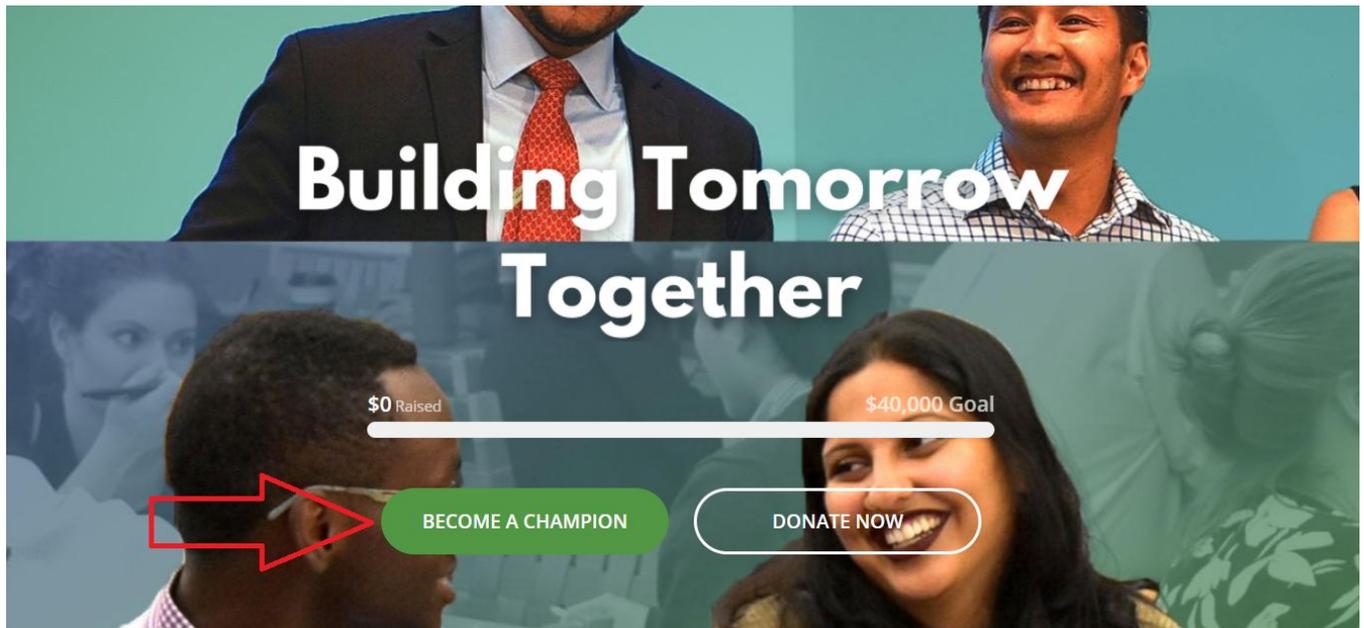


## 2020 Annual Appeal Champion How-to Guide

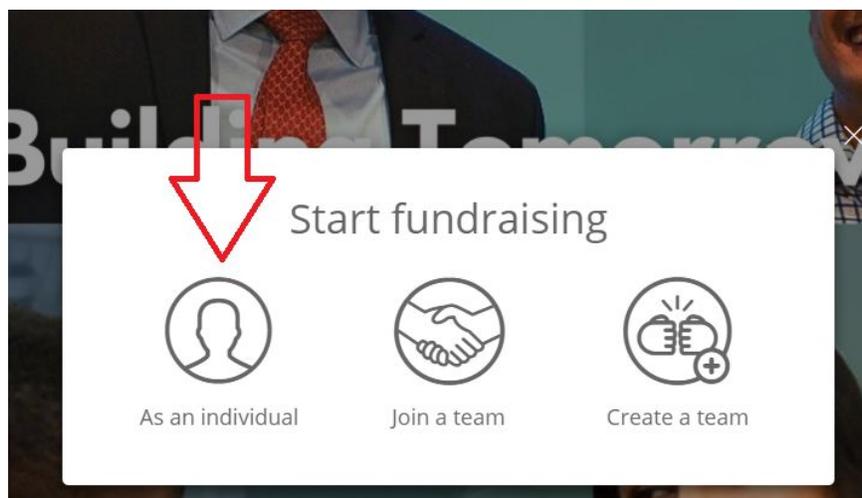
Thank you for becoming a Streetwise Champion! Below, find step-by-step instructions for setting up your own personal fundraising page to share with your friends, family, and professional network.

