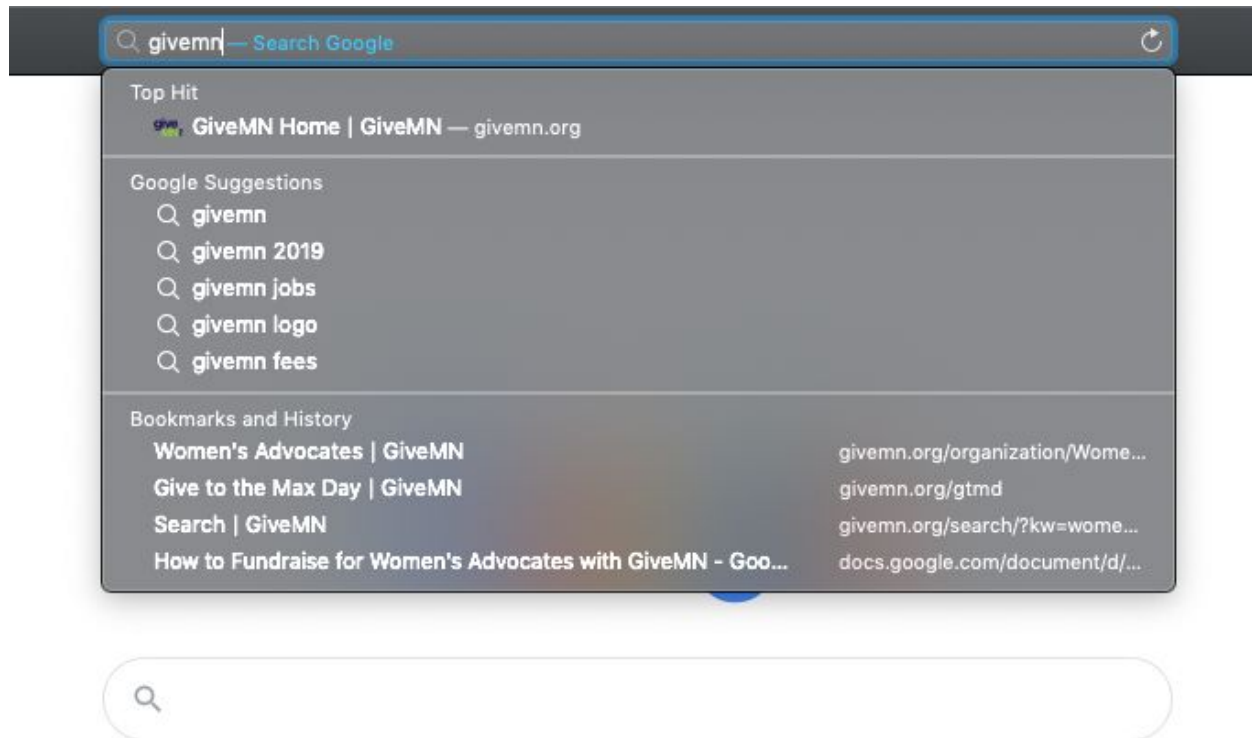
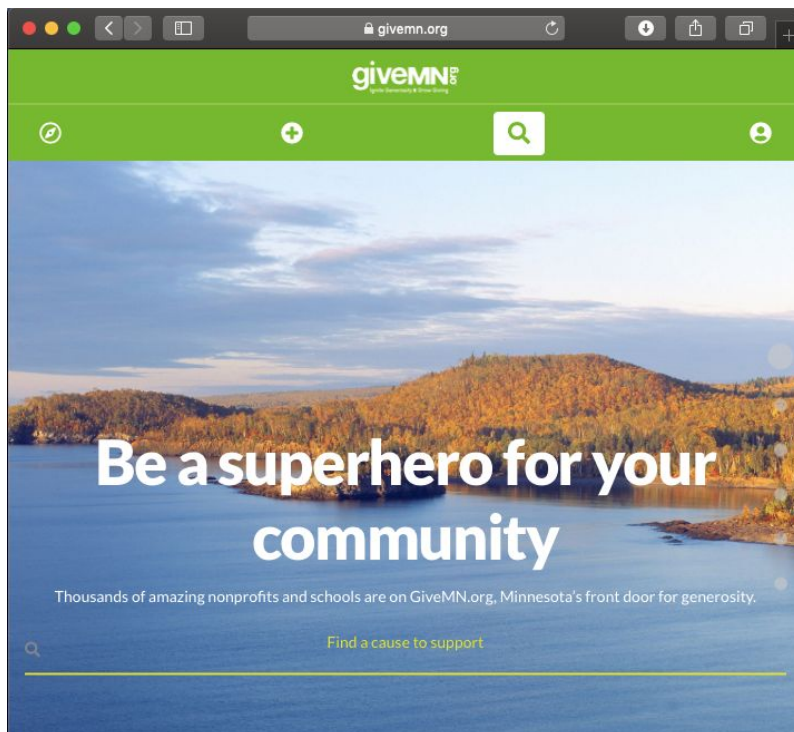


