ABAARSO SCHOOL OF SCIENCE AND TECHNOLOGY
Crowdrise Campaign

HOW TO SET UP YOUR PAGE

1.) Go to Crowdrise.com.

2.) Search for the name of charity in the search bar.

3.) Click the charity, which you will find listed under the sub-header "Charity."

4.) Click "Raise money for a charity."

5.) You are now on the charity home page. Click "Fundraise for this charity."

6.) Click "Start a new fundraiser."

7.) Enter your fundraiser's title.
   - Remember, your title should be unique and serve as a **call to action**. It's best to use a verb in your title.
   - For example, "Help Somali students achieve their dreams!"
   - Or another example, "Heal Somalia by supporting their students!"
   - Be sure to limit your title to 50 characters to guarantee it is completely visible when you share with on social media.

8.) Set a fundraising goal.
   - You cannot change your goal once you set it, so be sure to think carefully about a realistic goal.
   - Estimate how many of your friends and family members will give your $10, $25, $50 or $100 and calculate your goal based on that estimation.

9.) Fill out the section called "About Your Fundraiser" by writing a short paragraph that explains why Abaarso is important to you. This is your chance to tell your story and bring your fundraiser to life. Please see the attached messaging points.

10.) Select a photo. It's best to use a photo that demonstrates Abaarso's work instead of using the logo.

> ➤ Show Abaarso students and teachers together in the classroom. It's best to show photos of people benefitting from the services of the organization.
> ➤ You can add up to 11 photos to your page. To add more photos, simply select " Edit fundraiser" and scroll down to "upload pictures and videos."

11.) Search for the organization by name or by using its EIN number (20-7245709). Select "The Horn of Africa Education Development Fund" in order to link your fundraiser to the main Abaarso landing page.

12.) Create a username and password to sign up.

13.) Your campaign is live!

14.) Your page will have a thumbnail on the charity main page. You need to add a thumbnail photo here, so click "Add Profile Photo" in the upper right hand corner of the icon.

15.) Once your page is created, you can share it with friends, family and coworkers by either clicking the social media buttons or pasting your html web link into an email and blasting it to your network.
> ➤ Ask your friends and family to share the page through social media as well or to create their own fundraising page to support Abaarso.

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You can edit your campaign after its launch by clicking "Edit Fundraiser" or share your page by clicking "Manage Fundraiser."

Once your contacts start donating, you will see their names and gifts scrolling on the right side of your page. The thermometer green bar will begin to move forward towards your goal.

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