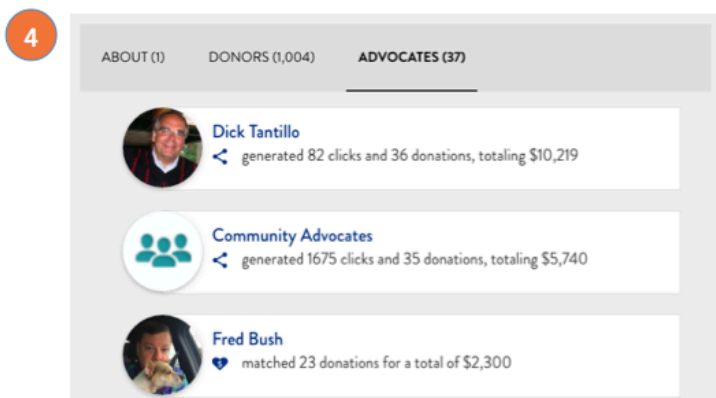
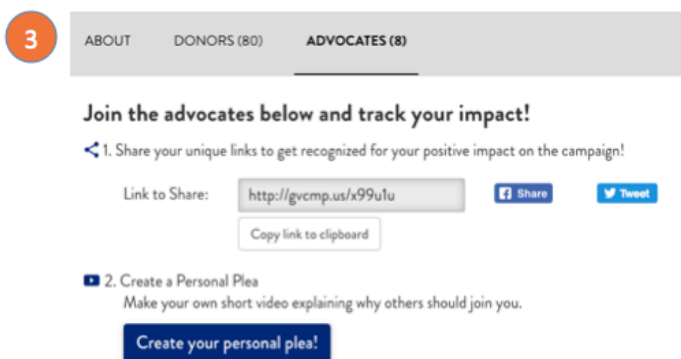


Four Simple Steps to Become an 'Advocate' on GiveCampus

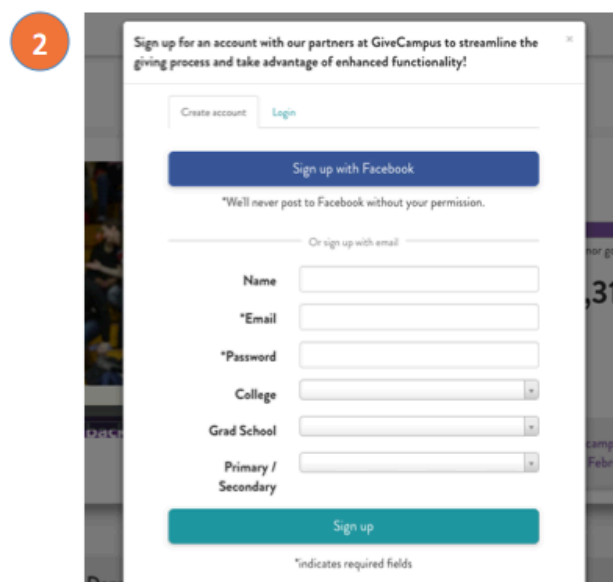
The best way for you to make an impact on Southwestern is to encourage your friends and classmates to join you in making a gift. On GiveCampus, spreading the word is easy, fun, and rewarding because you know precisely how many clicks, gifts, and dollars your outreach is driving.

To become an advocate and take advantage of these tools, follow these four simple steps:

- 1) Go to givecampus.com and click on 'Sign Up' in the top right of the page.
- 2) Create an account either by linking to your Facebook account or your email. Note: Facebook is helpful because you don't have to remember another password and we'll never post to Facebook without your permission.



1 SIGN UP LOGIN



3) Now that you're logged in, go to www.southwestern.edu/bethedifference and you will find a link that is now customized for you. If you want to share over Facebook or Twitter, click those buttons and your support will automatically be tracked on the 'advocates' tab just below the video.

4) In addition to sharing, you will also be recognized as an advocate for doing things to make sharing more fun like creating a matching gift or challenge and creating a personal plea video.