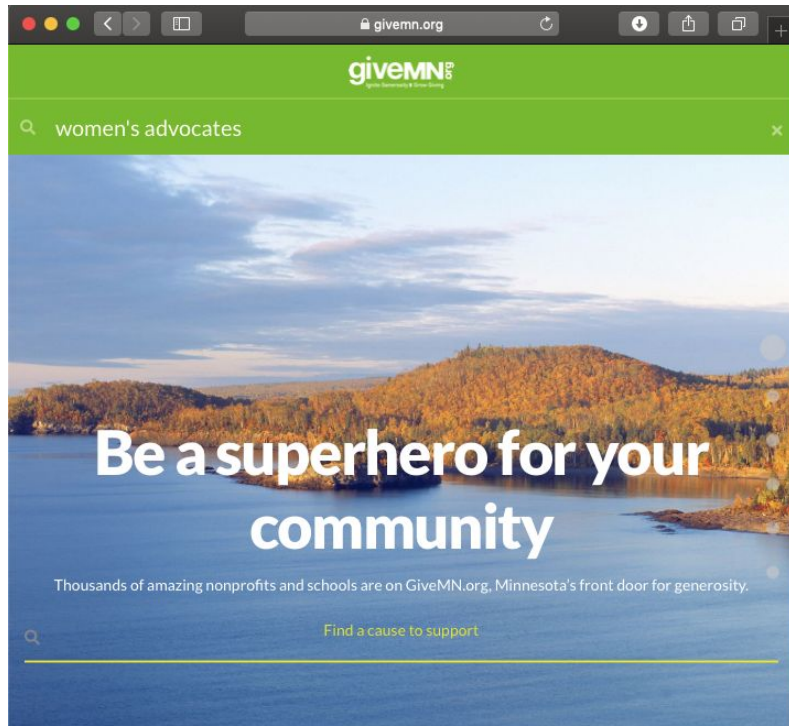
Step 1: Type givemn.org into the address bar. Go to the site!



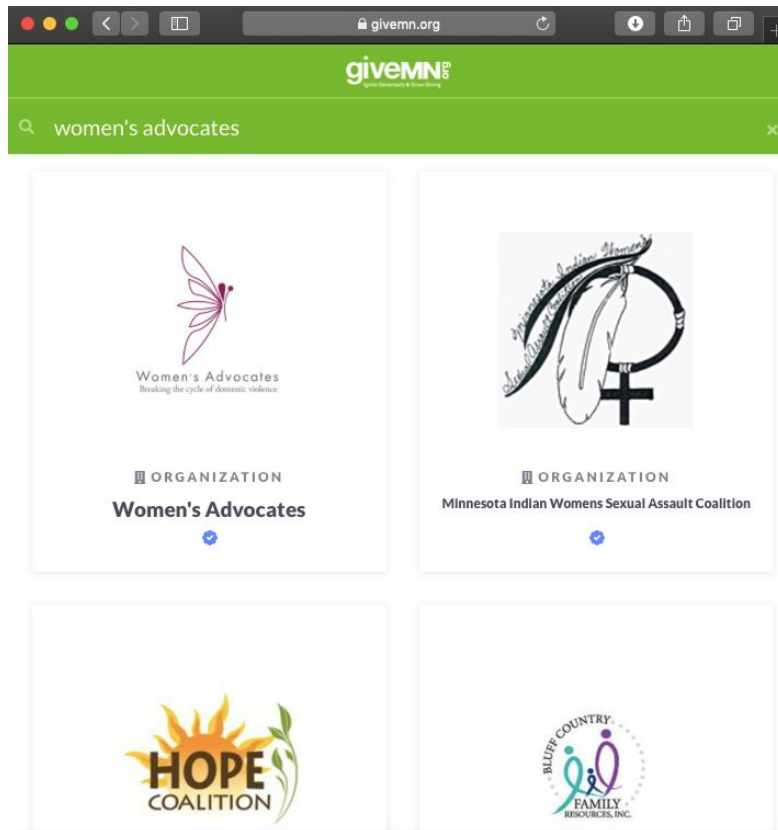
Step 2: Once you're on the givemn.org webpage, click the search icon on the top of the page.



