

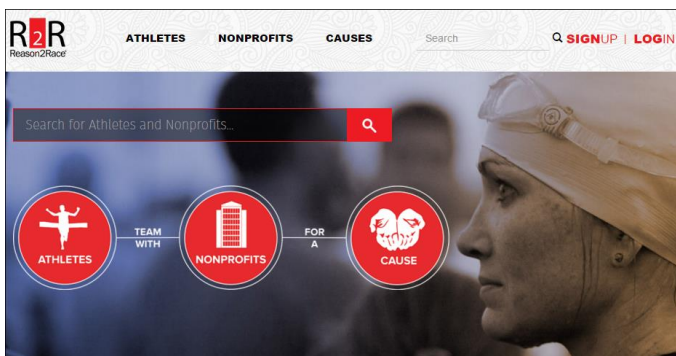
## CAMPAIGN SETUP INSTRUCTIONS

Congratulations on choosing a Reason2Race.

Follow these steps to set up a campaign to share your personal story about your event goal and your Reason2Race.

**Preparation:** Have a **4 Megabyte or smaller** picture ready to upload into your campaign.

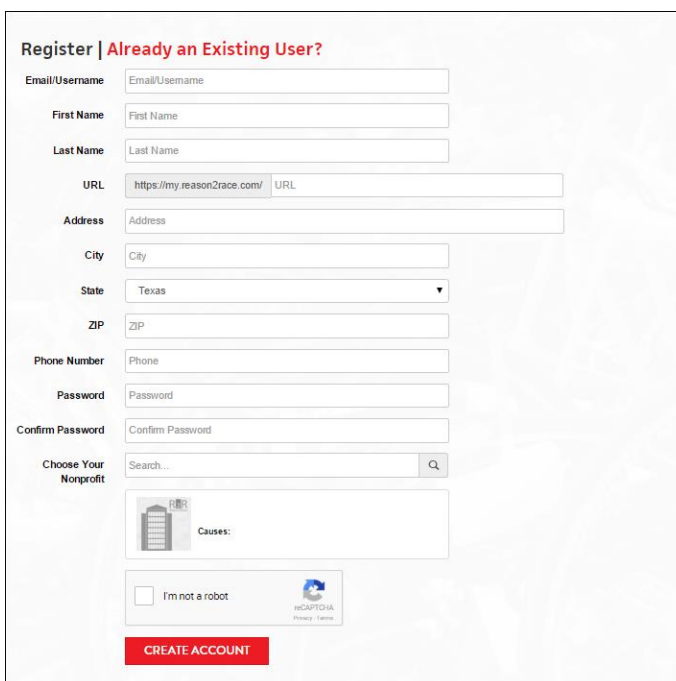
1. At [reason2race.com](http://reason2race.com), click the **SIGNUP** link on the top right to set up your account and campaign.



2. Register to create your account.

- Complete all fields.
- Save your **password** for future reference.
- Click the **Create Account** button.
- You will receive an email acknowledging your **account set up is complete**.
- At the confirmation screen, click the green **Continue** button to proceed with your campaign setup.

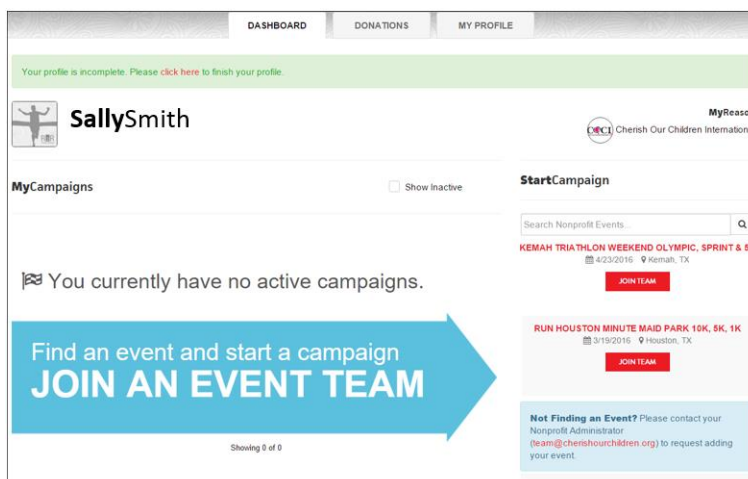
NOTE: If your nonprofit is not listed, please email [info@reason2race.com](mailto:info@reason2race.com) or call 713-322-7122.



## CAMPAIGN SETUP INSTRUCTIONS

### 3. Join an event team.

- Click **JOIN TEAM** from the selection on the right.
- If your event is not listed, contact your **Nonprofit Administrator**. The email address is in the blue box on the right.



### 4. Complete the blank fields.

#### GOAL

- Enter your fundraising goal (Use a whole number like 1000. No decimal point or \$ required.)

#### BANNER

- Click **Browse** to upload your campaign banner picture.
- Use a 4Meg or smaller picture.
- Select either a **landscape** or **portrait** display option.
- Click **Crop & Save**.

#### DESCRIPTION


- Enter your personal story in the **Description** field. Share your event and your cause. See the example story provided for ideas on what to write.

#### OPTIONAL

- Enter a **Video URL** link.
- Customize your **Thank you message** to your donors.

#### SAVE CHANGES

- Click **SAVE & VIEW CHANGES** to see your completed campaign.



The screenshot shows the '5K Fun Run' campaign setup form. At the top right is a red 'SAVE & VIEW CHANGES' button. The form has several sections:
 

- Goal:** A text input field with a dollar sign icon and a tip: 'Enter the dollar amount of your fundraising goal. We encourage you to shoot high and enter at least \$1,000. Tip'. The current value is '\$ 0'.
- Banner:** A section with a 'Browse...' button and a description: 'Your campaign has been preloaded with a banner image. To change the image, please upload an image under 4MB in size. This image will be the banner displayed on your campaign. It is recommended to use an image that is around 800 x 320 pixels.'
- Description:** A section with a 'Description' label and a text area. The text area has a rich text editor toolbar with icons for bold, italic, link, unlink, list, and help. The text area contains a placeholder: 'Enter your personal story here. Share why you are doing your event and why you have chosen your selected cause. See example [story here](#).'
- Video URL:** A section with a 'Video URL' label and a text input field. The text area contains a placeholder: 'Add a video to your campaign. Share a quick message about your event or cause. Be creative and enhance your campaign by adding a fun, personal video message. Copy and paste a YouTube or Vimeo link here: e.g. <https://www.youtube.com/watch?v=VJ-dgBhefOI> or <https://vimeo.com/136741123> (optional)'. There is a small icon of a video camera to the right of the input field.
- Thank you message:** A section with a 'Thank you message' label and a text area. The text area contains a placeholder: 'Customize your personal thank you message to your generous donors. It will be automatically emailed to them upon making an online donation.' Below the text area is a rich text editor toolbar. The text area contains a placeholder: 'Thank you for your generous donation to Cherish Our Children International. It will make a difference for many!'.

 At the bottom right of the form is another red 'SAVE & VIEW CHANGES' button. At the bottom left, there is a small text: 'Now let's see what your fundraising page looks like. Click Save & View Changes.'

## CAMPAIGN SETUP INSTRUCTIONS

### 5. View your completed campaign.

- Click the **EDIT** button or **LOGIN** link at the top right to edit your campaign if necessary.

### 6. Edit your campaign.

- Revise fields as necessary.
- Click **SAVE & VIEW CHANGES**.

### 7. View your completed campaign.

- Email** your campaign link to share your event goal with family, friends and colleagues.
- [Click here](#) for sample emails.
- Facebook or Tweet** your campaign too.