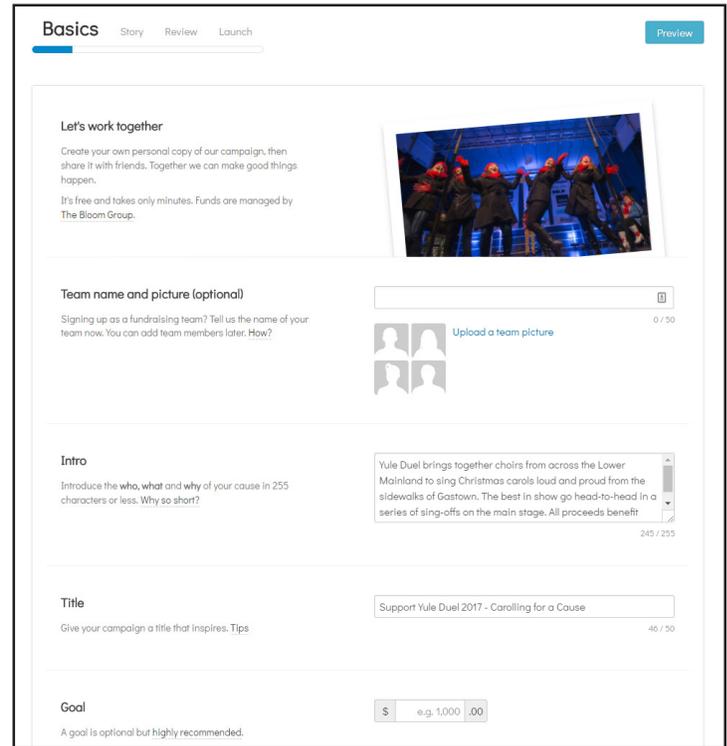


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3. Once you sign up or sign in, you will be ready to set up your choir page. You will see a form, with the title “Basics” in the top left. Go ahead and fill it out.
- For Team Name, we suggest your choir’s name.
  - For Intro, write a short description of your choir and why you participate in Yule Duel.
  - For Title, we suggest “Support [your choir’s name] in Yule Duel 2017!” or similar.
  - For Goal, we suggest 1,000 or more.\*
- Click “Save & continue”

\* All choirs are encouraged to raise \$ 1,000 or more. Every registered choir will perform during the street carolling competition at Yule Duel, no matter what you raise. Every choir that performs will be eligible for two of our award categories, Top Fundraising Choir and the People’s Choice Award. Choirs that raise \$1,000 or more are eligible to be adjudicated by our judging panel in the two judge award categories – Best Vocal Performance and Most Creative Performance.



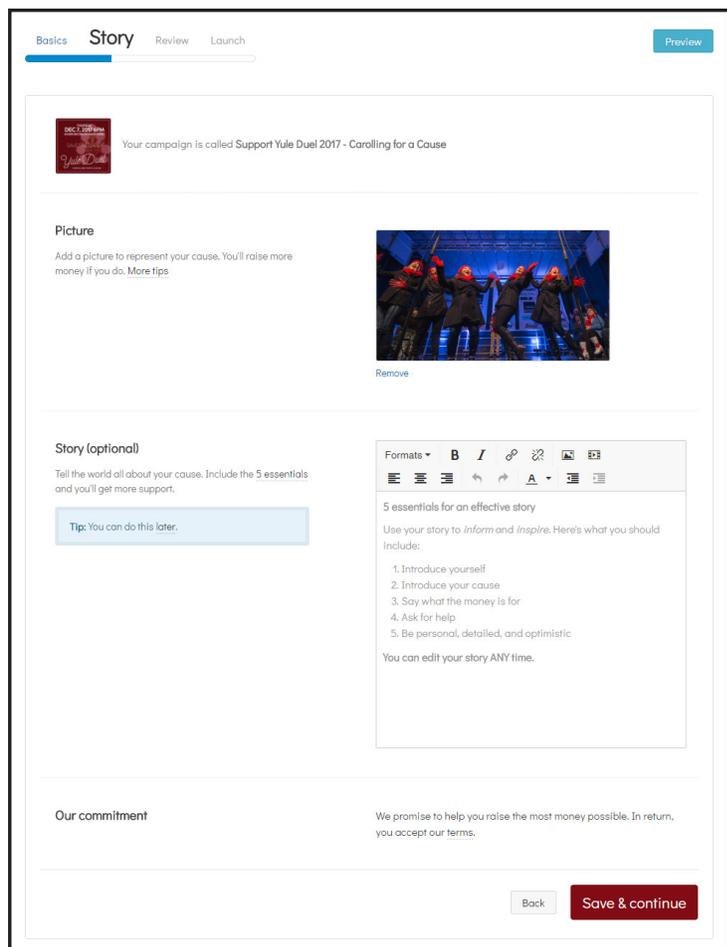
The screenshot shows the 'Basics' tab of a campaign setup form. At the top, there are tabs for 'Basics', 'Story', 'Review', and 'Launch', with 'Basics' selected. A 'Preview' button is in the top right. The form contains several sections: 'Let's work together' with a video thumbnail; 'Team name and picture (optional)' with a text input field and a '0 / 50' character count, and a 'Upload a team picture' button with a '0 / 50' character count; 'Intro' with a text area containing a sample text about Yule Duel and a '245 / 255' character count; 'Title' with a text input field containing 'Support Yule Duel 2017 - Carolling for a Cause' and a '40 / 50' character count; and 'Goal' with a currency selector set to '\$' and a value input field containing 'e.g. 1,000 .00'. A note below the goal field states 'A goal is optional but highly recommended.'