If you have any questions, concerns, or need additional support, please contact Development Manager Amelie Lyons at [amelie@streetwisepartners.org](mailto:amelie@streetwisepartners.org).

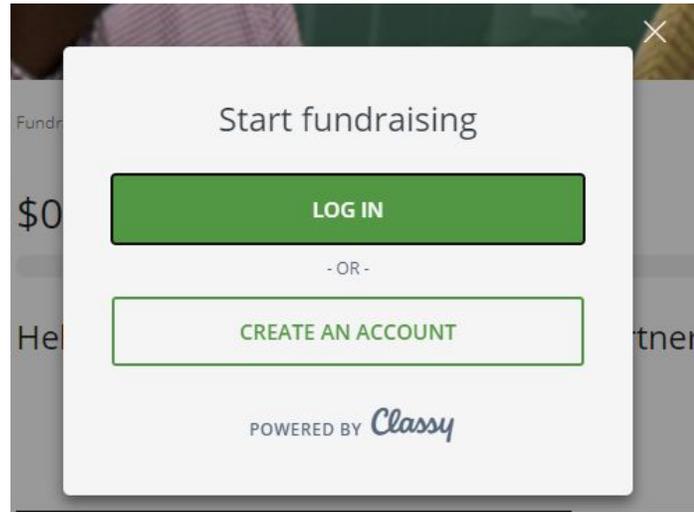
1. Visit the StreetWise Partners main Annual Appeal Platform to get started:  
<https://give.streetwisepartners.org/campaign/streetwise-partners-btt-fundraising-campaign/c306714>
2. Once you arrive to the home page, select “Become a Champion” in the green box.



