



Four Simple Steps for GiveCampus Success

1. Become an Advocate.
2. Offer a Matching Gift or Challenge
3. Create a 'personal plea' video
4. Make a gift!

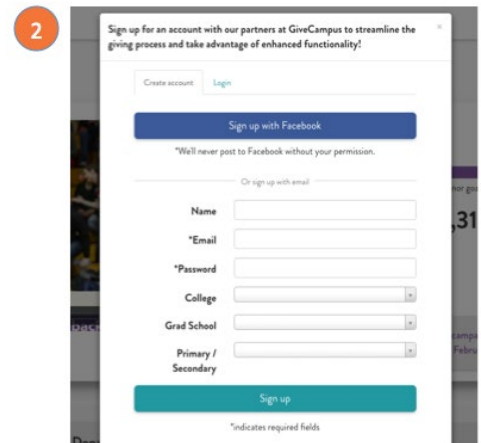
1. Become an Advocate.

The best way for you to make an impact on Mount Holyoke is to encourage your friends and classmates to join you in making a gift. On GiveCampus, spreading the word is easy, fun and rewarding because you know precisely how many clicks, gifts and dollars your outreach is driving.

To become an advocate and take advantage of these tools, follow these four simple steps:

1. Go to the [Class-Color Cup 2019 campaign page](#) and click on 'Sign Up' in the top right of the page.
2. Create an account either by linking to your Facebook account or your email. Note: Facebook is helpful because you don't have to remember another password and we'll never post to Facebook without your permission.

1 SIGN UP LOGIN



3 ABOUT DONORS (80) **ADVOCATES (8)**

Join the advocates below and track your impact!

1. Share your unique links to get recognized for your positive impact on the campaign!

Link to Share: [Share](#) [Tweet](#)

2. Create a Personal Plea
Make your own short video explaining why others should join you.

[Create your personal plea!](#)

4 ABOUT (1) DONORS (1,004) **ADVOCATES (37)**

Dick Tantillo
generated 82 clicks and 36 donations, totaling \$10,219

Community Advocates
generated 1675 clicks and 35 donations, totaling \$5,740

Fred Bush
matched 23 donations for a total of \$2,300

3. Now that you're logged in, go to the [Class-Color Cup 2019 campaign page](#) and you will find a link that is now customized for you. If you want to share over Facebook or Twitter, click those buttons and your support will automatically be tracked on the 'advocates' tab just below the video.

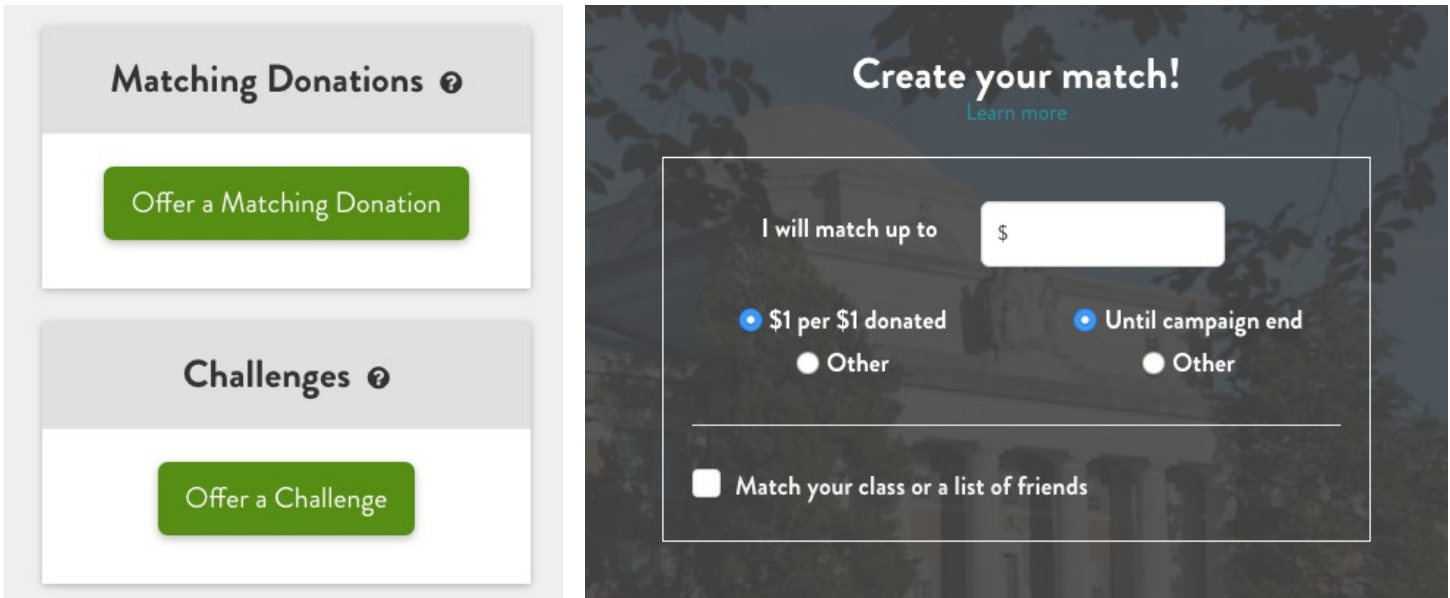
4. In addition to sharing, you will also be recognized as an advocate for doing things to make sharing more fun like creating a matching gift or challenge and creating a personal plea video.