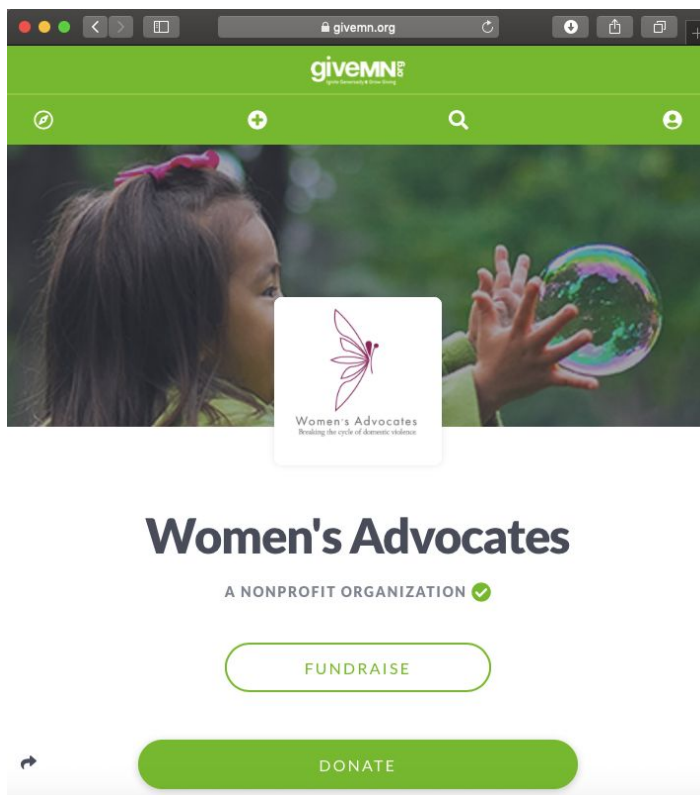
Step 3: Type Women's Advocates into the search bar. Hit enter to see results.



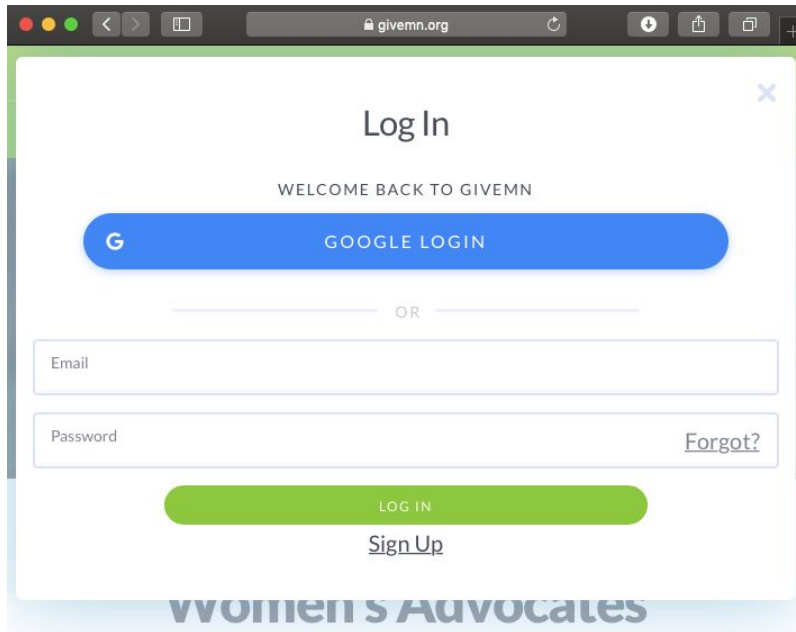
Step 4: Choose Women's Advocates from the list of organizations. Click on our logo.



Step 5: Click on the “Fundraise” button

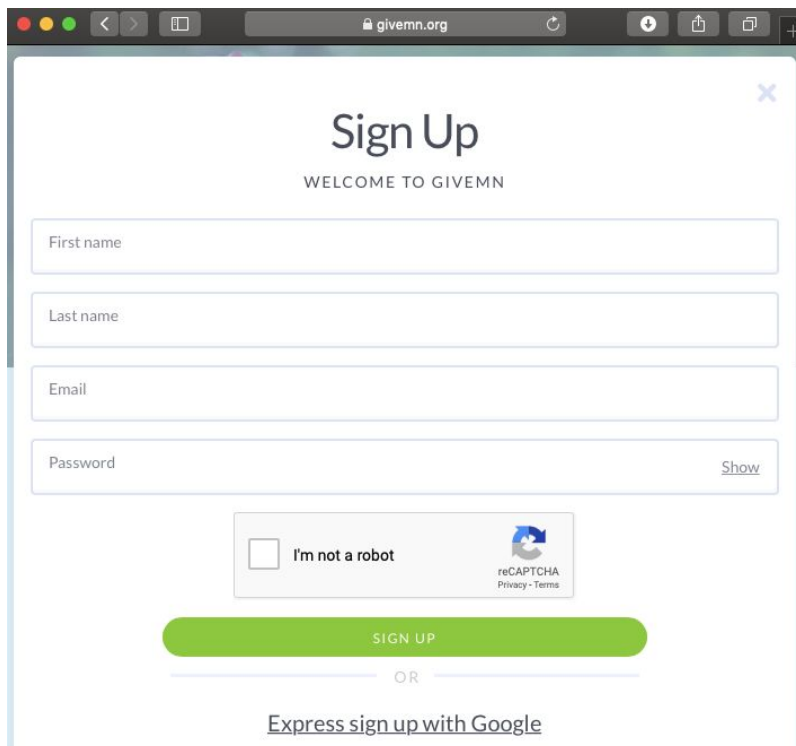


Step 6: Login or Sign up!



