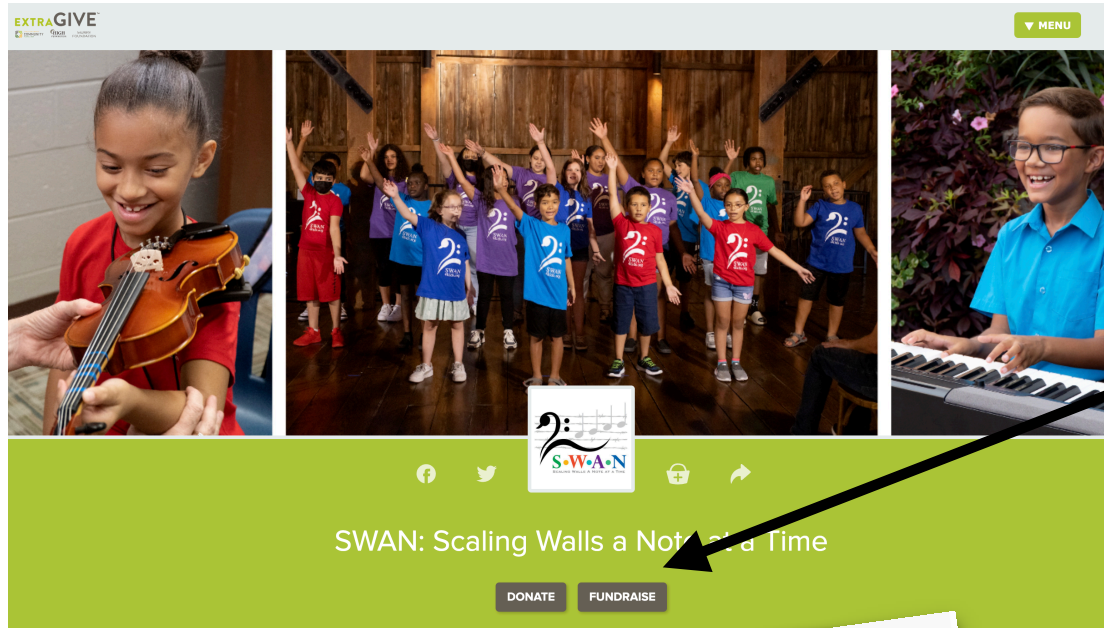


Your SWAN Fundraising Champion Guide



Step ONE

Go to SWAN4kidsExtraGive.org and click the Fundraising Champion button. Once SWAN's ExtraGive page loads click the Fundraise button (here) and complete the form.

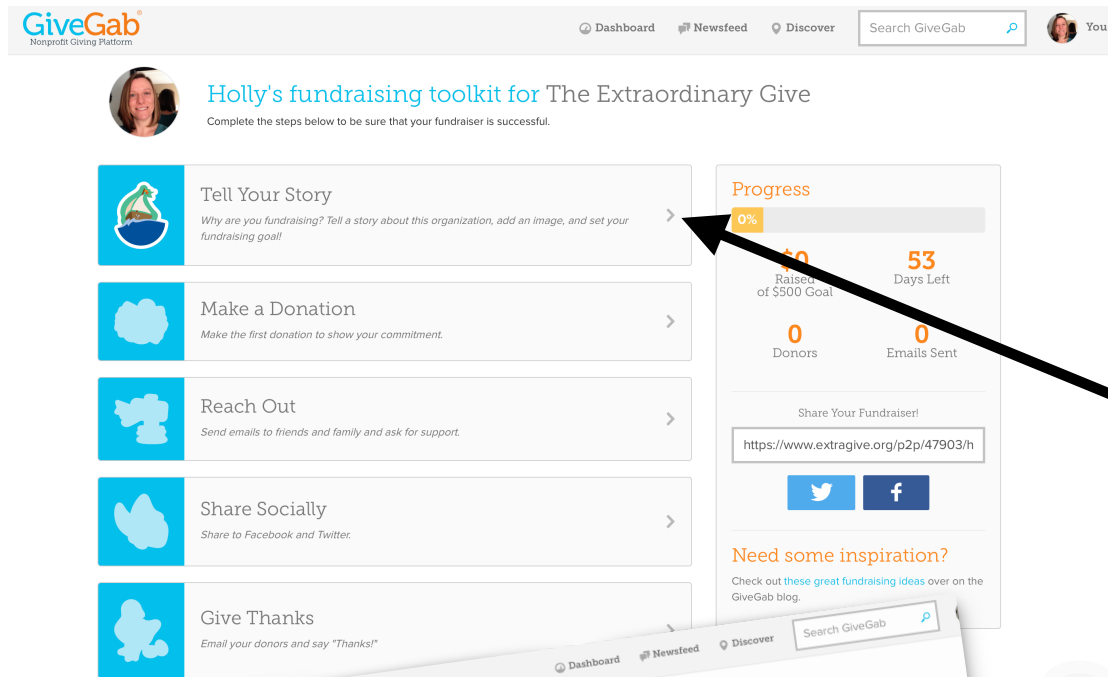
You'll receive a Hooray email message from GiveGab. It will have a link (here) to share with your friends, family, co-workers, and more. It will also have a link to your fundraising toolkit (here).



