Online Campaign Instructions

CREATE YOUR CAMPAIGN

STEP 1
Go to www.swimwithmike.org

STEP 2
Click the “Become a Campaign Director” button located in the upper left corner of the website.

STEP 3
Fill out your name, email address, and create a username and password. Check the “I am not a robot” box and click the “Register” button.

STEP 4
You will be prompted to a ‘Profile Information’ page where you can add in your social media websites. After completing everything, click the “Create a Campaign” button.

STEP 5
On the ‘Campaign Information’ page, fill out all the prompts, including:
• Set a fundraising goal
• Select which Swim with Mike Event location you want your fundraiser to go towards
• Explain why you are fundraising and why Swim with Mike matters to you
• Write a one sentence summary of your campaign
• Add a photo (JPEG) to personalize your campaign, vertical (300 x 400 pixels) or horizontal (400 x 300 pixels)
• Upload a campaign video (if you have one)
• Fill in ‘Your Information’
• Click the “Submit Campaign” button

STEP 6
Represent Swim with Mike as a Campaign Director and share your campaign link with friends!

“It’s all about the ripple effect of Swim with Mike…let’s keep it going! A drop, a ripple, a wave…make it a splash and a change of life.”

–RON ORR, FOUNDER AND EXECUTIVE DIRECTOR
Share your campaign link with your friends and family:
   a. Go to http://www.swimwithmike.org/campaigns-list/
   b. Find and click on your name
   c. Highlight your campaign’s website address. Select “Edit” and then “Copy”
   d. Log onto your Facebook (or other forms of social media) and paste the link

People can donate to your campaign by:
   a. Scrolling below your photos and clicking the “Donate” button
   b. Entering the pledge amount in the box provided and clicking the “Donate” button
   c. Filling out their personal information, credit card information, and billing address. After they have filled out this information, they should click “Purchase” to complete the donation
   d. Donors will receive a tax receipt and thank you note in the mail

Check to see who has donated to your campaign and thank them:
   a. Log into your Swim With Mike account
   b. Scroll down to the “Your Campaign” section and select “Export Data”
   c. A list will automatically be downloaded to your computer in the downloads folder.
      1. For MAC users: Click on the folder and select the Excel document titled “edd-export-backers-date”
      2. For PC users: click on “File” and then “Downloads”. Select the Excel document titled “edd-export-backers-date”

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