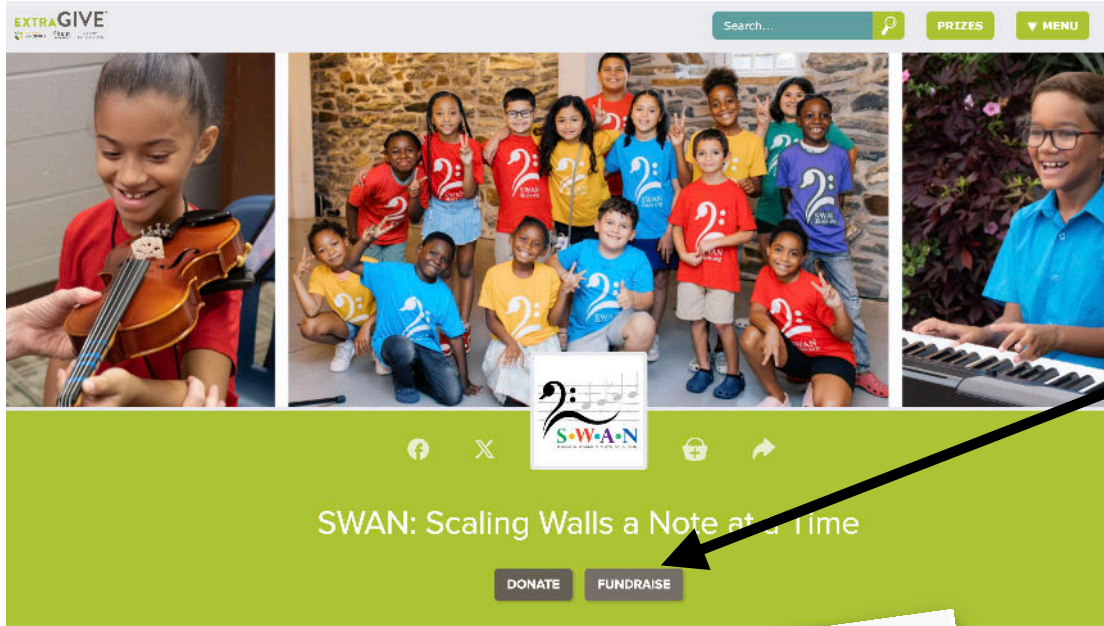


Your SWAN Fundraising Champion Guide



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?



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The screenshot shows the GiveGab dashboard for a fundraising campaign. The header includes the GiveGab logo, navigation links for Dashboard, Newsfeed, and Discover, a search bar, and a user profile icon. The main content area is titled 'Holly's fundraising toolkit for The Extraordinary Give' and includes a sub-header 'Complete the steps below to be sure that your fundraiser is successful.' Below this are five action buttons: 'Tell Your Story', 'Make a Donation', 'Reach Out', 'Share Socially', and 'Give Thanks'. To the right is a 'Progress' section showing '0%' raised of a '\$500 Goal', '53 Days Left', '0 Donors', and '0 Emails Sent'. A black arrow points from the 'Tell Your Story' button to the 'Progress' section.

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.”

This screenshot shows the 'Tell Your Story' form. It includes a 'Set A Goal' field with a value of '\$ 500' and a 'Video Link (YouTube or Vimeo)' field. Below the form is a 'Your Story Image' section with a photo of a young girl playing a guitar. The form also features a 'Save Changes' button and a 'Need some inspiration?' link.

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The screenshot shows the GiveGab dashboard for a fundraiser named Holly. The top navigation bar includes 'Dashboard', 'Newsfeed', 'Discover', a search bar, and a user profile icon. The main content area is titled 'Holly's fundraising toolkit for The Extraordinary Give' and includes instructions to 'Complete the steps below to be sure that your fundraiser is successful.' The toolkit consists of five main steps: 'Tell Your Story', 'Make a Donation', 'Reach Out', 'Share Socially', and 'Give Thanks'. To the right, a 'Progress' section shows a 0% completion bar, \$0 raised of a \$500 goal, 53 days left, 0 donors, and 0 emails sent. Below the progress is a 'Share Your Fundraiser!' section with a URL and social media icons for Twitter and Facebook. An arrow points from the text 'Share your personal fundraising link too!' to the URL field.

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!

The screenshot shows the ExtraGive fundraising page. At the top, it says 'EXTRAGIVE ORDINARY' and describes the organization's mission: 'The joy of music-making empowers children to rise above their present and difficult circumstances while creating pathways to success. SWAN is a support group for children affected by parental incarceration and provides free music lessons, performance opportunities, and mentoring. Support a music lesson or performance for a child today!' Below this is a 'Matches' section with a progress bar for 'Friends of SWAN: EXTRA Give Match' showing '\$23,000 Match' and '\$23,000 Remaining'. A 'Fundraisers' section lists 'Holly Germeroth' with a '\$0.00' total. The footer includes social media links for Facebook, Twitter, and Instagram, and contact information for ExtraGive: Lancaster County Community Foundation, 24 W. King St. Ste. 201, Lancaster, PA 17603, email: extragiveinfo@lancdown.com, phone: (717) 397-1629, and a website link.

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 22nd, remind everyone and watch as your total goes up. Be sure to personally thank your donors!