



Online Fundraising Campaign Guide

WELCOME TO ACTIVE GIVING!

Active Giving is the perfect approach for broadening your fundraising efforts. The campaign management tool is easy-to-use and specially designed to manage your entire fundraising program.

The Active Giving software helps you create customized online donation pages to match the look and feel of your existing website. Once the campaign website is formed, individual and team fundraisers create their own secondary web pages to track their efforts.

Active Giving's success stems from the simple contribution collection process. Fundraisers no longer have to sort through exhaustive paperwork and individual checks. Contributors make pledges online using a credit card and automatically receive immediate email confirmation and a tax receipt email without any orchestration from the fundraiser. The online system tallies all the contributions, dynamically tracks all top contributors and fundraisers, and reports all donation data.

The simple collection process allows fundraisers to spend more time marketing the cause and soliciting donations. The result is the opportunity to generate significantly more money for your campaign. So get started right away!

WHAT'S YOUR ACTIVE?

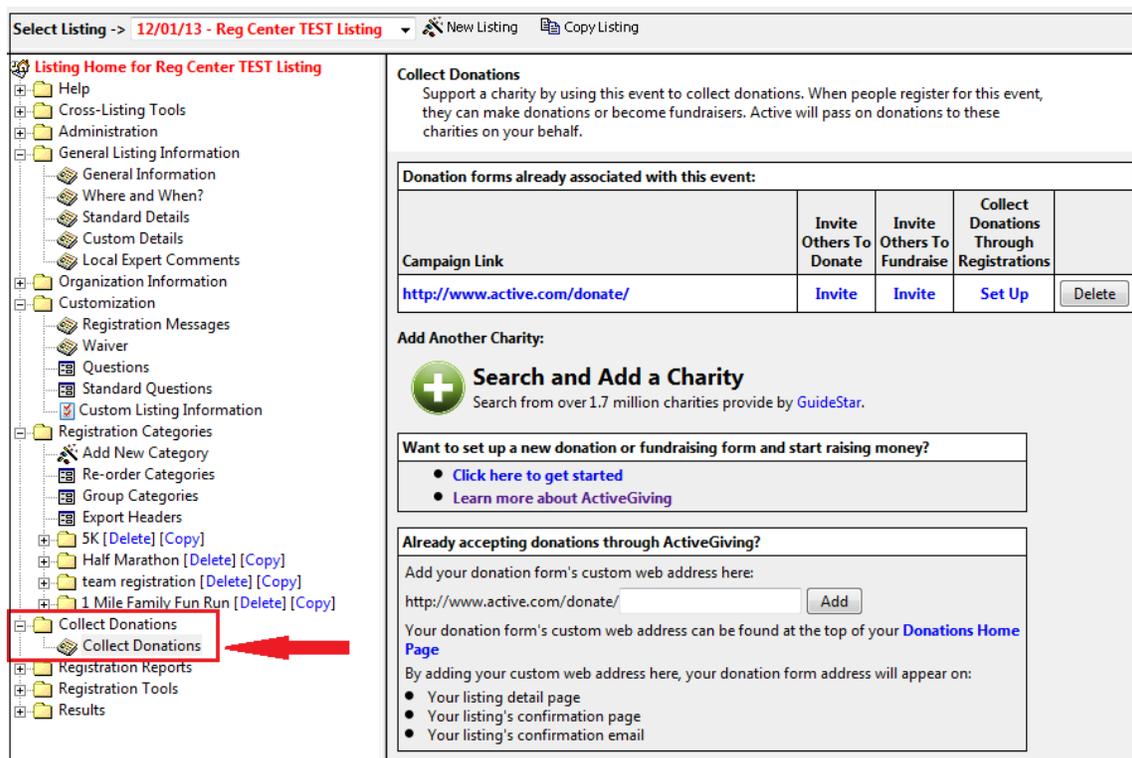
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GETTING STARTED

You already have your event listing set up in the Registration Center, and now you are ready to create your Active Giving Campaign.

If you want to create an Active Giving Campaign page and link it to your event listing in the Registration Center, you would start in the Registration Center on the selected listing. Here you will see the folders on the left hand side; click and open up the folder that is titled "Collect Donations." Once opened, you will see a second link titled "Collect Donations"; please click on that. (See Screenshot Below)



Select Listing -> 12/01/13 - Reg Center TEST Listing

Listing Home for Reg Center TEST Listing

- Help
- Cross-Listing Tools
- Administration
- General Listing Information
 - General Information
 - Where and When?
 - Standard Details
 - Custom Details
 - Local Expert Comments
- Organization Information
- Customization
 - Registration Messages
 - Waiver
 - Questions
 - Standard Questions
 - Custom Listing Information
- Registration Categories
 - Add New Category
 - Re-order Categories
 - Group Categories
 - Export Headers
 - 5K [Delete] [Copy]
 - Half Marathon [Delete] [Copy]
 - team registration [Delete] [Copy]
 - 1 Mile Family Fun Run [Delete] [Copy]
 - Collect Donations**
 - Collect Donations
- Registration Reports
- Registration Tools
- Results

Collect Donations

Support a charity by using this event to collect donations. When people register for this event, they can make donations or become fundraisers. Active will pass on donations to these charities on your behalf.