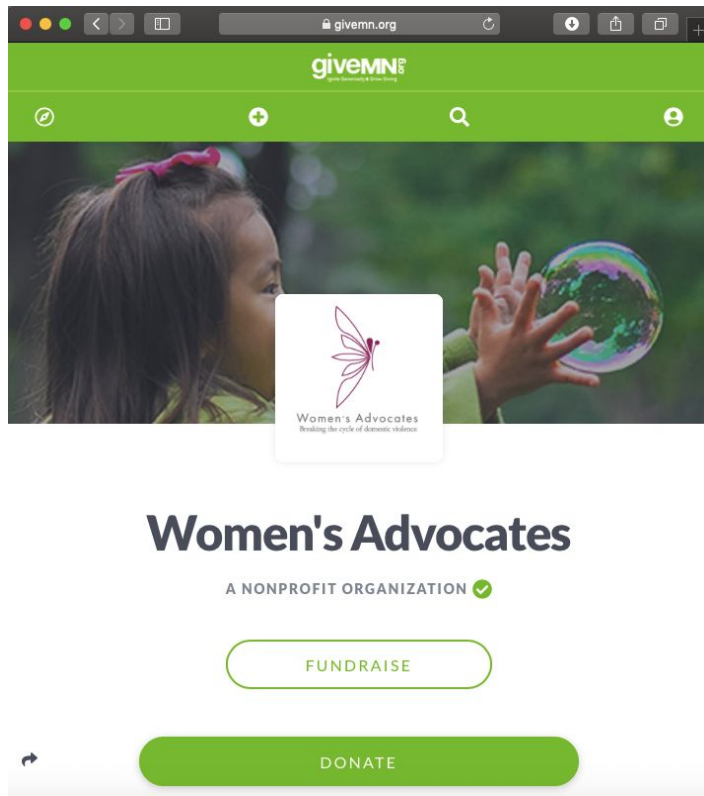
A screenshot of a web browser showing the 'Log In' page for 'givemn.org'. The page has a white background with a green border. At the top, it says 'Log In' and 'WELCOME BACK TO GIVEMN'. There is a blue button with a 'G' logo and the text 'GOOGLE LOGIN'. Below this is a horizontal line with 'OR' in the center. There are two input fields: 'Email' and 'Password'. To the right of the 'Password' field is a link that says 'Forgot?'. Below the input fields is a green button that says 'LOG IN'. At the bottom, there is a link that says 'Sign Up'.

Step 7: Sign up! (disregard if you already have an account) Either manually input your information into the designated boxes, or click express signup with google to connect givemn to your google account.

