

Online Campaign Instructions

CREATE YOUR CAMPAIGN

PAGE 1

STEP 1 Go to www.swimwithmike.org

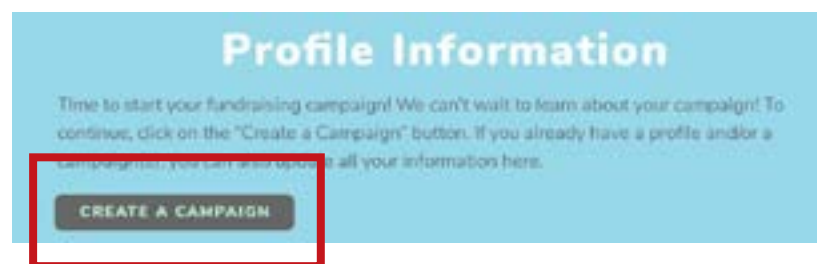
STEP 2 Click the "Become a Campaign Director" button located in the upper left corner of the website.



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.



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.



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 (JPEG) to personalize your campaign, vertical (300 x 400 pixels) or horizontal (400 x 300 pixels)
- 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!

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MANAGE YOUR CAMPAIGN

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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"