

Amplify Austin



The Women's Storybook Project

"How to Create a Fundraiser Page"

First, Go to Amplify Website / Create Account

- Copy this link to your browser to find the WSP page on the Amplify website:

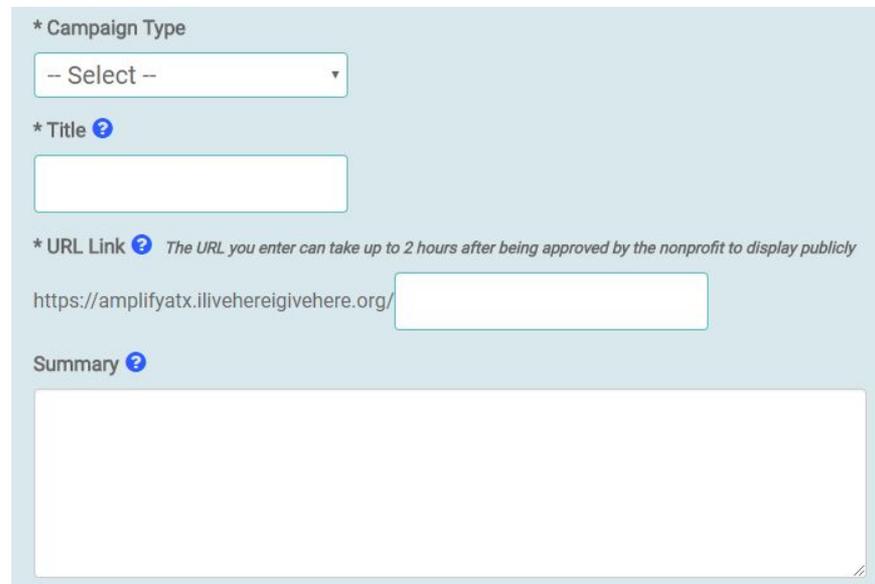
<https://amplifyatx.ilivehereigivehere.org/womensstorybookproject>

- Click on “Create Fundraiser Page”
- If you don’t have an Amplify Austin account then create one
- Log in to your account



Then, Fill Out Campaign Details...

- Choose “Amplify Austin Day” for the “Campaign Type”
- Create a unique “Title” for your campaign (have fun!)
 - e.g. - Emilie’s WSP Campaign; Women’s Storybook; or Turning Pages, Turning Lives



* Campaign Type
-- Select --

* Title ?

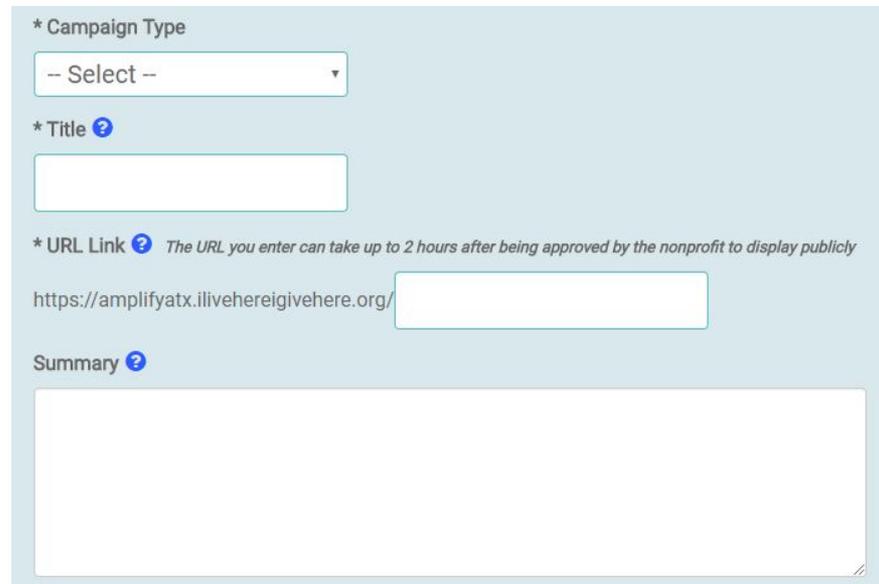
* URL Link ? *The URL you enter can take up to 2 hours after being approved by the nonprofit to display publicly*
https://amplifyatx.ilivehereigivehere.org/

Summary ?

The blue circles with the question marks are there to help in case you have questions!

Continue Campaign Details...

- Create a unique “URL Link” for your campaign - this is what you will share with family & friends (e.g. StorybookEmilie)
- Put together a summary of why YOU think people should donate to the Women’s Storybook Project - what moves you about the program? (Keep it 2-3 short sentences)



* Campaign Type
-- Select --

* Title ?

* URL Link ? *The URL you enter can take up to 2 hours after being approved by the nonprofit to display publicly*
<https://amplifyatx.ilivehereigivehere.org/>

Summary ?

Continue Campaign Details...

- Check the box to “Move Title Below Logo”
- If you’re able to MATCH the donations people make then click the box under “Matching Dollars”
- For matching, you can create a cap of \$200 or \$500 or whatever level you choose (This is a great fundraising tool)

Move Title Below Logo 

Matching Dollars?

Do you wish to match your family and friends' donations? 



Continue Campaign Details...

- Under “Personal Details” upload a picture of yourself to personalize your page.
- Under Campaign Video please paste this video URL:
<http://kxan.com/2016/05/09/project-helps-imprisoned-moms-read-to-their-kids/>
- You can also add a snippet about yourself under “Personal Appeal”:
 - E.g. - are you a mother? Teacher? Grandmother? (Might be worth mentioning as it tells how you relate to the program)

Move Title Below Logo ?

Matching Dollars?

Do you wish to match your family and friends' donations? ?

Personal Details

Campaign Video (URL) ?	Campaign Page Photo ?
<input type="text"/>	No file is currently uploaded.
	<input type="button" value="Upload File"/>
Personal Appeal ?	
<input type="text"/>	

Final Steps...

- Finally, enter your *personal campaign* goal - how much do you want to raise?
 - FYI, the overall goal for WSP this year is **\$15,000** (more double last year's goal)
- When you're done, click "Submit for Approval" and you're good to go! If you need more time or if you want to come back and work on it then hit "Save"
- An End Date of 3/31 will be applied if you do not choose one

Campaign Goal

* Goal (\$) ?

\$

* Start Date ?

02/19/2018 

* End Date ?



Share with Friends & Family!

- Once approved, you will receive an email from Amplify Austin with the official URL. Your campaign is ready to be shared!
 - This can be done on Facebook, Twitter, Instagram, Snapchat, and more!
- Copy the URL from your page and share it with at least 10-20 friends and family
- Include a short personal message of why WSP is important to you!



Use the following hashtags in your posts on social media! They can be very helpful in getting views!

#AmplifyATX2018
#StorybookProject
#AmplifyWSP
#IlivehereIgivehere

Thank you for making a difference!

