

How to Become an Advocate on GiveCampus

Make **your** impact at St. Lawrence by encouraging your classmates, family, and friends to support the 1856-Minute Challenge. GiveCampus helps connect donors to their peers to make giving to and getting involved with a campaign more meaningful. With the Advocate features on GiveCampus, spreading the word about the 1856-Minute Challenge is easy, fun, and rewarding. You can help other donors' gifts go further, add your own story to the campaign, and even track how many clicks, gifts, and dollars your outreach is driving in real time.

The first step to becoming an Advocate is to **sign up for a GiveCampus user account**. Visit givecampus.com and click 'Sign Up' in the top right of the page. It's important to know that simply signing up for a user account won't make you become an Advocate-- to become an Advocate, you must take *active* steps to inspire *others* to make gifts. Once you're signed up for and logged into your GiveCampus user account, you can become an Advocate for the 1856-Minute Challenge by taking one-- or better yet, all!-- of the following steps:

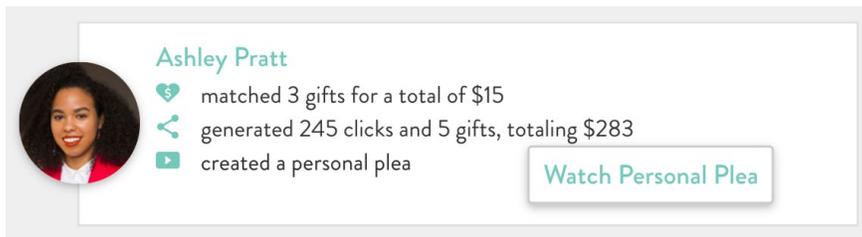
1) **Consider your own gift!** Great advocates lead by example and you can leverage your gift to encourage others to give! Offering a Match means that you'll give a number of dollars for each dollar or donor that the campaign receives up to your specified maximum gift amount. You can restrict Matches to only apply to donors from an affiliation group, class year, or even a specific group of friends. Offering a Challenge means that you'll give a gift *only* if the campaign receives a certain number of donors or dollars after you set up the Challenge. Challenges cannot be restricted to specific donor groups.



The screenshot shows a dark-themed interface for setting match parameters. At the top, there is a text input field labeled "I will match up to" with a value of "\$ 100". Below this are two rows of radio button options. The first row has "Per \$1 per \$1 donated" (selected), "Other", "Until campaign end" (selected), and "Other". The second row has "Per donor" (selected) and "Per \$1 donated". Below the options is a text input field with a value of "\$ 10". At the bottom, there is a dropdown menu labeled "Select the class year of those you want to match" with "2009" selected.

2) **Create a Personal Plea.** A Personal Plea is a quick video in which you tell the Laurentian community why you're excited about the campaign, and why others should get involved. Shooting a short "un-selfie" video on your cell phone is all you need to do to add *your* story to the campaign! After recording your video, head to the Advocates tab on the campaign page to upload your Personal Plea.

3) **Share the campaign link.** The built-in sharing buttons (located underneath the campaign video and on the Advocates tab) generate a campaign link that is unique to *you*. When you use these buttons to share the campaign link **while logged into your GiveCampus user**



The card features a circular profile picture of Ashley Pratt on the left. To the right of the photo, her name "Ashley Pratt" is displayed in teal. Below her name are three teal icons with corresponding text: a heart icon for "matched 3 gifts for a total of \$15", a share icon for "generated 245 clicks and 5 gifts, totaling \$283", and a video icon for "created a personal plea". A teal button labeled "Watch Personal Plea" is positioned to the right of the text.

account, the number of clicks, gifts, and dollars generated by your outreach will be tracked next to your name on the Advocates tab. Share on Facebook and Twitter to blast your friends' feeds with news about the campaign, and share over text and email to make direct, can't-ignore, peer-to-peer asks. Share early and share often!