# Instructions for Camp Discovery Friends and Family fundraising online campaign

## 1. Joining the campaign & personalizing your personal page

As you join the Crowdrise campaign, your own personal page will auto-populate with an exact copy of the text from the main campaign page.

You should customize your personal page to tell your own unique story about why you are taking part in the Camp Discovery Friends & Family campaign (more details on this later on).

Here are instructions to personalize your own page:

A) To join the campaign as a fundraiser, create a free Crowdrise account and then navigate to the main campaign page (<u>crowdrise.com/AADCampDiscovery</u>). Click the grey "Fundraise for this campaign" button and join the team.



**B)** Click on the "Edit Fundraiser" tab (1). Personalize the first half [see below] of the existing text in the "About My Fundraiser" box to share your own story about how camp has impacted you (2). Click "Save" (3).

JOE HERCIK'S FUNDRAISER: CAMP DISCOVERY FRIENDS & FAMILY	
VIEW FUNDRAISER	E TEAM REPORT CENTER
EDIT BASIC FUNDRAISER INFO 🖌	
Fundraiser Title: Camp Discovery Friends & Family	Your Fundraiser is 75% Set
About My Fundraiser:	BASIC INFO
<mark>7 B T U</mark> Size - F := ∞ ∞ 1 t t	CHOOSE CHARITY
AMEN AN A NDEMY OF DERMATOLOGY INC wrote -	SET GOAL
Camp Discourse a life-changing experience for children with chronic skin conditions. There is a spirit of camaraderie and genuine acceptance at camp that can be hard to find in daily life. The friendships that are made, camper to camper and camper to counselor, can shape a child's life and how he or she	PICS & VIDEOS
approaches life's challenges. Won't you help give other children this opportunity?	DONATE TO THIS FUNDRAISER
	MY FUNDRAISER WIDGET

#### Change this text to

make your page your own compelling story about why anyone and everyone should support Camp Discovery!

# THE STORY:

Camp Discovery offers a life-changing experience for children with chronic skin conditions. There is a spirit of camaraderie and genuine acceptance at camp that can be hard to find in daily life. The friendships that are made, camper to camper and camper to counselor, can shape a child's life and how he or she approaches life's challenges.

Won't you help give other children this opportunity?

# \*\*\*Click the DONATE button now and help send kids to Camp Discovery!\*\*\*

# About Camp Discovery:

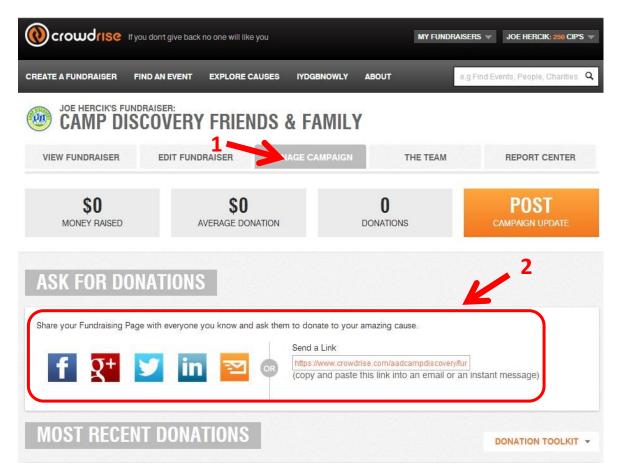
The American Academy of Dermatology's <u>Camp Discovery</u> gives children with chronic skin conditions a life-changing summer camp experience. Each year nearly 360 campers benefit from Camp Discovery at no cost to their families. The Academy covers the \$1,800 cost for each child who attends Camp, with the help of donations from AAD members and other generous supporters.

#### Keep this info as it is!

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# 2. Personalized sharing

A) When sharing your personal fundraising page, you should click on the "Manage Campaign" tab (1) and then select a method (2).



Here is some suggested copy to use when sharing the link via social media:

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Join me in supporting Camp Discovery and help to provide a life-changing experience for children! I'm only \$X away from my goal of \$X.

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Want to send an email instead? You may use the following template:

#### <<

Dear <insert name>,

I was so excited to go back to Camp Discovery again this year. I had so much fun! I am writing today to ask you to join my online campaign to help send other kids to Camp Discovery with a \$<insert the amount you will ask them to give> donation.

It's easy to donate. Visit <insert link to your Crowdrise page> to make your donation, and help me get closer to my goal of \$<insert the amount you set for your fundraising goal>.

