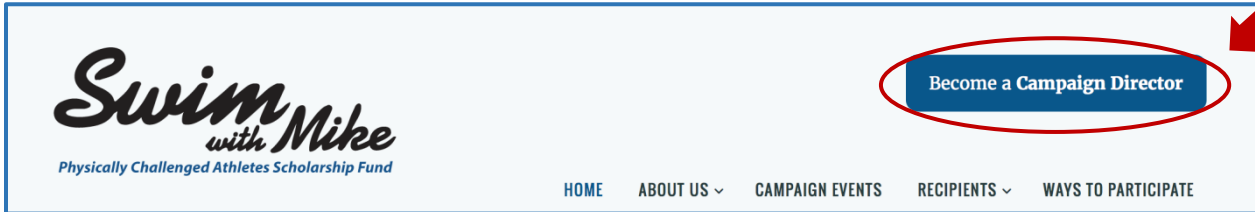


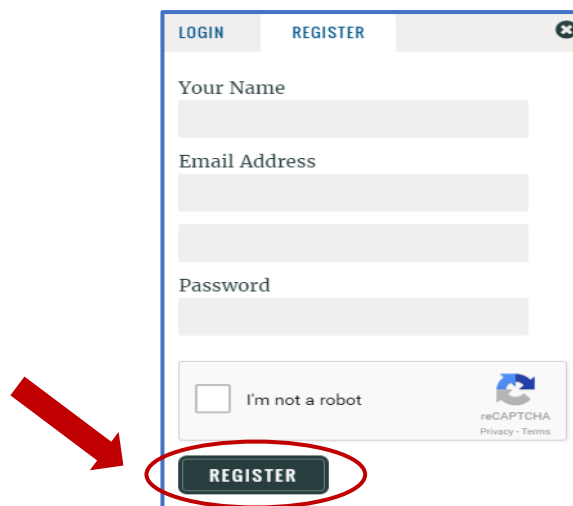
Swim with Mike Online Campaign Instructions

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



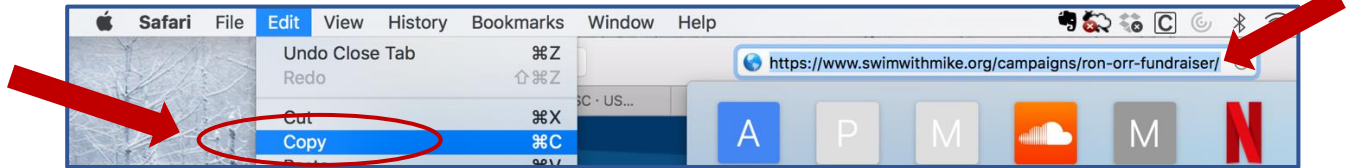
5. On the ‘Campaign Information’ page, fill out the prompts that ask you to:
 - Set a fundraising goal
 - Select which Swim with Mike event location you want your fundraiser to go towards
 - Explain why you are fundraising and why Swim with Mike matters to you
 - Write a one sentence summary of your 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

Swim with Mike Online Campaign Instructions

Manage Your Campaign

1. Share your campaign link with your friends and family
 - a. Go to <https://www.swimwithmike.org/campaigns-list/>
 - b. Find and click on your name
 - c. Highlight your campaign's website address. Select "Edit" and then "Copy".

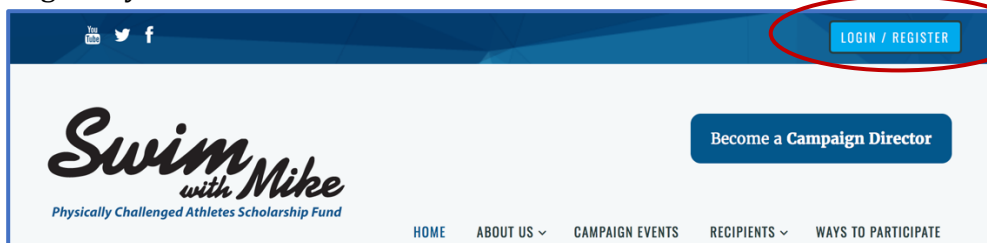


- d. Log onto your Facebook (or other forms of social media) and paste the link
2. People can donate to your campaign by:
 - i. Scrolling below your photo and clicking the "Donate" button
 - ii. Entering the pledge amount in the box provided and clicking the "Donate" button



- 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
3. Check to see who has donated to your campaign and thank them

- a. Log into your Swim With Mike account



- b. Scroll down to the "Your Campaign" section and select "Export Data"



- c. A list will automatically be downloaded to your computer in the downloads folder.
 - i. For MAC users: Click on the folder and select the Excel document titled "edd-export-backers - date"



- ii. For PC users: click on "File" and then "Downloads". Select the Excel document titled "edd-export-backers-date"

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