2. Offer a Matching Gift or Challenge

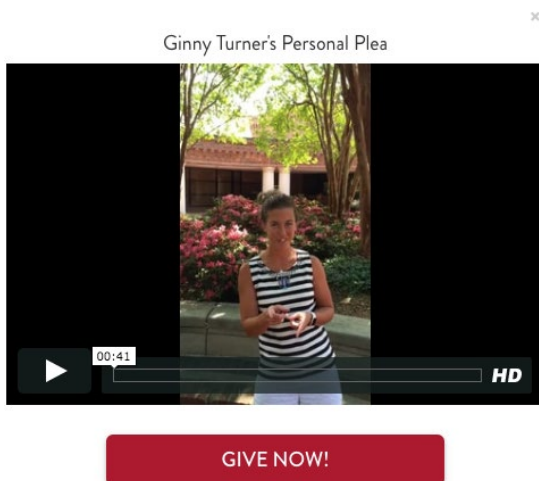
Motivate others to give by creating your very own matching donation or challenge.

How? On the campaign page, click on “Offer a Matching Gift” or “Offer a Challenge” on the sidebar below the video.



3. Create a ‘personal plea’ video

Upload a video and use your own words to explain why this campaign is important to you!



How? 3 Easy Steps:



Record a short video

Tell your friends why you're supporting MHC and why they should, too.



Upload your video

After you upload the video, you'll receive a link to share.



Share!

Share the link with your friends and inspire them to make a gift.



4. Make a Gift!

Lead by example and make a donation of any size.

Gifts can be made by credit card, debit card, and by bank account.

The image shows a donation form titled "Thank you for making a difference!". At the top, there are three green buttons for preset amounts: "\$ 100", "\$ 250", and "\$ 2,500". Below these is an "Amount*" input field with a "\$" symbol. A "Designation" dropdown menu is set to "Select a Designation". A blue button says "Sign in with Facebook to autopopulate form". The "Name*" field contains "First and Last Name" and has a checkbox for "Please do not display my name". The "Email*" field contains "your_email@example.com". The "Street address*" field contains "Street, City, State, Country". The "Zip code*" field contains "Enter your billing ZIP or postal code". The "Joint gift?" section has a "Spouse/Partner's Name" field and a "Spouse Class" dropdown. Under "Affiliation:", there are checkboxes for "Alumnus/a", "Student", "Faculty/Staff", "Parent", and "Friend". A checkbox for "I have read and agree to the terms of service*" is also present. A large green "Go to Checkout" button is at the bottom right.

Thank you for showing your class pride.
Let's make this the best Class-Color Cup yet!

If you have any questions, feel free to reach out to

Beckie Markarian '07
marylyon@mtholyoke.edu