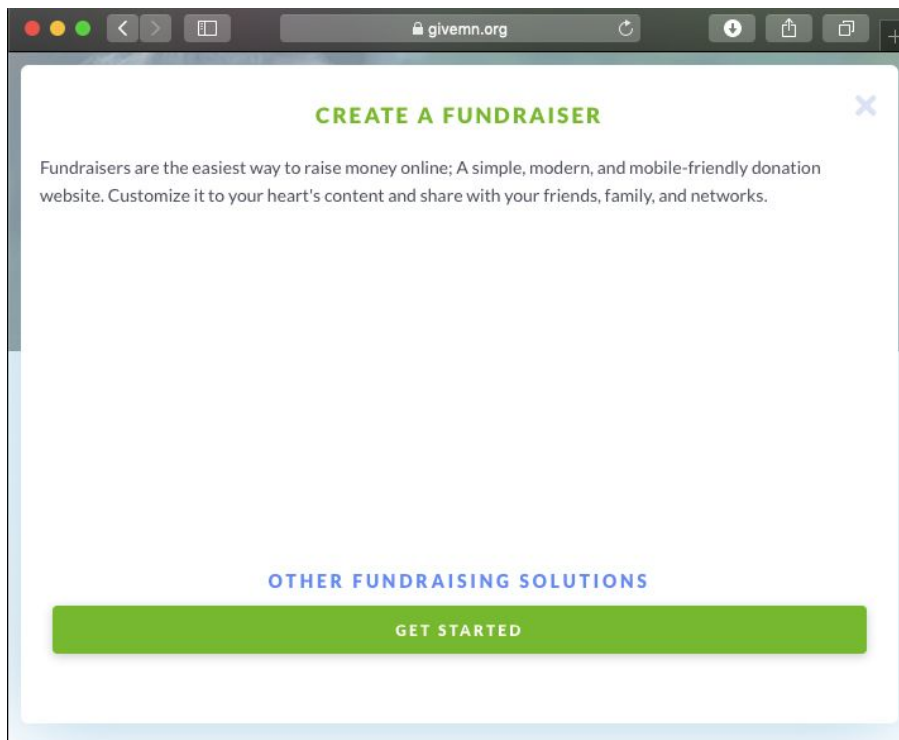


A screenshot of a web browser showing the 'Sign Up' page for 'givemn.org'. The page has a white background with a green border. At the top, it says 'Sign Up' and 'WELCOME TO GIVEMN'. There are four input fields: 'First name', 'Last name', 'Email', and 'Password'. To the right of the 'Password' field is a link that says 'Show'. Below the input fields is a reCAPTCHA box with a checkbox and the text 'I'm not a robot'. To the right of the checkbox is a reCAPTCHA logo and the text 'reCAPTCHA Privacy - Terms'. Below the reCAPTCHA box is a green button that says 'SIGN UP'. Below this is a horizontal line with 'OR' in the center. At the bottom, there is a link that says 'Express sign up with Google'.

Step 8: You should be redirected to the Women's Advocates organization page. If not, repeat steps 2, 3, and 4. Then click on the fundraise button one more time.



Step 9: Create your fundraiser by clicking Get Started.



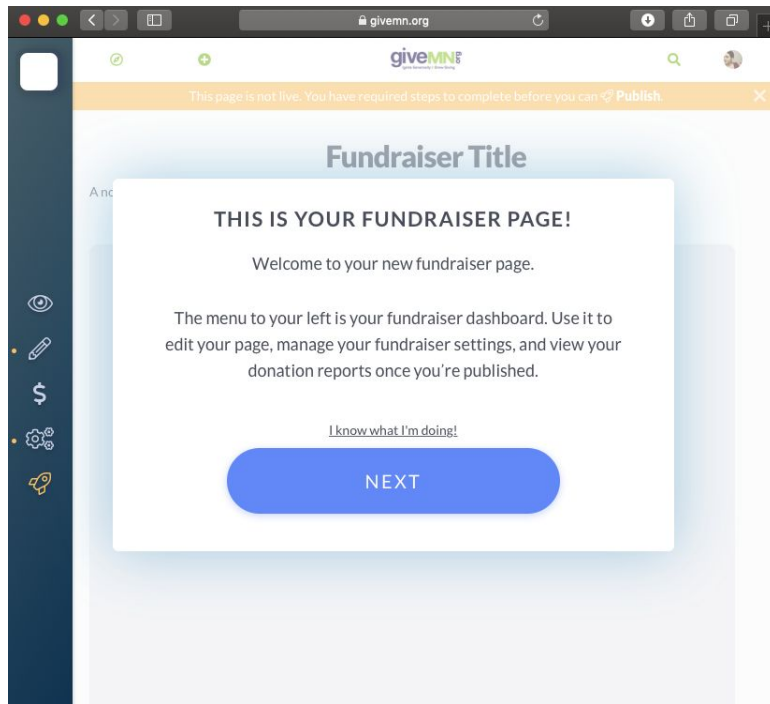
Step 10: Click Build Your Fundraiser

TIME TO CUSTOMIZE AND PUBLISH YOUR FUNDRAISER!