Donation forms already associated with this event:

Campaign Link	Invite Others To Donate	Invite Others To Fundraise	Collect Donations Through Registrations	
http://www.active.com/donate/	Invite	Invite	Set Up	Delete

Add Another Charity:

 **Search and Add a Charity**
Search from over 1.7 million charities provide by GuideStar.

Want to set up a new donation or fundraising form and start raising money?

- [Click here to get started](#)
- [Learn more about ActiveGiving](#)

Already accepting donations through ActiveGiving?

Add your donation form's custom web address here:
 [Add](#)

Your donation form's custom web address can be found at the top of your [Donations Home Page](#)

By adding your custom web address here, your donation form address will appear on:

- Your listing detail page
- Your listing's confirmation page
- Your listing's confirmation email

Once "Collect Donations" is open, you will see the page refresh and look like the right portion of the above screenshot. This page gives you several options:

OPTION 1: You can associate a campaign page you have already created by entering the web address of the campaign and clicking the ADD button.

OPTION 2: You can set up a new donation campaign form and start raising money.

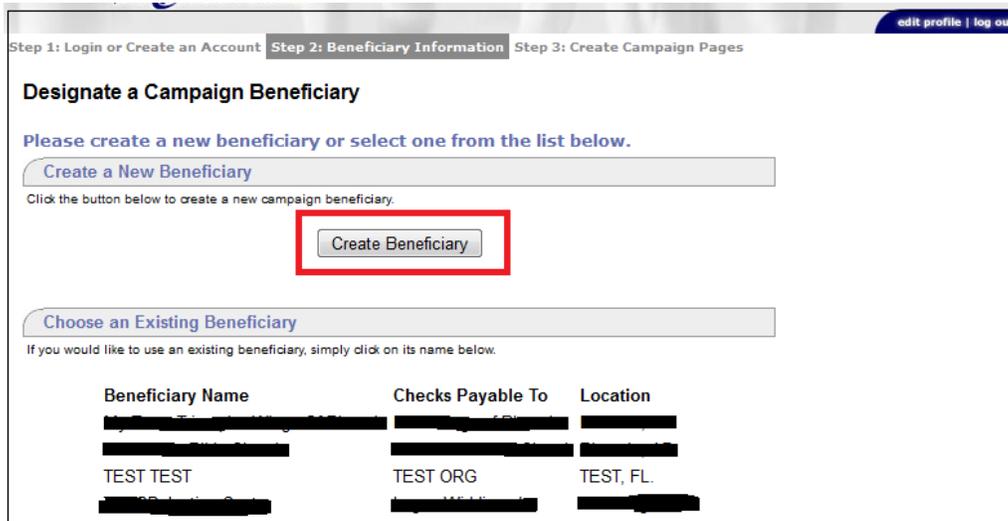
- If you have not set up your campaign yet, please click on the blue link that says "Click here to get started" (See Screenshot Below)



Want to set up a new donation or fundraising form and start raising money?

- [Click here to get started](#)
- [Learn more about ActiveGiving](#)

- B. A new page will open, and you will be asked if you would like to create a new beneficiary or use an existing beneficiary you have previously used.



Step 1: Login or Create an Account | Step 2: Beneficiary Information | Step 3: Create Campaign Pages

Designate a Campaign Beneficiary

Please create a new beneficiary or select one from the list below.

[Create a New Beneficiary](#)

Click the button below to create a new campaign beneficiary.

Create Beneficiary

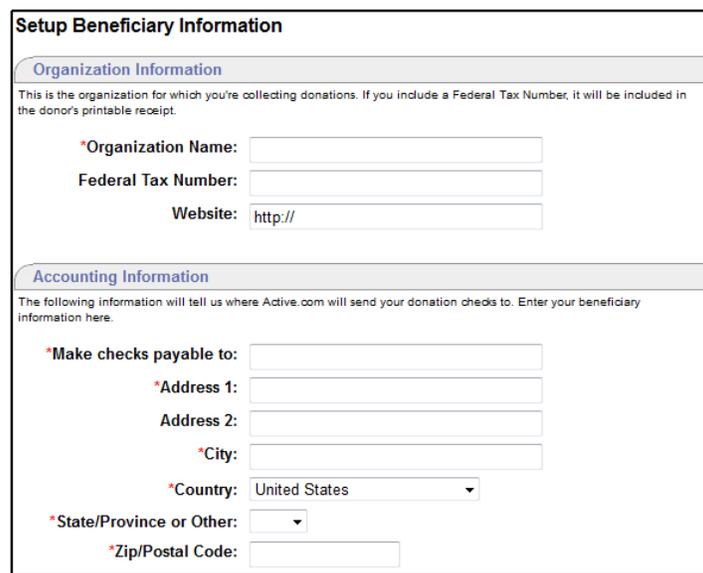
[Choose an Existing Beneficiary](#)

If you would like to use an existing beneficiary, simply click on its name below.