3. A new box will appear on the screen, asking you how you want to fundraise. Select “As an individual.”

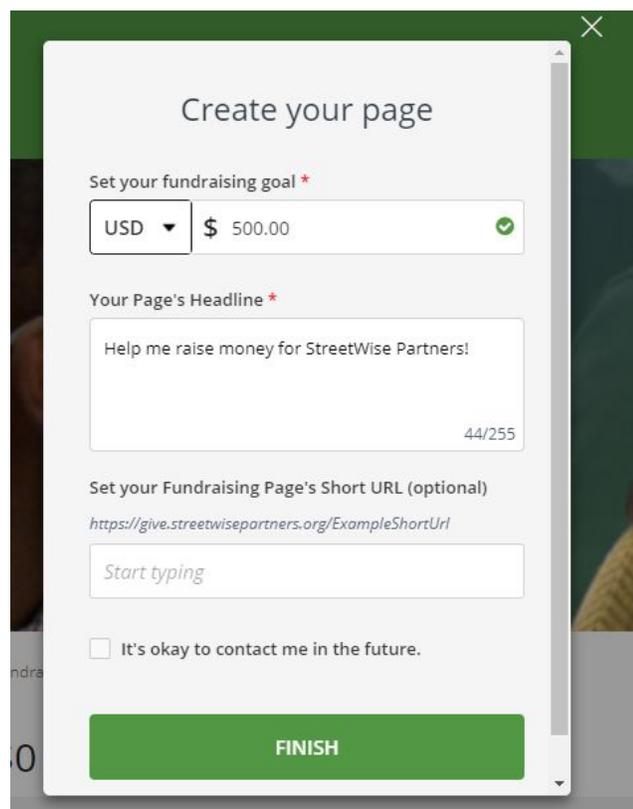


4. It will ask you to either sign in or create a new account. (You can log in via Facebook to make things a bit easier!)



5. Next, it will ask you details needed to create your new page.

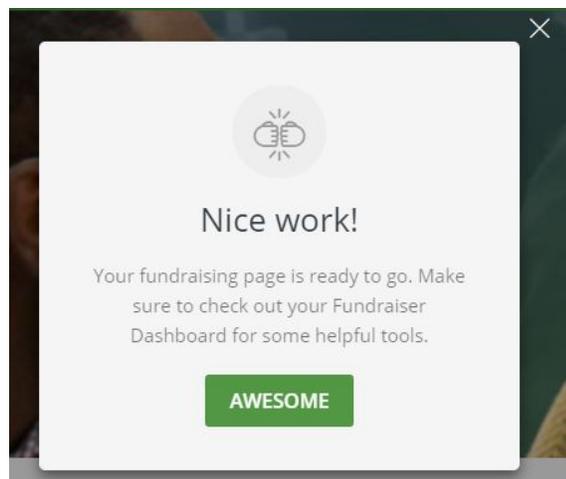
- Set your fundraising goal: We are recommending all StreetWise Champions get a goal of \$500.
  - Think of it as asking 10 friends to donate \$50 dollars, or 20 friends to donate \$25!
- Your Page's Headline: Create a catchy headline that will urge your contacts to give!
- Set a Short URL: This makes it a little easier to share and for audience to read.



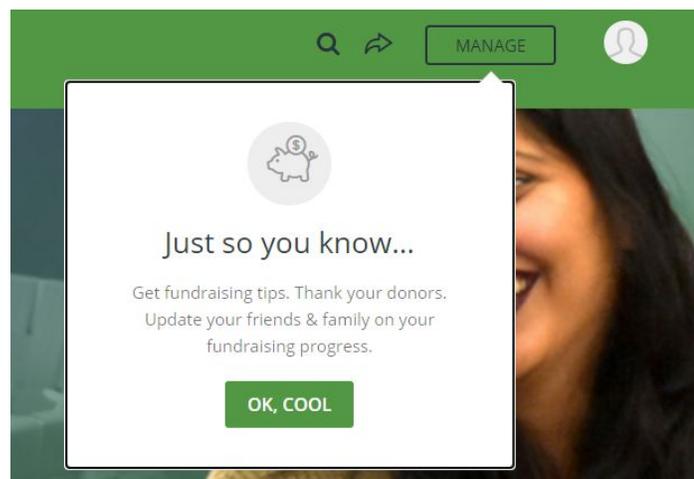
6. Choose your photo: make sure to use either a photo that your contacts will recognize or a SWP logo provided in the SWP Champion Starter Kit.



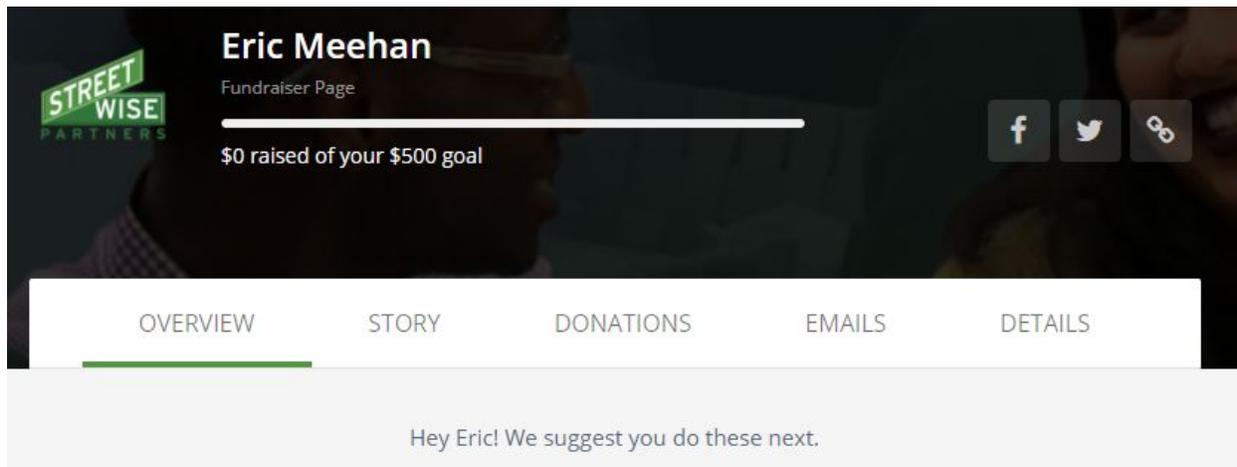
7. Your page is created!