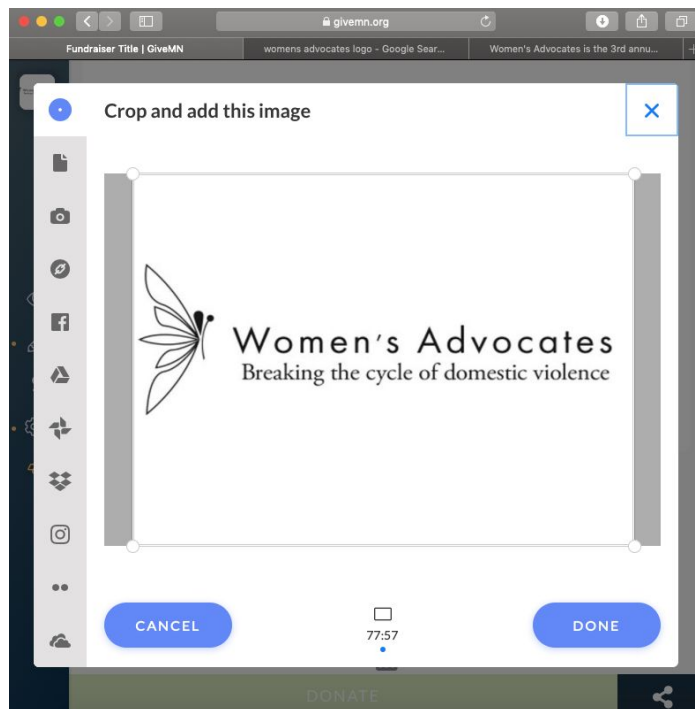
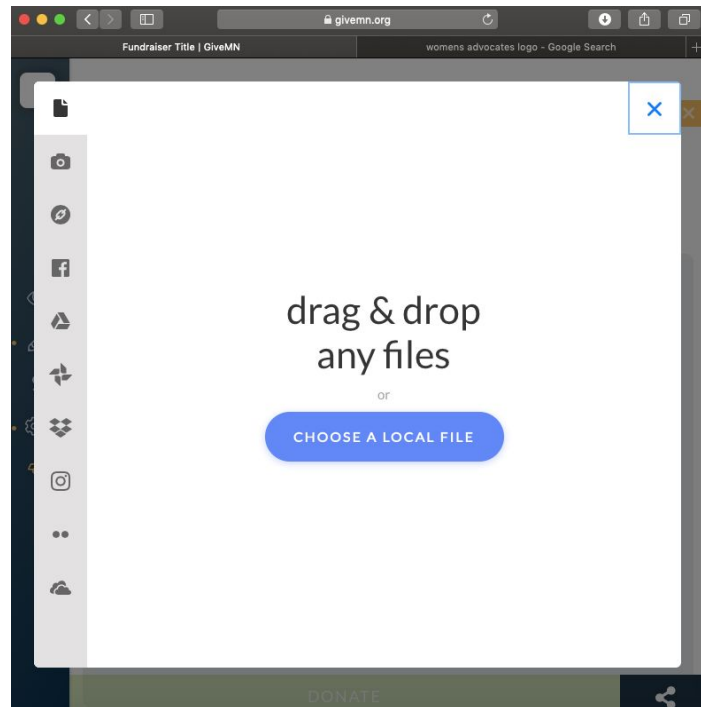
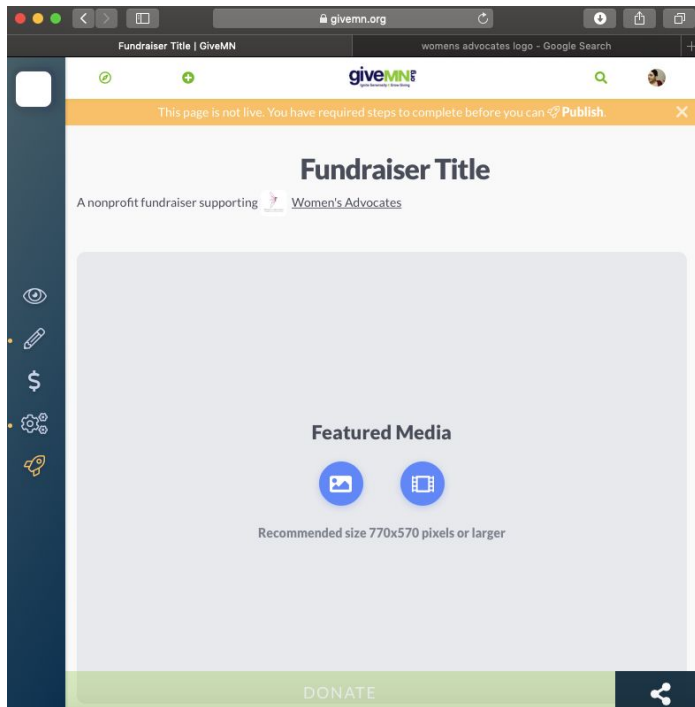
It's time to build your fundraiser! Customize your page to your liking, then **publish** it when you're ready to show the world.



Step 11: Customize your new fundraiser by following the prompts.



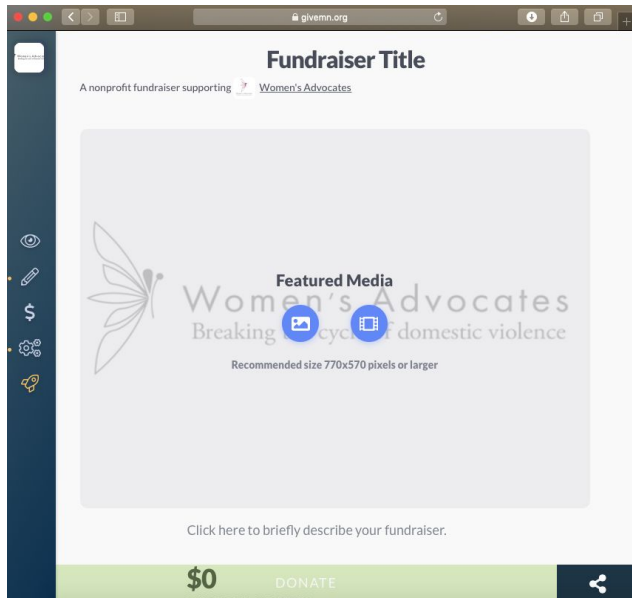
Step 12: Add featured media by clicking on the image icon. This could be a photo that represents something meaningful to you in connection with domestic violence, or our Women's Advocates butterfly logo. Choose your file and crop image to fit. Click done when done.