Beneficiary Name	Checks Payable To	Location
[REDACTED]	[REDACTED]	[REDACTED]
TEST TEST	TEST ORG	TEST, FL.
[REDACTED]	[REDACTED]	[REDACTED]

- C. **Register or Create an Account:** if you were already logged in to the Registration Center your login will be the same as the one you logged into the Registration Center with.
- D. **Setup Beneficiary Information:** This page is used to collect and store all contact and payment information. Please enter your Organization, Accounting, and Contact Information and click Continue.

Note: This information is extremely important because it determines where your checks get sent and the information communicated in all donation receipts.



Setup Beneficiary Information

Organization Information

This is the organization for which you're collecting donations. If you include a Federal Tax Number, it will be included in the donor's printable receipt.

*Organization Name:

Federal Tax Number:

Website:

Accounting Information

The following information will tell us where Active.com will send your donation checks to. Enter your beneficiary information here.

*Make checks payable to:

*Address 1:

Address 2:

*City:

*Country: United States

*State/Province or Other:

*Zip/Postal Code:



- E. **Design Your Campaign Web Page:** here you will create your webpage's title and web address. This page is also where you acknowledge the Service Agreement. Please enter your Campaign Details and consent to the Service Agreement then click Continue.

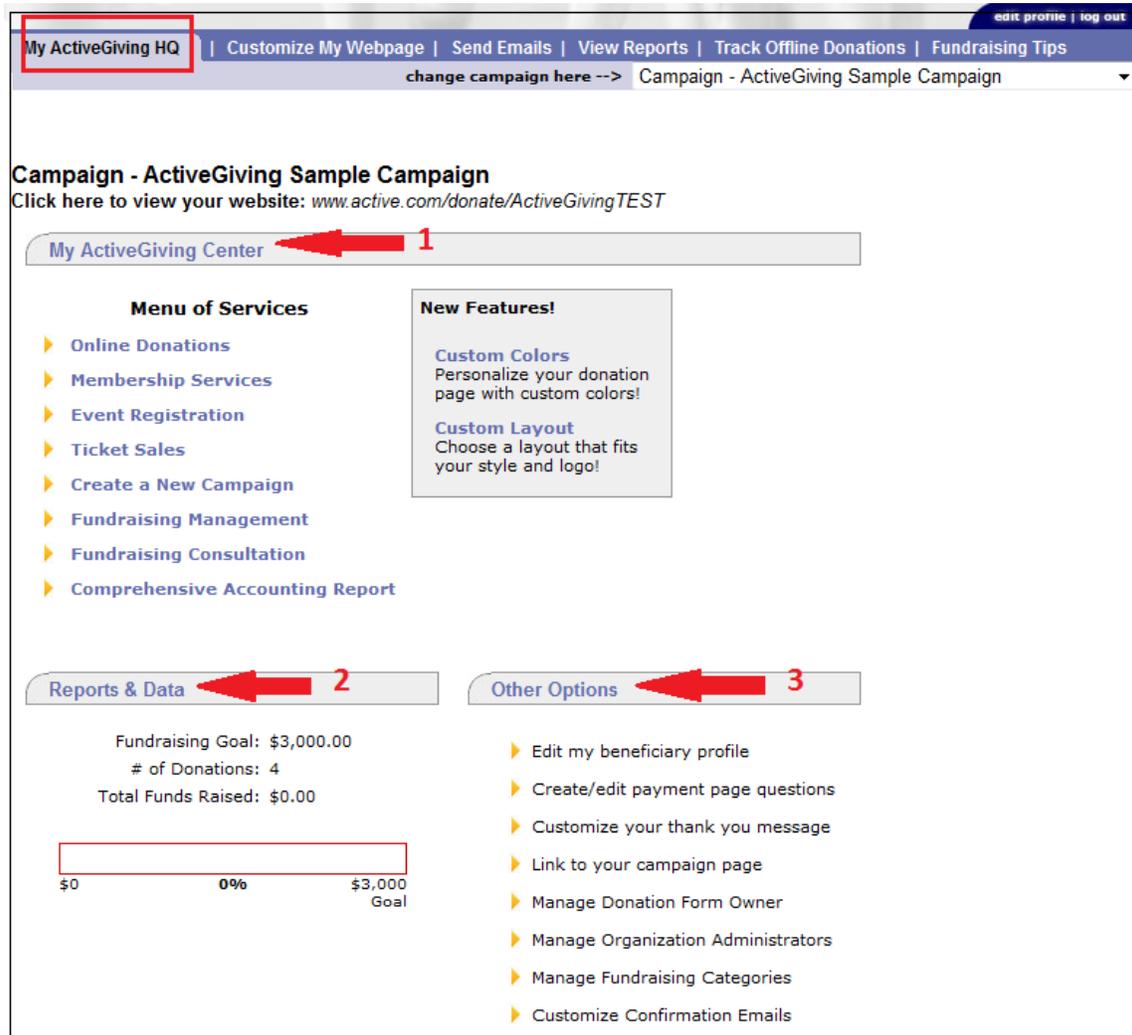
Note: You will be able to return to this page at any time to further take advantage of these customization tools.