# <Use the paragraphs below or insert your own story about how camp has made a difference in your life.>

I feel happy when I'm at camp. Last year was my first year, and it was the first time I felt like I'm not alone. Everyone had to put on sunscreen, it wasn't just me anymore. Before camp, I used to feel bad, like I was making people wait for me and it made me not want to go outside much. At camp I don't have to have that kind of stress feeling for a week.

I made friends at camp, too! It's hard for me to make friends sometimes. But at camp, I felt like I was part of a group and I had fun with everyone.

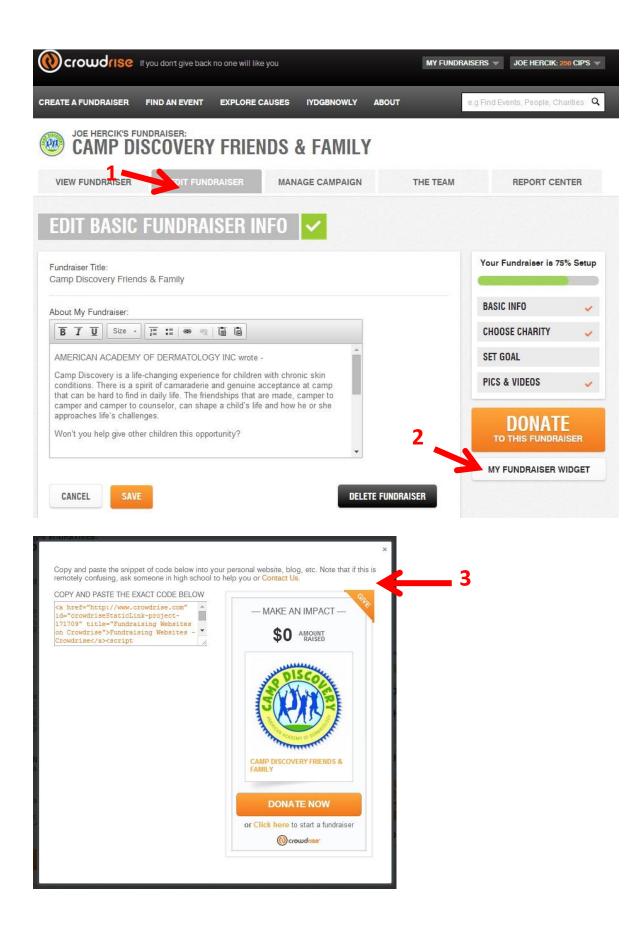
I hope all kids with skin disorders can go to Camp Discovery so that they can feel good about themselves too. I'm grateful to all those who support Camp Discovery and make it possible for kids like me to do the same things as other kids.

Sincerely,

# <insert your name>

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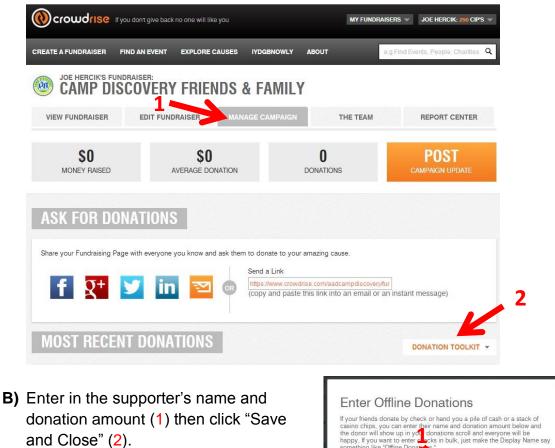
B) If you would like to add a Crowdrise widget to your personal website (blog, etc.) the HTML code can be found by clicking the "Edit Fundraiser" tab (1) and then clicking the "My Fundraiser Widget" button (2). Then follow the instructions on the widget pop-up window (3).



### 3. Recognizing offline gifts

Potential supporters may decide to give you cash, write a check, or donate directly to the AAD via our website<sup>†</sup>. In any case, it's a good idea to include these amounts in your total dollars raised on your Crowdrise page by following these steps:

A) Click the "Manage Campaign" tab (1). Click "Donation Toolkit" near the bottom of the page (2) and select "Offline Donation Manager."



† The AAD will notify campaign	l
team members of donations	
received via	
donate.AAD.org/camp_discov	very

something like "Offline Donati	ecks in bulk, just make the Display Name say s
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