

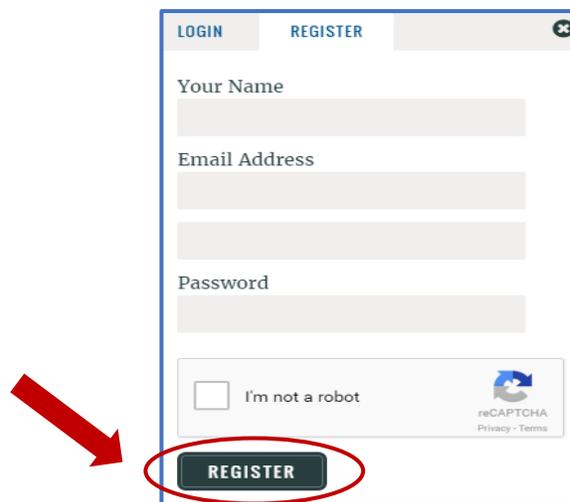
Swim with Mike Online Campaign Instructions

Create Your Campaign

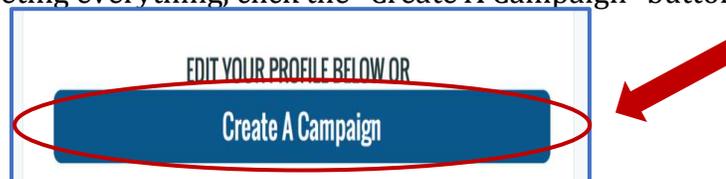
1. Go to www.swimwithmike.org
2. Click the “**Become a Campaign Director**” button



3. Fill out the pop up window with your name, email address, and create a username and password. Check the “I am not a robot” box and click the “**Register**” button



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



5. On the ‘Campaign Information’ page, fill out the prompts that ask you to:
 - 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
6. Represent Swim with Mike as a Campaign Director and share your campaign link with friends!

“It’s all about the ripple effect of Swim with Mike...let’s keep it going! A drop, a ripple, a wave...make it a splash and change a life.” – Ron Orr, Founder and Executive Director

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Manage Your Campaign

1. Share your campaign link with your friends and family
 - a. People can donate to your campaign by:
 - i. Scrolling below your photo and clicking the “Donate” button
 - ii. Entering the pledge amount in the box provided and clicking the “Donate” button



- iii. 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
 - iv. Donors will receive a tax receipt and thank you note in the mail
 2. Check to see who has donated to your campaign and thank them yourself
 3. Update pictures and information on your campaign
 4. Make the best of being a Campaign Director!

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