Step 13: A.) Click above your newly added image and add the fundraiser title.

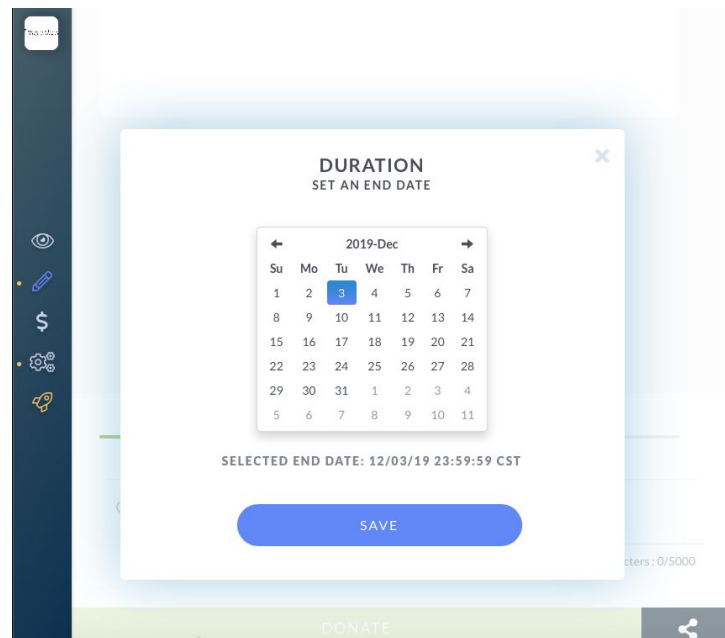
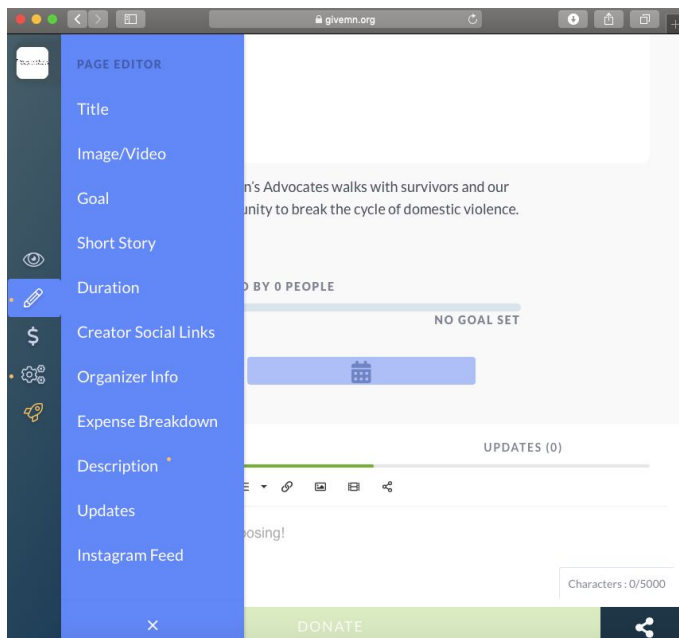
B.) Click below or beside your newly added image and insert brief description of the fundraiser

Below is the before vs. after.

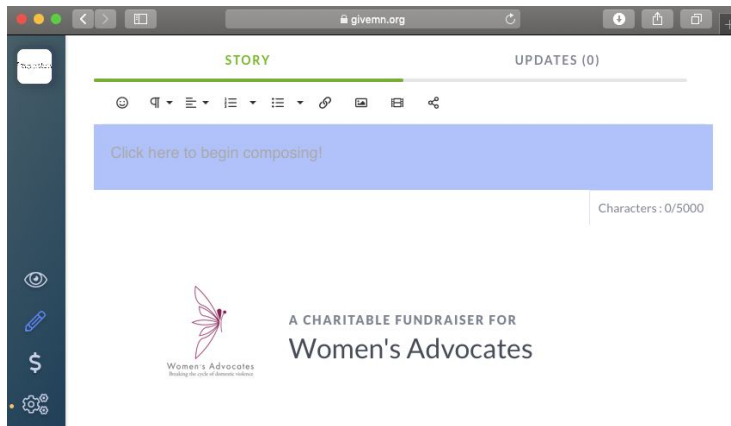


Step 14: Click on the pencil icon on the left of the page. This will take you to the page editor.

