



GIVE NOW. WIN LATER.

Tracking Your Donors: Refcodes

- All contributions go directly to candidates and organizations via Act Blue
- Force Multiplier creates an Act Blue page for each event, group and slates
- You will be asked to send event, group and slate emails to your networks
- In order for us to share information about whom from your network is giving, you'll use a unique identifier, called a reference or "ref code"
- Every week, we will send you a report on how your appeal is doing.

A reference code looks like this: `?refcode=yourinitials`.

It is added to the end of an existing ActBlue link.

An example:

<https://secure.actblue.com/donate/forcemultiplier19axne?refcode=LW>

says that LW (Laura Weisel) is sending an email for the 2019 Axne event. Anyone who responds to my email appeal will be listed in Act Blue as an "LW" donor. I can send reports periodically, updating the fundraiser (in this case, me).

Here's How We Add the Refcode to Your Actblue

Someone from Force Multiplier (usually me) will send you an invite or email that we'd like you to forward to your network.

- Copy and paste the body of the email into a new email (be sure not to copy any instructions at the top of the email)
- Click or double click on every link in the appeal, one at a time. A pop-up window will appear.
- Click "change"
- Add this `?refcode=your initials` to the end of the URL
- Click okay.
- Test by clicking on the links, to be sure that the links work with your refcode embedded.
- Now you are ready to send to your network