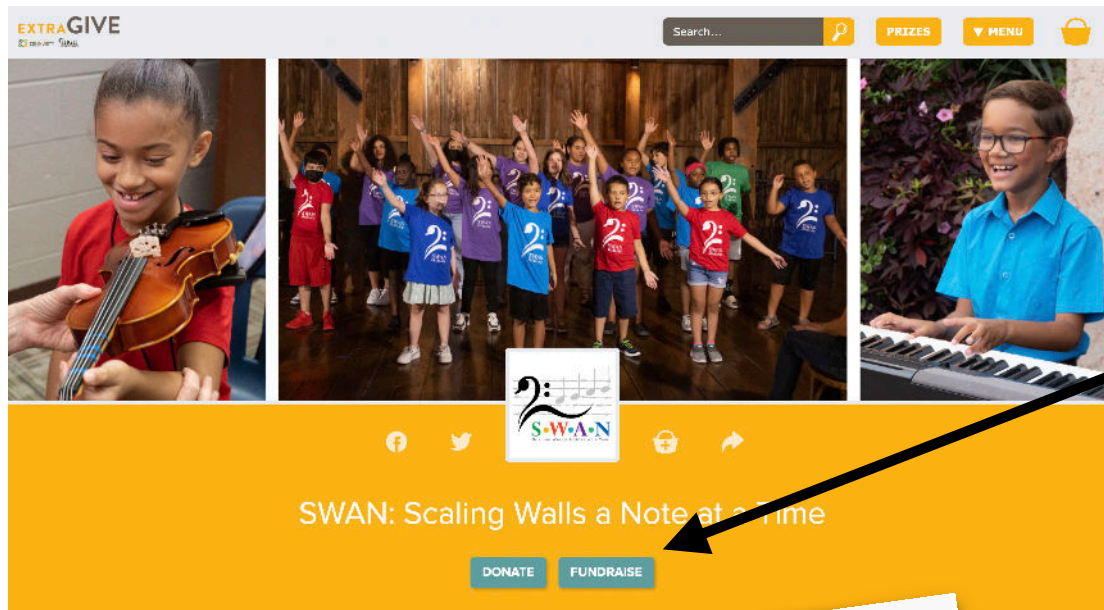


Your SWAN Fundraising Champion Guide



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.

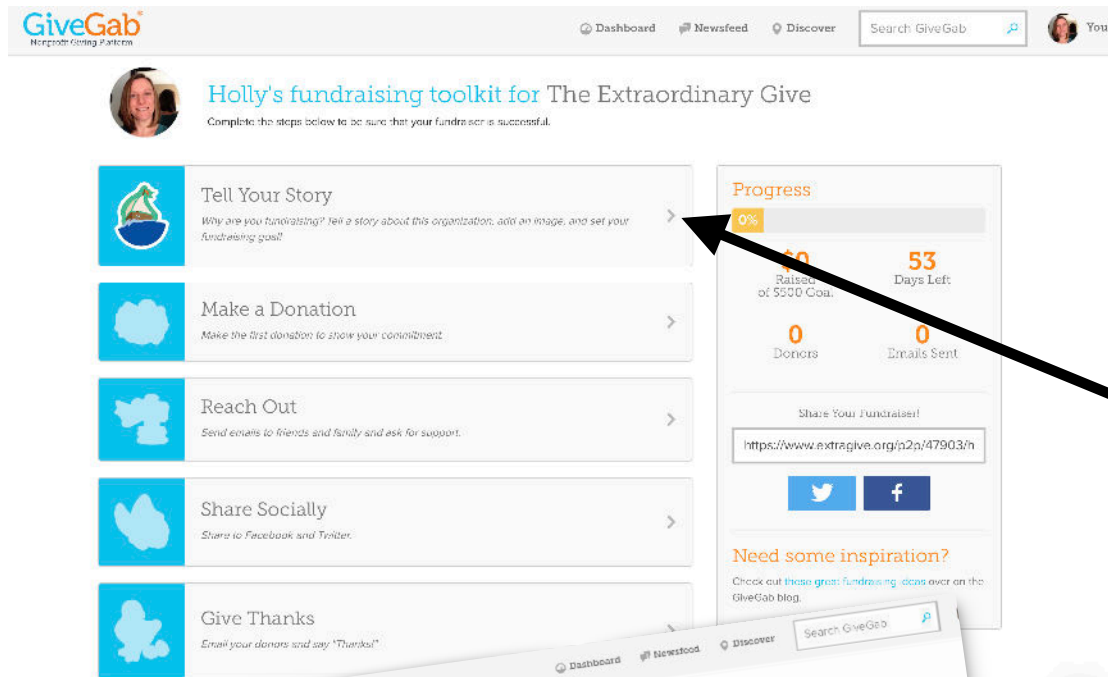
You'll receive a Hooray email message from GiveGab. It will have a link (here) to share with your friends, family, co-workers, and more. It will also have a link to your fundraising toolkit (here).



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.