- F. **Customize Your Campaign Web Page:** On this page you can begin to customize your online campaign, though you are not required to input any information. We strongly encourage you to take advantage of the available tools either now or at a later date. Some of these tools include setting your color scheme, entering a welcome message, creating a fundraising goal and date, etc. Enter as much information as you desire and click Save & Finish at the bottom of the page.

Note: You will be able to return to this page at any time to further take advantage of these customization tools.

Congratulations! You now have an Active Giving Solutions campaign homepage! You can return to this page at any time by visiting www.activegiving.com and logging in with you username and password.

MY ACTIVEGIVING HQ



My ActiveGiving HQ | Customize My Webpage | Send Emails | View Reports | Track Offline Donations | Fundraising Tips

change campaign here --> Campaign - ActiveGiving Sample Campaign

Campaign - ActiveGiving Sample Campaign
 Click here to view your website: www.active.com/donate/ActiveGivingTEST

My ActiveGiving Center ← 1

Menu of Services

- ▶ Online Donations
- ▶ Membership Services
- ▶ Event Registration
- ▶ Ticket Sales
- ▶ Create a New Campaign
- ▶ Fundraising Management
- ▶ Fundraising Consultation
- ▶ Comprehensive Accounting Report

New Features!

Custom Colors
Personalize your donation page with custom colors!

Custom Layout
Choose a layout that fits your style and logo!

Reports & Data ← 2

Fundraising Goal: \$3,000.00
 # of Donations: 4
 Total Funds Raised: \$0.00

\$0 0% \$3,000 Goal

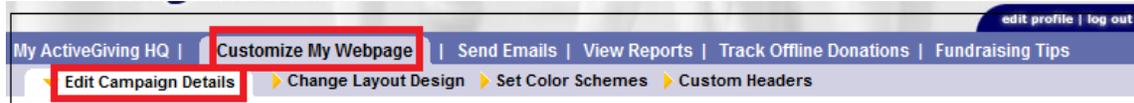
Other Options ← 3

- ▶ Edit my beneficiary profile
- ▶ Create/edit payment page questions
- ▶ Customize your thank you message
- ▶ Link to your campaign page
- ▶ Manage Donation Form Owner
- ▶ Manage Organization Administrators
- ▶ Manage Fundraising Categories
- ▶ Customize Confirmation Emails

HINT: Click on the URL Link below your campaign title to view your campaign site at any time.

1. **My Active Giving Center** highlights new features and enhancements to the system.
2. **Reports & Data** gives you a snapshot of your fundraising status.
3. **Other Options** provides you with some helpful quick links to customization pages.
 - Update your beneficiary information
 - Create customized payment page questions to collect additional information from your contributors
 - Customize your thank you message to contributors
 - Link to Your Personal Campaign; use this to link up your new site to your organization's homepage

CUSTOMIZE MY WEBPAGE



Edit Campaign Details allows you to customize your webpage with as much detail as you would like. These details provide basic structure for your page.

1. Campaign Details

- Tagline: slogan for your campaign or organization.
- Welcome Message: description of your cause, information about your organization, and a personal note to your fundraisers and contributors.

Customize your donation form below and click on 'save & finish' at the bottom.

Campaign Details

NOTE: You are only required to fill out Title and Web Address.

***Title:**
i.e. Jon's Race for a Cause, Team Ruff Riders, etc...

Tagline:
i.e. Racing to save lives...

Welcome Message:

TIP: Here's your chance to introduce your cause, give details on why you're raising money and how it will benefit your cause.

***Create your web address:** (no spaces)

2. Add an Image

- **Upload Images:** a logo or image to personalize your campaign webpage, which will appear on all subsequent fundraising pages tied to this campaign.
- **Share Images:** ability to upload multiple images for your fundraisers to choose from.

Add an Image

Personalize your welcome page with a logo, photo, or any online image. Images must be in *.JPG or *.GIF format.

