



BECOME AN ADVOCATE ON [GIVECAMPUS](https://givecampus.com) (optional)

Make **your** impact by encouraging your classmates to support MICDS Madness 2022! GiveCampus is the platform that houses our MICDS Madness Campaign; it helps connect donors to their peers by making giving and getting involved with a campaign more meaningful. With the Advocate features on GiveCampus, spreading the word about MICDS Madness is easy, fun, and rewarding. 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. Visit givecampus.com and click 'Sign Up' in the top right of the page. It's important to know that simply signing up for a user account won't make you an Advocate—to become an Advocate, you must take *active* steps to inspire *others* to make gifts. Once you're signed up for and logged into your GiveCampus account, you can become an Advocate for MICDS Madness by taking one—or better yet, all!-- of the following steps:

- 1) **Consider your own gift!** Great advocates lead by example and you can leverage your gift to 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. You can restrict Matches to only apply to donors from an affiliation group, class year, or even a specific group of friends. 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.

- 2) **Create a Personal Plea:** a short video where you tell the MICDS community why you're excited about Madness, and why others should get involved. Shoot a video on your cell and add *your* story to the campaign! After recording your video, go to the Advocates tab 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 link that is unique to *you*. Share news about the campaign via social, and share over text and email to make direct, can't-ignore, peer-to-peer asks. Share early and share often!

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](#)