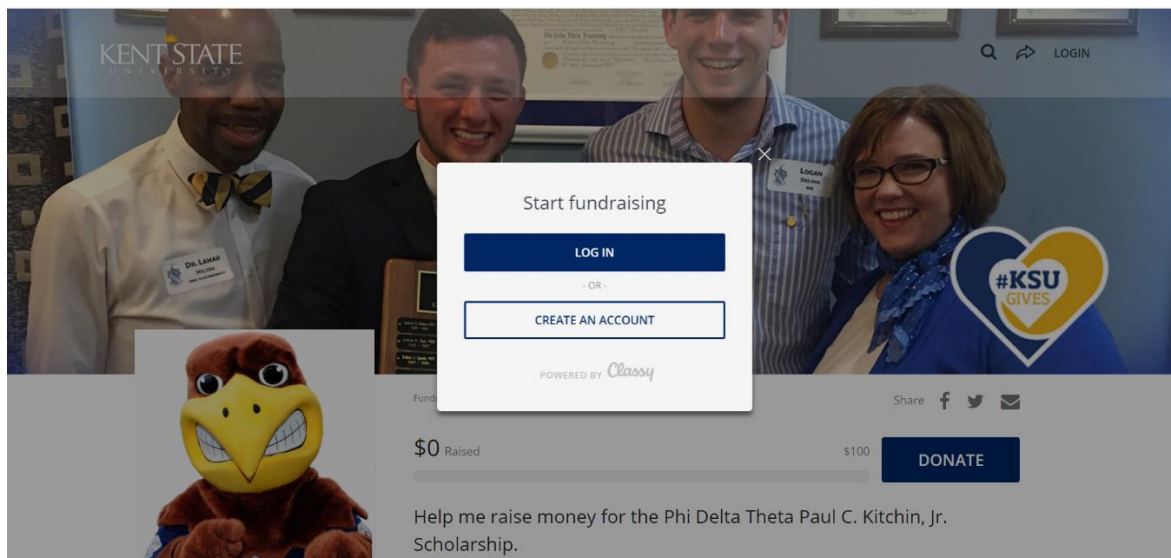




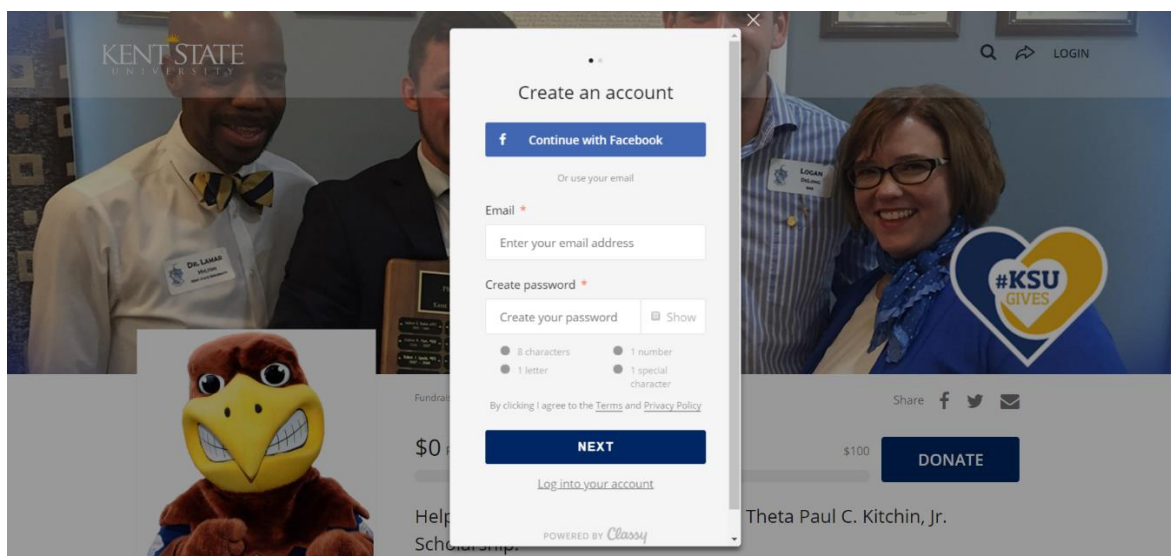
How to become a Giving Tuesday Fundraiser

Select a featured fund at www.kent.edu/GivingTuesday that you are passionate about, then:

1. Click “Become A Fundraiser”



2. Click “Create an Account”



3. Enter E-mail and Create Password, Click “Sign Up”

The screenshot shows a 'Create your page' modal window overlaid on a background image of four people. The modal contains the following fields and options:

- Create your page**
- Set your fundraising goal ***
 - Currency: USD
 - Amount: \$ 100.00
- Your Page's Headline ***
 - Text: Help me raise money for the Phi Delta Theta Paul C. Kitchin, Jr. Scholarship.
 - Character count: 77/180
- Set your Fundraising Page's Short URL (optional)**
 - Text: <https://flashies.givesokent.org/ExampleShortUrl>
 - Input field: Start typing
- NEXT** button

Below the modal, the campaign details are visible:

- Campaign**
- 2018 Phi Delta Theta Paul C. Kitchin Jr. Scholarship**
- \$0 / \$10,000**
- STORY** and **UPDATES** tabs
- DONATE** button with a \$100 goal indicator

4. Enter First and Last name

5. Create a fundraising goal, personalized headline, and URL (Optional)

6. Add profile photo

The screenshot shows a 'Nice work!' confirmation modal window overlaid on the same background image. The modal contains the following text and elements:

- Nice work!**
- Icon of a lightbulb
- Text: Your fundraising page is ready to go. Make sure to check out your Fundraiser Dashboard for some helpful tools.
- AWESOME** button

The background campaign details remain visible:

- Campaign**
- 2018 Phi Delta Theta Paul C. Kitchin Jr. Scholarship**
- \$0 / \$10,000**
- STORY** and **UPDATES** tabs
- DONATE** button with a \$100 goal indicator

7. Use “Share” Buttons at top right of your profile and send to friends and family.

8. E-mail friends your profile page by clicking the button that looks like an envelope to family or friends.
9. Share your page to the social media by clicking the Facebook and Twitter icons. If you access your profile on a mobile device, you have the ability to text your profile using the “Share” button.

Other Resources:

- Once your profile has been created, use the “Manage” button at the top-right of your profile to update and personalize your crowdfunding story (Talk about the impact of the campaign and how it will benefit students).
- You have the ability to add photos or videos as well using the toolbar at the bottom of the story box.
- You can personally thank donors to your campaign by selecting the “Donations” button at the top. If you wish to edit your page headline, profile photo, and increase your goal select the “Details” section.