Select an image:



*Note: Image distorted in preview pane – will not affect webpage image. The image must be in a *.JPG or *.GIF format and cannot exceed 800 pixels in width.*

3. Suggest Donation Amounts

- **Donation Amount:** to offer suggested donation amounts, click “New Suggested Amount” and enter the label and amount you want your donors to see. You can create as many options as you would like.

Suggest Donation Amounts

Make giving easy by suggesting donation amounts for your contributors!
(Silver - \$25, Gold - \$50, Platinum - \$100)

Label	Amount	
White	\$ 30	<input type="button" value="delete"/>
Blue	\$ 65	<input type="button" value="delete"/>
Gold	\$ 100	<input type="button" value="delete"/>

Donation amount: \$

4. Set a Goal

- **Goal Amount:** a dollar amount you would like to raise as a campaign.
- **Goal Date:** the date you want to reach your goal amount.

Set a Goal

Setting a goal will allow you and your supporters to easily track your progress with each contribution. This will also place a goal thermometer on your donation page to track your progress!

Goal Amount: \$

Goal Date:
(mm/dd/yyyy)

\$0 0% \$3,000 Goal

5. Active Fundraising

- **Allow Fundraisers:** click yes to add a link to your page for individuals and groups to set up fundraising pages on behalf of your campaign.
- **Email me when Fundraisers Join:** click yes to receive an email each time a new fundraiser joins your campaign.
- **Fundraising Text:** a message you would like to appear on all fundraising pages associated with your campaign.

Active Fundraising

ActiveGiving allows people to create fundraising pages through your web page and raise money on your behalf. You can enable or disable this feature. You can also add a customized message that will appear at the bottom of all such fundraising pages.

Allow Fundraisers: Yes No

Email me when fundraisers join: Yes No

Fundraising Text:

Note - If fundraising pages have already been created, you may prevent additional fundraising pages from being created, but cannot delete/disable your current fundraisers.

6. Display Options

Standard Display Formats

- **Show Total Donations Collected:** click yes to show the total dollar amount raised by your campaign
- **Show Top 5 Contributors:** click yes to show name and amount of top 5 contributors on your campaign webpage.
- **Show Fundraiser Links:** click yes to provide a dropdown box of all fundraiser pages involved in your campaign.
- **Show Top 5 Fundraisers:** click yes to show the name and amount of the top 5 fundraisers on your campaign webpage.

Enhanced Display Formats ~ (All scrolling list displays are limited to the top 75 contributors, fundraisers, or teams. This feature will also only display on the main campaign page, not each fundraiser's page)

- **Display All Contributors as a Scrolling List:** click yes to show all your contributors; in which you can then order by Amount or Name. This supersedes the "yes" answer for showing 5 contributors.
- **Display All Fundraisers as a Scrolling List:** click yes to show all your fundraisers; in which you can then order by Amount or Name.
- **Display Teams as a Scrolling List:** click yes to display all your fundraising teams.

Display Options

Give your contributors the recognition they deserve by posting your top donors and fundraisers on your web site! Fundraisers raise funds on behalf of your campaign, while contributors donate money to your cause.

Standard Display Formats

Show Total Donations Collected: Yes No

Show Top 5 Contributors: Yes No

Show Fundraiser Links: Yes No

Show Top 5 Fundraisers: Yes No

Enhanced Display Formats

All scrolling list displays are limited to the top 75 contributors, fundraisers, or teams.

Display All Contributors as a Scrolling List Yes No
Order By (select one):
Amount
Name

Display All Fundraisers as a Scrolling List Yes No
Order By (select one):
Amount
Name

Display Teams as a Scrolling List Yes No

Note: Click *Save & Finish* at the bottom of the page to ensure all your changes are stored. You can also click *Preview* to see how your modifications have affected your campaign page.

Change Layout Design

edit profile | log out

My ActiveGiving HQ | **Customize My Webpage** | Send Emails | View Reports | Track Offline Donations | Fundraising Tips

[▶ Edit Campaign Details](#) |
 [▶ **Change Layout Design**](#) |
 [▶ Set Color Schemes](#) |
 [▶ Custom Headers](#)

Change Layout Design shows you a screenshot of each web page layout option. Click the radio button above the screenshot that best matches your web page needs and preferences.

Choose a Template

Based on your images and welcome message, please select a template format that best suits your needs. Remember, you need to click on "save & finish" before changes will take effect.

Classic


Navigator


Elegant


Descriptive


Ionic


Simple


Note: Click **Save & Finish** at the bottom of the page to ensure all your changes are stored. You can also click **"Preview"** to see how your modifications have affected your campaign page.

Set Color Schemes



Set Campaign Colors gives you complete control over the colors and fonts shown on your campaign page. Select a color tile and the palette will show up. If you know the hexadecimal color code you desire, enter the code in the space provided.

