

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 (crowdrise.com/AADCampDiscovery). Click the grey “Fundraise for this campaign” button and join the team.

AMERICAN ACADEMY OF DERMATOLOGY INC'S FUNDRAISER:
CAMP DISCOVERY FRIENDS & FAMILY

ABOUT THIS CAMPAIGN THE TEAM

CAMP DISCOVERY
AMERICAN ACADEMY OF DERMATOLOGY

BENEFITING: AMERICAN ACADEMY OF DERMATOLOGY INC
THE STORY:
Camp Discovery is 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 us reach our goal to raise \$18,000 and send 10 kids to Camp Discovery!

About Camp Discovery:
The American Academy of Dermatology's Camp Discovery 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.

DONATE
TO THIS FUNDRAISER

\$0
MONEY RAISED

FUNDRAISE FOR THIS CAMPAIGN

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).

The screenshot shows the Crowdfunder website interface for editing a fundraiser. At the top, the navigation bar includes 'CREATE A FUNDRAISER', 'FIND AN EVENT', 'EXPLORE CAUSES', 'IYDGBNOWLY', and 'ABOUT'. The fundraiser title is 'CAMP DISCOVERY FRIENDS & FAMILY'. The 'EDIT FUNDRAISER' tab is selected, indicated by a red arrow labeled '1'. The 'About My Fundraiser' section contains a text editor with a red arrow labeled '2' pointing to the text: '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.' Below the text editor is a 'SAVE' button, highlighted by a red arrow labeled '3'. A sidebar on the right shows 'Your Fundraiser is 75% Setup' and various settings tabs like 'BASIC INFO', 'CHOOSE CHARITY', 'SET GOAL', and 'PICS & VIDEOS'. A 'DONATE TO THIS FUNDRAISER' button is also visible.

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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 Camp Discovery 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.

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

Keep this info as it is!

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).

The screenshot shows the Crowdrise website interface for a fundraiser named 'JOE HERCIK'S FUNDRAISER: CAMP DISCOVERY FRIENDS & FAMILY'. At the top, there are navigation links: 'CREATE A FUNDRAISER', 'FIND AN EVENT', 'EXPLORE CAUSES', 'IYDGBNOWLY', and 'ABOUT'. A search bar is also present. Below the navigation, there are tabs for 'VIEW FUNDRAISER', 'EDIT FUNDRAISER', 'MANAGE CAMPAIGN' (highlighted with a red arrow and the number 1), 'THE TEAM', and 'REPORT CENTER'. A statistics section shows '\$0 MONEY RAISED', '\$0 AVERAGE DONATION', and '0 DONATIONS', along with an orange 'POST CAMPAIGN UPDATE' button. The 'ASK FOR DONATIONS' section is highlighted with a red arrow and the number 2. It includes social media sharing icons for Facebook, Google+, Twitter, LinkedIn, and Email, and a 'Send a Link' section with a text input field containing the URL 'https://www.crowdrise.com/aadcampdiscovery/fur' and a note to copy and paste the link into an email or instant message. At the bottom, there is a 'MOST RECENT DONATIONS' section and a 'DONATION TOOLKIT' dropdown menu.

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:

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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).






 **JOE HERCIK'S FUNDRAISER:**
CAMP DISCOVERY FRIENDS & FAMILY

- VIEW FUNDRAISER**
- EDIT FUNDRAISER**
- MANAGE CAMPAIGN
- THE TEAM
- REPORT CENTER

EDIT BASIC FUNDRAISER INFO 

Fundraiser Title:
Camp Discovery Friends & Family

About My Fundraiser:

B I U Size -     

AMERICAN ACADEMY OF DERMATOLOGY INC wrote -

Camp Discovery is 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?

CANCEL **SAVE**

DELETE FUNDRAISER

Your Fundraiser is 75% Setup



BASIC INFO ✓

CHOOSE CHARITY ✓

SET GOAL

PICS & VIDEOS ✓


DONATE
TO THIS FUNDRAISER

MY FUNDRAISER WIDGET


Copy and paste the snippet of code below into your personal website, blog, etc. Note that if this is remotely confusing, ask someone in high school to help you or [Contact Us](#).

COPY AND PASTE THE EXACT CODE BELOW

```
<a href="http://www.crowdrise.com" id="crowdriseStaticLink-project-171709" title="Fundraising Websites on Crowdrise">Fundraising Websites - Crowdrise</a><script
```



or [Click here](#) to start a fundraiser



3. Recognizing offline gifts

Potential supporters may decide to give you cash, write a check, or donate directly to the AAD via our website†. 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.”

- B)** Enter in the supporter’s name and donation amount (1) then click “Save and Close” (2).

Enter Offline Donations

If your friends donate by check or hand you a pile of cash or a stack of casino chips, you can enter their name and donation amount below and the donor will show up in your donations scroll and everyone will be happy. If you want to enter checks in bulk, just make the Display Name say something like "Offline Donations."

Display Name	Amount
<input type="text"/>	\$ <input type="text"/> . <input type="text"/>
Display Name	Amount
<input type="text"/>	\$ <input type="text"/> . <input type="text"/>
Display Name	Amount
<input type="text"/>	\$ <input type="text"/> . <input type="text"/>
Display Name	Amount
<input type="text"/>	\$ <input type="text"/> . <input type="text"/>
Display Name	Amount
<input type="text"/>	\$ <input type="text"/> . <input type="text"/>

Don't Display Donation Amount

CANCEL SAVE AND ADD MORE **SAVE** CLOSE

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