4. You will then be asked to upload a picture of your choir.

Go for it. Click on “More tips” for advice on what makes for a good team picture.

You will then see a “Story (optional)” box. Briefly explain why your choir is participating in Yule Duel and ask your fans to support you with a donation. We have written background information about Yule Duel and May’s Place that will automatically appear on your choir page, underneath what you write here in the Story section.

Click “Save & continue.”

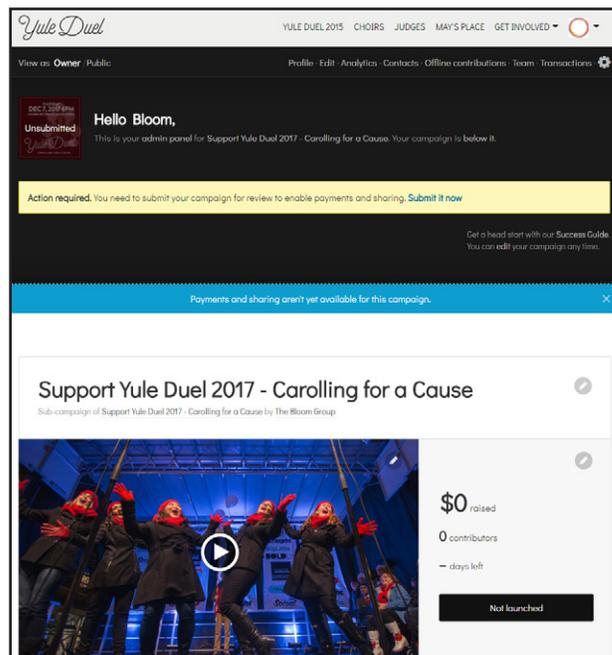
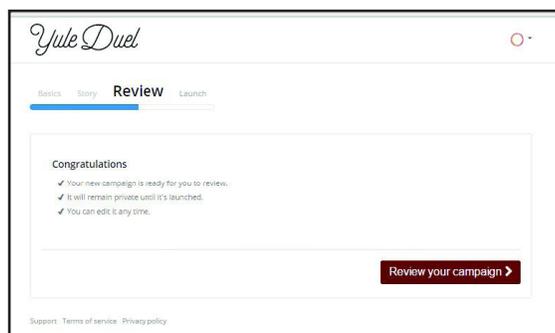


The screenshot shows the 'Story' tab of the campaign setup form. At the top, there are tabs for 'Basics', 'Story', 'Review', and 'Launch', with 'Story' selected. A 'Preview' button is in the top right. The form contains several sections: a campaign title 'Your campaign is called Support Yule Duel 2017 - Carolling for a Cause' with a small thumbnail; 'Picture' with a text area and a 'More tips' link, and a video thumbnail with a 'Remove' button; 'Story (optional)' with a text area and a '5 essentials' link, and a 'Tip: You can do this later.' box; a rich text editor with a toolbar and a list of '5 essentials for an effective story' (1. Introduce yourself, 2. Introduce your cause, 3. Say what the money is for, 4. Ask for help, 5. Be personal, detailed, and optimistic); and 'Our commitment' with a text area. At the bottom, there are 'Back' and 'Save & continue' buttons.



5. You should see a page that says “Congratulations!” Click “Review your campaign.”  
(You will also receive an email that says “Nice work”, explaining your page has been created and needs to be submitted for approval.)

Click “Submit for approval.”



6. Within a few days of submitting your campaign for approval, you will receive an email from **info@yuleduel.com**, containing an agreement for participating in Yule Duel. Reply to indicate you have read it and accept, on behalf of your choir.

Once we have received your response, we will approve your choir page. You will know your page is approved when you receive an email that says, “Your campaign status has changed.”

Once you receive this email, you’re up and running. Your choir will now appear on the Choirs tab at [yuleduel.com](http://yuleduel.com) (**yuleduel.com/choirs**)

## NEED HELP SETTING UP OR MANAGING YOUR PAGE?

Click on your account in top right corner of [fundrazr.com](http://fundrazr.com) and click “Support” to access the FundRazr support centre.

## OTHER QUESTIONS?

Go to [www.yuleduel.com/choir-resources/](http://www.yuleduel.com/choir-resources/) to download the 2017 Guide for Choirs, containing information on how the event works and answers to frequently asked questions. Or contact us at [info@yuleduel.com](mailto:info@yuleduel.com).