

DOLPHIN DASH

How to Become a Dolphin Dash Advocate on GiveCampus

Make *your* impact at Jacksonville University by encouraging your classmates, family, and friends to support Dolphin Dash, and any of its challenges. GiveCampus helps connect donors to their peers and makes giving and getting involved with a campaign more meaningful. **As a Dolphin Dash Champion, you can use the Advocate feature on GiveCampus to spread the word about Dolphin Dash.** 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. To create your user account, visit givecampus.com and click 'Log In' 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 and logged into your GiveCampus user account, you can become an Advocate for Dolphin Dash by taking one-- or better yet, all!-- of the following steps:

- 1) **Consider your own gift!** Great advocates lead by example to leverage your gift and 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. 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. You can restrict both Matches and Challenges to only apply to donors from an affiliation group (alumni, students, parents, etc.), or class year.
- 2) **Create a Personal Plea.** A Personal Plea is a quick video in which you tell the Dolphin community why you're excited about the campaign, and why others should get involved. Shooting a short "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

The screenshot shows the GiveCampus interface for setting up a match or challenge. At the top, there is a field 'I will match up to' with a value of '\$ 100'. Below this are two rows of radio button options. The first row has '\$1 per \$1 donated' (selected) and 'Until campaign end' (selected). The second row has 'Other' (selected) and 'Other' (unselected). Below these are two more radio button options: '\$ 10' (selected) and 'Other' (unselected). Further down, there are two radio button options: 'Per donor' (selected) and 'Per \$1 donated' (unselected). At the bottom, there is a dropdown menu labeled 'Select the class year of those you want to match' with '2009' selected.



Ashley Pratt

- matched 3 gifts for a total of \$15
- generated 245 clicks and 5 gifts, totaling \$283
- created a personal plea

[Watch Personal Plea](#)

link that is unique to *you*. **When you use these buttons to share the campaign link while logged into your GiveCampus user 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!