- **Color Schemes:** ready prepared color themes for your whole webpage (ex. America, Boot Camp, etc).
- **Preview:** a real time preview of your modifications, but the updates will not be permanent until you save the changes.

Set Campaign Colors

Customize the colors and fonts for your campaign web page below. Find color codes by clicking on the swatch or select one of the preset color schemes from the box below.

Color Schemes: Select Color Scheme...

Primary Color: 626DAC

Secondary Color: E7E7F0

Background Color: FFFFFFFF

Goal Bar Color: 009900

Box Title Font Color: FFFFFFFF

Box Content Font Color: 000000

Title Font Color: ababab

Title Font: Arial

Title Font Size: 14

Tagline Color: 000000

Tagline Font: Arial

Tagline Font Size: 12

General Text Color: 000000

General Text Font: Verdana

General Text Size: 10

Preview - click here to view full screen. | Save - click here to save your changes.

Home Page | Become A Fundraiser | Invite Others To Contribute

Find a fundraiser to support: First Name Last Name Search

or simply click 'Search' to view a list of all fundraisers

ACTIVE network | giving

ActiveGiving Sample Campaign
The Ultimate Campaign

This is a sample fundraising campaign page established to demonstrate the functionality of the ActiveGiving site. We hope the many campaign tools suit your fundraising needs. Enjoy!

::: Make a Contribution :::

White \$30.00

Blue \$65.00

Gold \$100.00

Other: \$

Continue

Total Donations: \$0

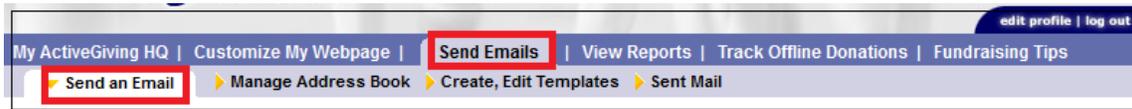
Goal: \$3,000

\$0 0% \$3,000 Goal

exit without saving | save color scheme | preview | save

Note: Click "Save" at the bottom of the page to ensure all your changes are stored.

SEND EMAILS



Send an Email

1. **To: (Recipient's Email Address):** enter the desired recipients' email addresses separated by commas in the box provided or input from your address book.

- **Address Book:** shows you a list of all recipients and email addresses currently saved in your address book. Just check the box next to the name you wish to a send message.
- **Save New Contacts:** check the box to save the inputted email addresses to your email address book.

To: (Recipient's Email Address)

1. Enter email addresses separated by commas into the box at the right

OR

2. Add from your [Address Book](#)

PLEASE NOTE: For optimum delivery of your message, we encourage you to break down your list into sets of 200 emails or less.

Save new contacts to my address book.

2. Email Message

- **Template:** use the email template provided in the drop down box for prewritten standard communication messages.
- **Create/Edit Templates:** Click the link to write and save new messages to use in the future. Subject: topic of email message.
- **Your Message:** Use the text box to create a personal message to your fundraisers or contributors.
- **CAPTCHA:** Type in the security code that appears. If you have a difficult time reading the letters / numbers, you can press the “refresh” icon until you get a code you can read.

Email Message

Use one of our email templates or choose "No Template" to start from scratch.

From:

Template: [create/edit templates](#)

Subject:

Your Message:
(Please Customize)

=====

Want to donate or help? Simply go to the link below:

<http://www.active.com/donate/ActiveGivingTEST>

For security purposes, please enter the words below into the text box in order to Preview or Send.

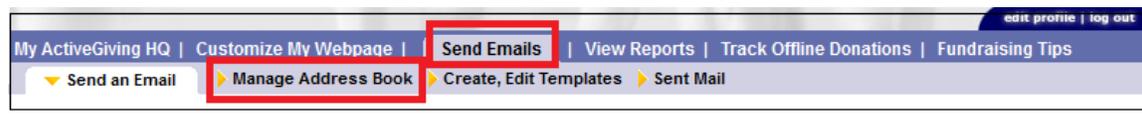


stop spam.
read books.

[return to main](#) | [send test email](#)

Note: If you click Send Test Email, you can send the message to yourself. Click Send Email to deliver to your recipients. All emails automatically include a link to your campaign website (this message can also be deleted).

Manage Address Book



1. **Add New Contact Name:** Name and email address for new contact.
2. **Current Address Book:** All current contacts stored in Address Book.
 - **Edit/Delete Contacts:** Click the links to update contact information.

Add New Contact

First Name Last Name Email (required)

[Click here](#) to import email addresses from Outlook or a *.csv file.

Current Address Book

Last Name	First Name	Email Address	Action
Doe	John	John.Doe@ACTIVENetwork.com	<input type="button" value="edit"/> <input type="button" value="delete"/>

Note: Click "Close Window" to save updates.