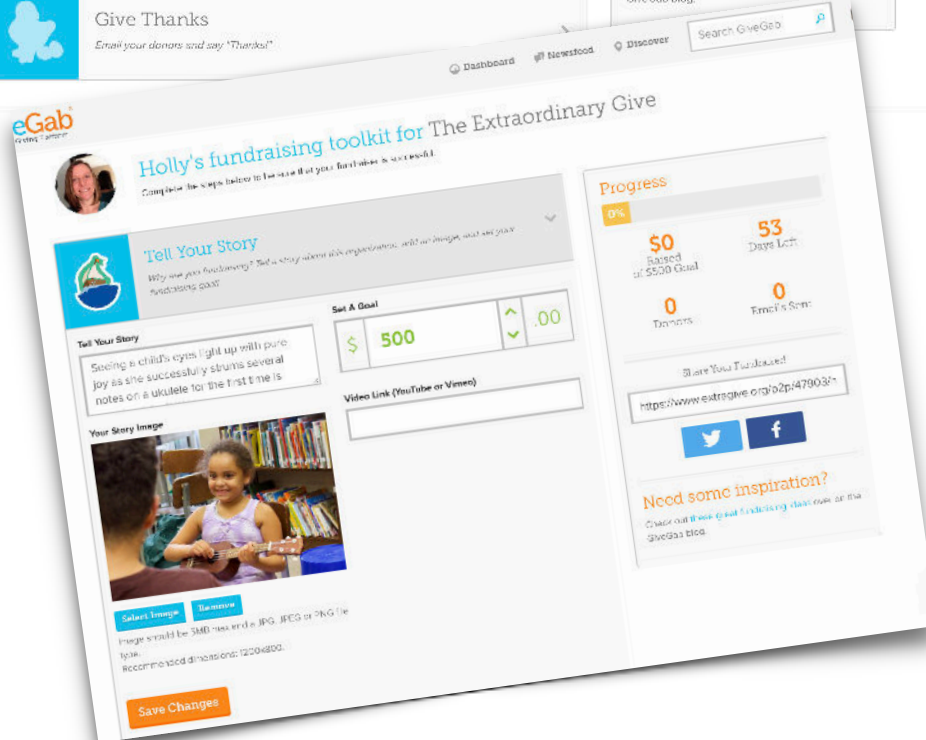
You can personalize your fundraising page by clicking the > in the "Tell Your Story" section. (here)

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

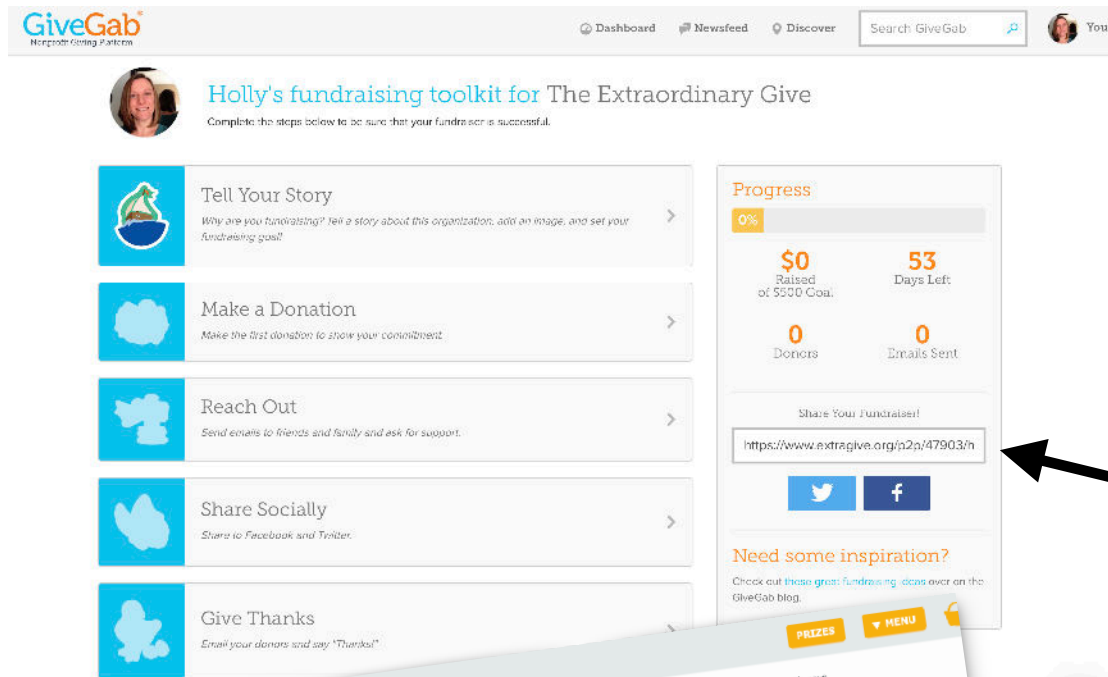
Have FUN and create some incentives for your donors.

"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



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 18th remind everyone and watch as your total goes up. Be sure to personally thank your donors!

