

Online Campaign Instructions

CREATE YOUR CAMPAIGN

PAGE **1**

STEP 1 Go to www.swimwithmike.org

STEP 2 Click the "Become a Campaign Director" button located in the upper left corner of the website.



STEP 3 Fill out your name, email address, and create a username and password. Check the "I am not a robot" box and click the "Register" button.

A screenshot of a registration form titled "Become a Campaign Director" in a light blue header. Below the title is a paragraph of text explaining the process. The form itself has a white background and contains several input fields: "Name", "Email", "Create a username (one word)", and "Create a password". Below these fields is a checkbox labeled "I'm not a robot" with a CAPTCHA image to its right. A blue button with white text labeled "REGISTER" is positioned to the right of the "I'm not a robot" checkbox. A red box highlights the "REGISTER" button.

STEP 4 You will be prompted to a 'Profile Information' page where you can add in your social media websites. After completing everything, click the "Create a Campaign" button.

A screenshot of a page titled "Profile Information" in a light blue header. Below the title is a paragraph of text. At the bottom of the page, there is a dark blue button with white text labeled "CREATE A CAMPAIGN". A red box highlights this button.

STEP 5 On the 'Campaign Information' page, fill out all the prompts, including:

- Set a fundraising goal
- Select which Swim with Mike Event location you want your fundraiser to go towards
- Explain why you are fundraising and why Swim with Mike matters to you
- Write a one sentence summary of your campaign
- Add a photo to personalize your campaign
- Upload a campaign video (if you have one)
- Fill in 'Your Information'
- Click the "Submit Campaign" button

STEP 6 Represent Swim with Mike as a Campaign Director and share your campaign link with friends!

Online Campaign Instructions

MANAGE YOUR CAMPAIGN

PAGE 2

STEP 1

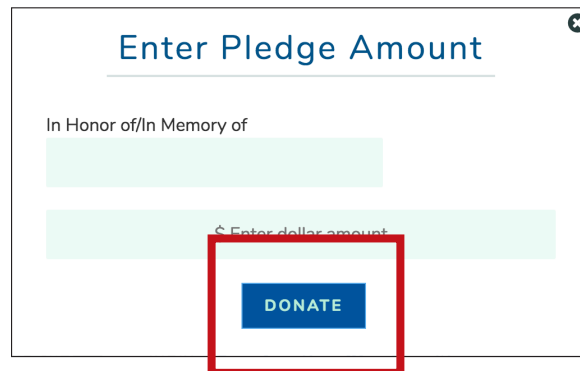
Share your campaign link with your friends and family

- Go to <http://www.swimwithmike.org/campaigns-list/>
- Find and click on your name
- Highlight your campaign's website address. Select "Edit" and then "Copy"
- Log onto your Facebook (or other forms of social media) and paste the link

STEP 2

People can donate to your campaign by:

- Scrolling below your photos and clicking the "Donate" button
- Entering the pledge amount in the box provided and clicking the "Donate" button



- Filling out their personal information, credit card information, and billing address. After they have filled out this information, they should click "Purchase" to complete the donation
- Donors will receive a tax receipt and thank you note in the mail

STEP 3

Check to see who has donated to your campaign and thank them

- Log into your Swim With Mike account



- Scroll down to the "Your Campaign" section and select "Export Data"
- A list will automatically be downloaded to your computer in the downloads folder.
 - For MAC users: Click on the folder and select the Excel document titled "edd-export-backers-date"
 - For PC users: click on "File" and then "Downloads". Select the Excel document titled "edd-export-backers-date"