



Remarkable Day of Giving

How to Become an Advocate for The Laurel Education Group

<https://www.givecampus.com/rv6pje>

Make an impact by encouraging your colleagues, family, and friends to support The Laurel Education group on GiveCampus! It's easy. Here's how:

1. ✓ Create an Account (or if you already have one, log in)

- ▶ Head to [givecampus.com](https://www.givecampus.com) and click “Sign Up” in the top, right corner of the page. You may use your existing Google account or Facebook account. Create an account from there! (You do not need to fill in the boxes that indicate school).

A screenshot of the 'Create your account!' form on GiveCampus.com. The form is titled 'Create your account!' and has a blue button for 'Sign up with Facebook'. Below this, it says 'We will never post to Facebook without your explicit permission.' and 'Or sign up with email'. The form fields are: Name (Lydia Ward), Email (lydiaward@gmail.com), Password (masked with dots), College (University of North Carolina at Asheville), Grad School (empty), and Primary/Secondary School (Salem Academy). There is a teal 'Sign up' button at the bottom. At the very bottom, it says 'Already have an account? Log in'.

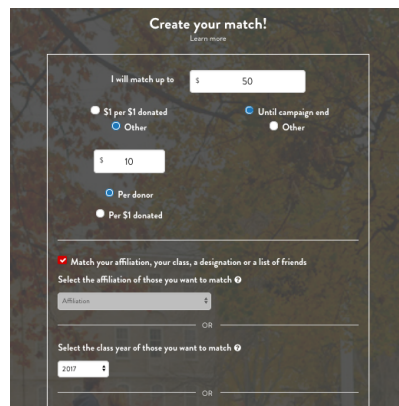
- ▶ Once you are logged-in, look for the “Search for Schools and Campaigns” box in the top right corner of the page. Type **The Laurel Education Group** and hit the magnifying glass.
- ▶ You will be taken to a new page where you will see The Remarkable Day of Giving campaign box. Click on the box to visit our interactive giving webpage.

2. ★ Consider Making Your Own Gift

- ▶ Lead by example and make your own gift early. **Our Campaign will be live at 8:00p.m. on Monday, November 29th.** It's much easier to ask your friends and family to join you in making a gift when you've already done it yourself!

3. 🍷 Offer a Match (or Challenge)

- ▶ Leverage your gift and encourage others to give via a match or challenge.
- ▶ Consider restricting your match or challenge by your class year, affiliation, or to a list of your friends (by email address) to raise the stakes.
- ▶ **Example of a Match:** I will match dollar for dollar every current parent who makes a gift up to \$50.



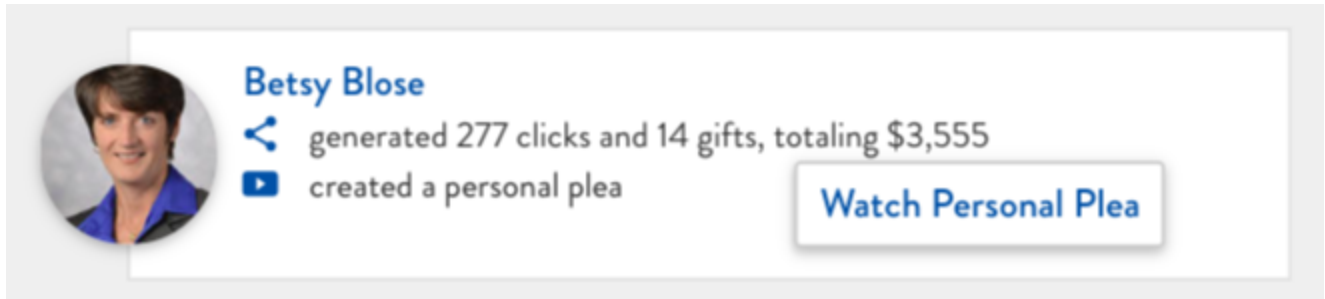
- ▶ **Example of a Challenge:** I will donate \$1.00 for every faculty or staff member at The Laurel Education Group who makes a gift!

4. 📧 Share, Share, Share

- ▶ The built-in sharing buttons on the campaign page generate a link that is unique to you. If you share while you're logged in, we can track it and celebrate your impact!
- ▶ **Share via Facebook, Twitter, Instagram, Text Message, Email, Phone Call, Carrier Pigeon... The sky's the limit!**

5. Tell Your Story

- ▶ Create a **Personal Plea** and post it to the campaign page!
- ▶ Film a quick video in which you tell your community why you're excited about the campaign, and why others should get involved. Keep it quick, casual, and fun!



A screenshot of a campaign profile for Betsy Blose. On the left is a circular profile picture of a woman with short brown hair wearing a blue top. To the right of the picture, the name "Betsy Blose" is displayed in blue. Below the name, there are two lines of text: the first line starts with a blue share icon and says "generated 277 clicks and 14 gifts, totaling \$3,555"; the second line starts with a blue video icon and says "created a personal plea". To the right of this text is a white button with a blue border and the text "Watch Personal Plea" in blue.

Thank You for Being a Remarkable Advocate!!