Create/Edit Templates

Allows you to create and save a standard email regarding your campaign cause. The message will be saved in template form for you to access at any time.

1. Create Your Email Template

- **Template Name:** Name used to store email template. Be specific so you can easily distinguish the template in the future.
- **Template Subject:** Stored email subject line automatically inputted when using template.
- **Template Message:** A customized message about your campaign.
- **Share this Template with My Fundraisers:** Check this box if you would like your fundraisers to have access to this template from their email tools.

Create Your Email Template

Template Name:

Template Subject:

Template Message:
(Please Customize)

: : :

Share this template with my fundraisers

2. Edit/Copy Email Templates

- All templates are stored in your campaign email tools. All templates can be edited by clicking on the template name and copied by clicking the copy link.
- You can delete your custom templates, but not the two "solicitation email" templates.

Edit/Copy Email Templates

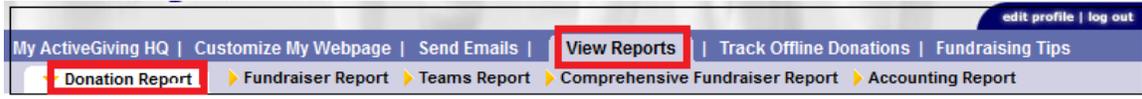
Template Name	Date Created	Action
Donation Solicitation Email	08/18/03	copy
Fundraiser Solicitation Email	08/18/03	copy
Donate To Friends	09/25/12	edit delete copy

[mail sample](#) | [save template](#)

Note: Click Mail Sample to save the template and receive a copy via email.

View Reports

Donation Report



Provides an overall summary of all contributions made to your campaign

1. **Donation Summary:** a summary of your daily progress, which is updated every half hour.
2. **Filter Report:** control of your donation report details.
 - Date Filters: select dates for specific report data or check Use All Dates to see all your donations to date.
 - Donation Types: drop-down box to report online only, offline only, or all donation data.
3. **Report Details:** the results of the Filter Report listed by contributor.

Donation Summary

	Online Donations	Offline Donations	Total
# Donations	0	0	0
Direct Donations	\$0.00	\$0.00	\$0.00
Raised By Fundraisers	\$0.00	\$0.00	\$0.00
Refunds	\$0.00	-	\$0.00
Total	\$0.00	\$0.00	\$0.00

Searching for a specific donation?
Please enter as much criteria as you would like and click "Get Report"

* Date Range is required.

Searching for a full donation report?
Please enter only the date range and click "Get Report"

Filter Report

Enter the search criteria in one or all fields below and then click "Get Report":

* Date Range is required.

* If you enter anything into the Contributor First or Last name fields, both fields become required to run the report.

First Name:	<input type="text"/>
Last Name:	<input type="text"/>
Donation Amount:	<input type="text"/>
Confirmation Number:	<input type="text"/>
Email Address:	<input type="text"/>
Start Date:	09/30/2012 <input type="button" value="Calendar"/>
End Date:	09/30/2012 <input type="button" value="Calendar"/>
Use All Dates:	<input type="checkbox"/>
Donation Types:	all <input type="button" value="v"/>

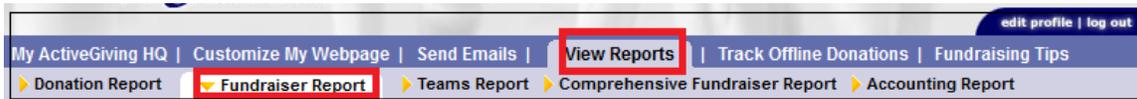
[Download Data](#) [Get Report](#)

Report Details

X	Name	Date	Fundraiser	Online Amount	Offline Amount		
No donations to display.							

Note: All report pages are formatted the same way. Use the above Donation Report page as your model.

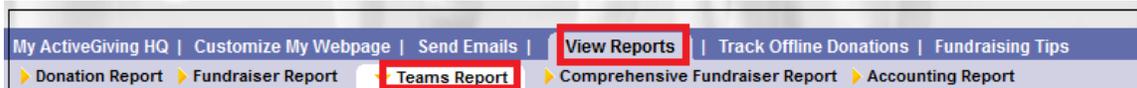
Fundraiser Report



Provides a summary of contributions raised by your fundraisers.

1. **Donation Summary:** A summary of your daily progress, which is updated every half hour.
2. **Filter Report:** Control your fundraiser report details.
 - Date Filters: Select dates for specific report data or check Use All Dates to see all your data.
 - Donation Types: Drop-down box to report online only, offline only, or all donation data.
3. **Donation Details:** The results of the Filter Report listed for all fundraisers.