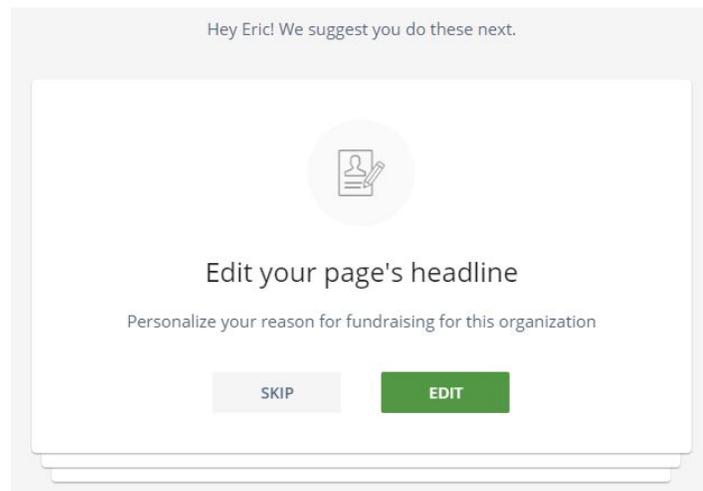
8. Now it's time to personalize your page. Start by clicking the "Manage" button in the top left corner, then hitting the "Ok, cool" button.



9. You will come to a page with tabs of editable items that you can personalize your page to make it stand out and encourage your connections to give. You'll start on the "Overview" tab.



10. Classy will present you with cards to help you get started



These cards will guide you to create a...

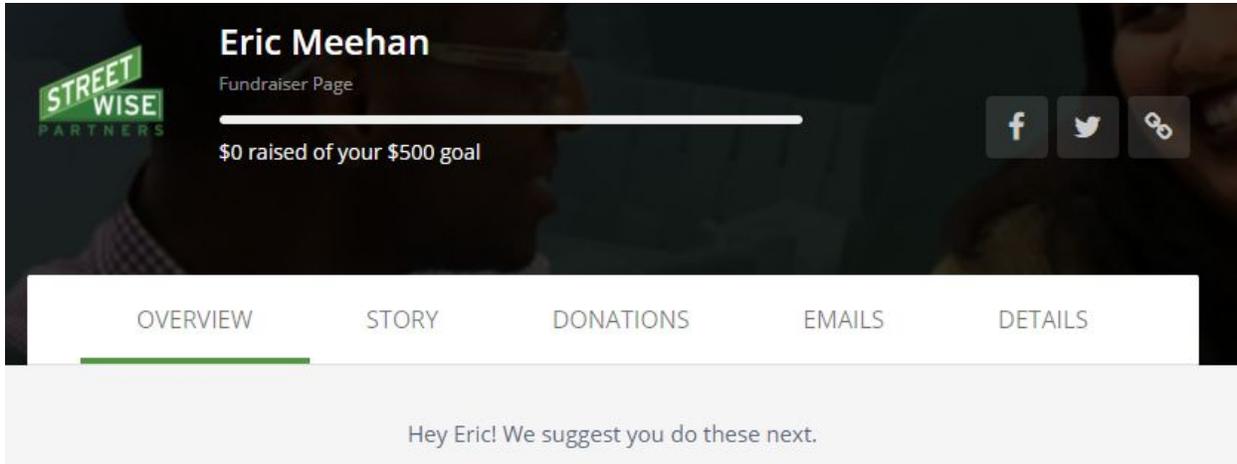
**Headline:** The page's title

**Story:** The main body of your page. Make this personal, and say a little about why you're choosing to fundraise for StreetWise.

**Donation:** If you like, you can make an initial donation. This is like putting a couple dollars in a tip jar, if people already see some money donated, they'll be more likely to give!

**Email Ask:** Classy wrote up a quick email for you to copy and paste to email family, friends, and colleagues about your fundraiser! Don't worry about sending them right away, you can always access two stock messages (to Ask and to Thank) from the "Emails" tab.

14. Familiarize yourself with the tabs at the top of the page. We recommend checking each one out to ensure all the important information is correct.



**Story** is where you can go to update your story at a later time.

**Donations** will show you anyone who has donated to your campaign so you can reach out to thank them!

**Emails** contains some stock emails to send to friends and family to either ask them to donate, or thank them for donating.

**Details** is where you can edit all other information such as nickname, headline, icon, and notification information.

**You are ready to start fundraising!**

Thank you for being a StreetWise Champion!