What's a fundraising toolkit?



Your SWAN Fundraising Champion Guide



Step TWO

Click the toolkit link in your email to open the easy to use console which will help you make the biggest impact for SWAN.

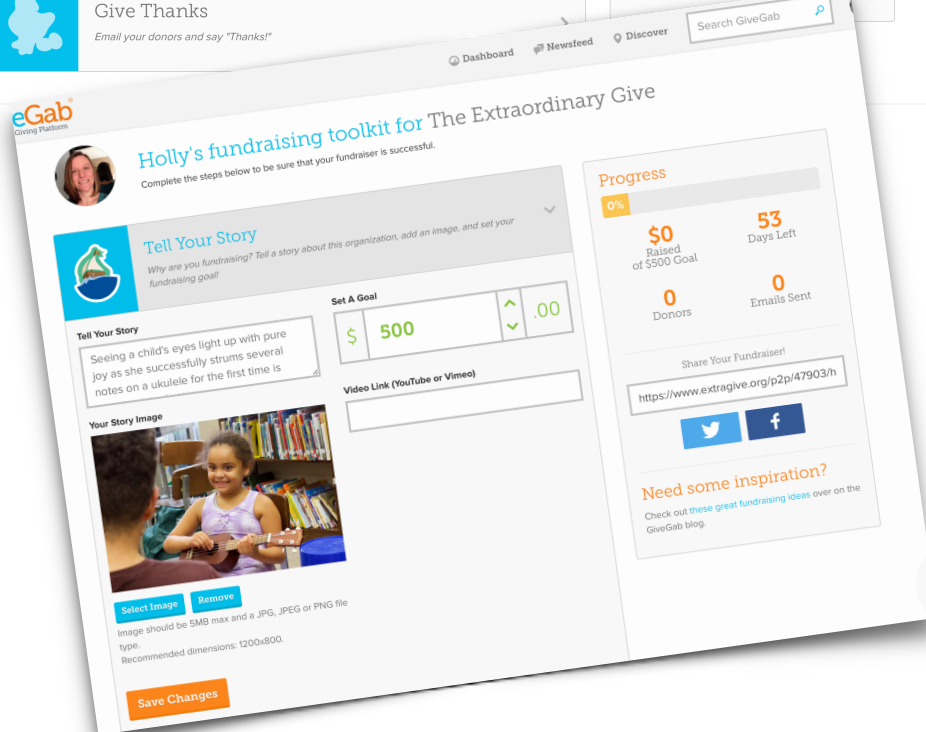
You can personalize your fundraising page by clicking the > in the “Tell Your Story” section. (here)

Share why SWAN is important to you and set a goal of how much you want to raise for SWAN.

Have FUN and create some incentives for your donors.

“I’ll bake cupcakes for the individual with the largest gift”

“I’ll sing live on Facebook if I reach my goal.”



Your SWAN Fundraising Champion Guide

The screenshot shows the GiveGab Nonprofit Giving Platform dashboard. At the top, there's a navigation bar with 'Dashboard', 'Newsfeed', 'Discover', and a search bar. Below the navigation bar, the user's profile 'Holly's fundraising toolkit for The Extraordinary Give' is displayed. The main content area is divided into two columns. The left column contains five action items: 'Tell Your Story' (Why are you fundraising? Tell a story about this organization, add an image, and set your fundraising goal!), 'Make a Donation' (Make the first donation to show your commitment.), 'Reach Out' (Send emails to friends and family and ask for support.), 'Share Socially' (Share to Facebook and Twitter.), and 'Give Thanks' (Email your donors and say "Thanks!"). The right column shows a 'Progress' section with a 0% progress bar, '\$0 Raised of \$500 Goal', '53 Days Left', '0 Donors', and '0 Emails Sent'. Below this is a 'Share Your Fundraiser!' section with a link 'https://www.extragive.org/p2p/47903/h' and social media icons for Twitter and Facebook. At the bottom, there's a 'Need some inspiration?' section with a link to 'these great fundraising ideas over on the GiveGab blog.' Below the dashboard, there's a preview of the 'EXTRAGIVE' fundraising page. The preview shows a 'Matches' section with a 'Friends of SWAN: EXTRA Give Match' bar, a '\$23,000 Match' bar, and a '\$23,000 Remaining' bar. Below this is a 'Fundraisers' section with a list of fundraisers, including 'Holly Germeroth' with a '\$0.00' amount. The footer of the preview includes social media links (Facebook, Twitter, Instagram) and contact information for 'ExtraGive' (Lancaster County Community Foundation, 24 W. King St., Ste. 201, Lancaster, PA 17603, extragiveinfo@lancfound.org, (717) 397-1629, Website).

Step THREE

Spread the word that you are raising funds on behalf of SWAN and invite others to help you reach your goal. Use the toolkit console to “Reach Out” to your contacts via email, and “Share Socially” on your Facebook and Twitter.

Share your personal fundraising link too!

You'll be listed on SWAN's Extraordinary Give page as a Fundraising Champion!

Set up your page TODAY and begin telling others.

Then on November 17th remind everyone and watch as your total goes up. Be sure to personally thank your donors!