Teams Report

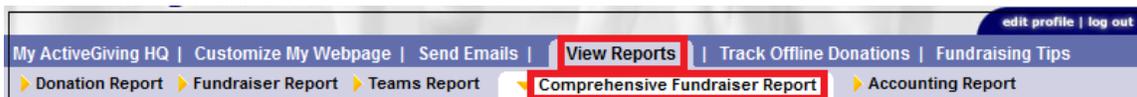


This report is a summary of contributions raised by team fundraiser.

1. **Donation Summary:** A summary of your progress, which is updated every half hour.
2. **Filter Report:** Control your accounting report details.
 - Date Filters: Select dates for specific report data or check Use All Dates to see all your data.
 - Donation Types: Drop-down box to report online only, offline only, or all donation data.
3. **Donation Details:** The results of the Filter Report listed for all fundraising teams.

***NOTE:** Only applies if your campaign allows fundraising teams*

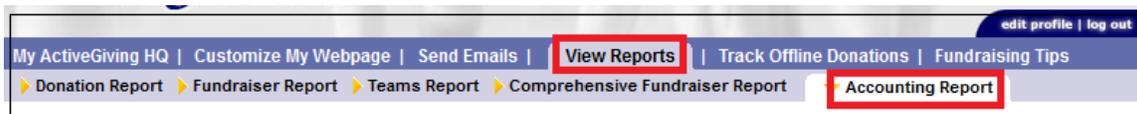
Comprehensive Fundraising Report



Provides a list of all teams and all individual fundraisers.

1. **Donation Summary:** A summary of your progress, which is updated every half hour.
 - This will give you a quick look at the total donations of all team fundraisers, all teams, the overall total donation amount, and the average donation amount made.
2. **Filter Report:** Control your accounting report details.
 - Date Filters: Select dates for specific report data or check Use All Dates to see all your data.
3. **Donation Details:** The results of the Filter Report listed for all fundraising teams, and fundraising individuals.

Accounting Report

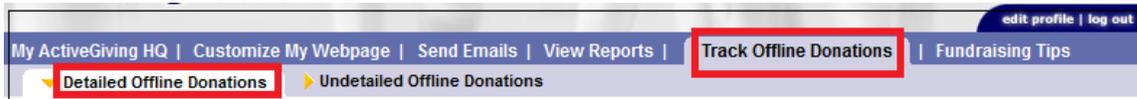


Provides a summary of contributions raised by your fundraisers broken down by online and offline donations; this report also includes net amounts.

1. **Donation Summary:** A summary of your daily progress, which updates every half hour.
2. **Filter Report:** Control your accounting report details
 - **Date Filters:** Select dates for specific report data or check Use All Dates to see all your data. This tool also gives you the option to search by payment periods which will help you in reconciling the checks that Active sends out every two weeks.
 - **Donation Types:** Drop-down box to report online only, offline only, or all donation data. Please note that if you are trying to reconcile your checks, make sure to pull reports for online donations only.
3. **Donation Details:** The results of the Filter Report listed for all fundraisers.

TRACK OFFLINE DONATIONS

Detailed Offline Donations



Allows you to enter detailed information on contributions received offline in the form of cash or checks. If this capability is not something you would like your individual fundraisers to have, you do have the ability to remove this tool from their pages.

1. **Offline Donation Details:** Donor information for contributors who have submitted cash or checks.
2. **Offline Donations List:** All offline donations by name and amount.

Offline Donation Details

Fill out the form to keep track of donations received offline.
Fields marked with a red (*) are required.

*First name:

*Last name:

Phone:

E-mail:

Address:

City: State:

Country: Province/Other:

Zip/post code:

Donation Amount Details

*Amount: \$

Payment Type:

If you would like to assign this donation to a fundraiser, please select the fundraiser:

Assign Donation To: No fundraiser selected

First Name
 Last Name
 or
 Team Name

or simply click "Search" to view a list of all fundraisers

Make this donation anonymous:
Hide this donation amount:

Offline Donations List

Donor Name	Amt.
Donation, Test	\$100.00
Total	\$100.00

Undetailed Donations

Number of Donations: 3

Amount Collected: \$350.00

- Click to Modify -

[exit without saving](#) | [save this donation](#)

Undetailed Donations

edit profile | log out

My ActiveGiving HQ | Customize My Webpage | Send Emails | View Reports | **Track Offline Donations** | Fundraising Tips

▼ Detailed Offline Donations | **Undetailed Offline Donations**

Enter a dollar amount given by offline contributors without specifying name, address, etc.

Update Undetailed Donations

Undetailed Donations

This feature allows you to track "Offline" contributions without adding individual donor details. For example, if you have received \$200 from 5 different contributors but don't wish to enter their individual information. *(Offline donations are those you collect outside of ActiveGiving's credit card system, i.e. checks and cash)*

Set Your Undetailed Offline Amount to: **\$**
(currently \$350.00)

Set Number of Undetailed Donations to:
(currently 3)