

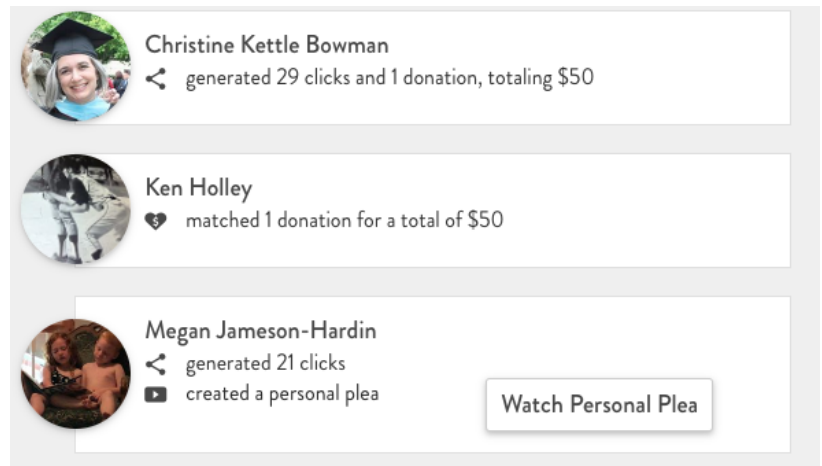
Choose Your Southwestern Challenge: How You Can Help

Thanks for supporting the Choose Your Southwestern Challenge! Below are a few ways you can help support the campaign.

1. Sign up on GiveCampus and become an 'advocate' to track your impact

How: Log onto www.givecampus.com and click 'sign up'. You can either use your Facebook account or email.

Why: When you share the campaign on Facebook, Twitter, or email, you will know exactly, how many clicks, gifts, and dollars your sharing is generating.



A screenshot of the GiveCampus interface showing three advocate profiles. Each profile includes a circular profile picture, the advocate's name, and their impact statistics. Christine Kettle Bowman has generated 29 clicks and 1 donation totaling \$50. Ken Holley has matched 1 donation for a total of \$50. Megan Jameson-Hardin has generated 21 clicks and created a personal plea. A button labeled 'Watch Personal Plea' is visible next to Megan's profile.

Advocate	Impact
Christine Kettle Bowman	generated 29 clicks and 1 donation, totaling \$50
Ken Holley	matched 1 donation for a total of \$50
Megan Jameson-Hardin	generated 21 clicks created a personal plea



Bonus! If your advocacy efforts generate at least one donation, you will be eligible to receive limited edition Southwestern swag!

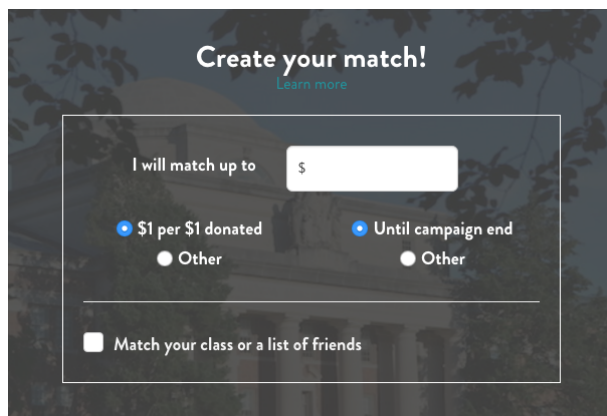
[Click here for more details on how to become an Advocate.](#)

2) Offer a Matching Gift or Challenge

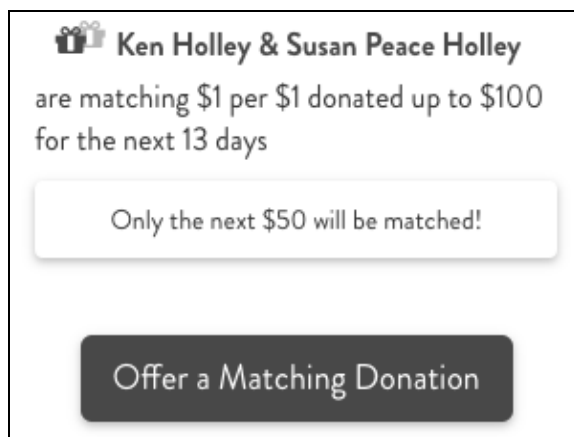
Motivate others to give by creating your very own matching donation or challenge.

How? On the campaign page, click on "Offer a Matching Gift" or "Offer a Challenge" on the sidebar below the video.

[Click here for more details on how to create a matching or challenge gift.](#)



A form titled 'Create your match!' with a 'Learn more' link. It includes a text input field for 'I will match up to' with a dollar sign and a dropdown menu. Below this are two rows of radio button options: '\$1 per \$1 donated' and 'Until campaign end' (both selected), and 'Other' (unselected). At the bottom is a checkbox labeled 'Match your class or a list of friends'.



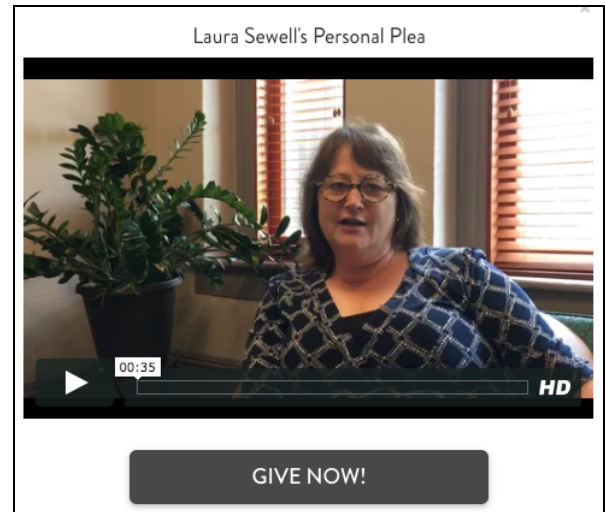
A matching challenge box for Ken Holley & Susan Peace Holley. It states they are matching \$1 per \$1 donated up to \$100 for the next 13 days. A message says 'Only the next \$50 will be matched!'. At the bottom is a button labeled 'Offer a Matching Donation'.

3) Create a 'personal plea' video

Upload a video and use your own words to explain why this campaign is important to you!

How: 3 Easy Steps

1. Record a short video: Tell your friends why you're supporting this campaign and why they should, too.
2. Upload your video: After you upload the video, you'll receive a link to share.
3. Share! Share the link with your friends and inspire them to make a gift.



4) Make a Gift!

Lead by example and make a donation of any size.

Gifts of every size and designation push us closer to our goal. Donors can also set up recurring gifts.

Questions ? Feel free to contact Melissa Miller '04, Director of Annual Giving at mmiller@southwestern.edu or call 1-800-960-6363.

Choose Your Southwestern Challenge- Campaign Fundamentals:

About the Campaign:

On April 18-24, Southwestern will host its first-ever affinity giving challenge, the Choose Your Southwestern Challenge. The Challenge will feature eight compelling groups and projects where you can direct your gift. Each group or project that reaches their donor goal will receive an additional \$3500 in funding! Donors can also choose the "other" option to designate your gift to any scholarship, organization, or cause you care most about.

The campaign will run on the crowdfunding platform, GiveCampus, and relies on volunteers and advocates to promote participation through social media networks. Since this campaign is participation based, every size gift puts us closer to meeting our goal of 400 donors.

Goals:

1. 400 donors (goals broken down by project on leaderboard)
2. Encourage participation at all levels and to any designation

Key theme / message:

1. Choose Your Southwestern- give where you want
2. Each group/project that reaches participation goal receives bonus gift of \$3500.

Time frame:

Tues, April 18, 2017 to Monday April 24, 2017 11:59 pm
(pages are active before Challenge begins, but officially campaign starts 4/18)

Urls:

Choose Your Southwestern Challenge: www.southwestern.edu/challenge

Choose Your Pirate Athletics Challenge*: www.southwestern.edu/athleticschallenge

*gifts to athletics from this page filter into overall Challenge page

Hashtag:

#ChooseYourSU

Project / Groups:

1. Study Abroad/London Semester
2. Spring Breakaway/Destination Service
3. CDSJ/Diversity speaker
4. Sustainability project- Walzel lighting
5. Purdy Fund- animal behavior/psychology
6. SCOPE- fac/student collaborative research and High Impact experiences
7. Theater- Mask & Wig
8. Other- "You Choose"
9. Athletics- Pirate Fund
 - a. All athletic teams