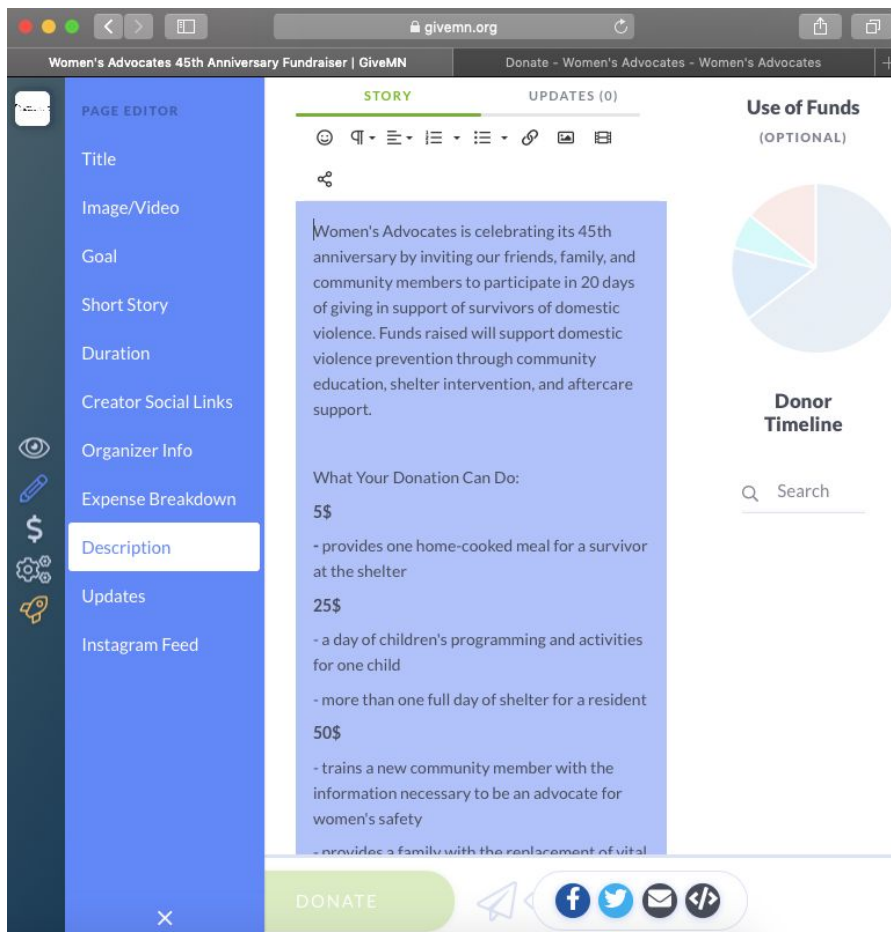
Click on duration. Select December 3rd as the end date. Click save.



Step 15: Click on the pencil icon on the left of the page. This will take you to the page editor. Click on short story. Add a brief story about why this cause is important to you.



Step 16: Next, in page editor, click on the description. This is your chance to describe the impact of a donation to women's advocates. We have included an example of a description for you in this email.



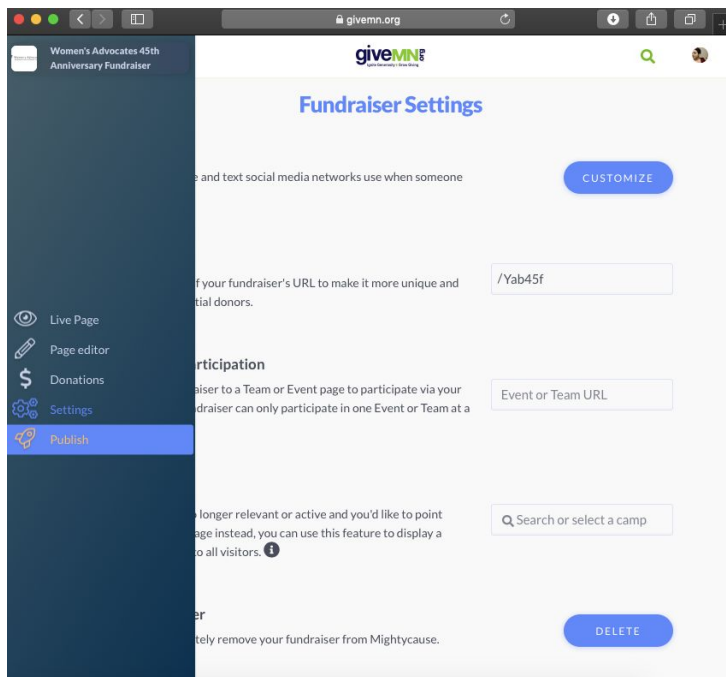
Step 17: Next, in page editor, click on goal. You can choose an amount that feels appropriate to you, or choose \$450 in honor of the 45th anniversary of Women's Advocates. Additionally, here are some other amounts that may guide the goal you decide to make

- \$1,000 covers the cost of six weeks of emergency shelter to a survivor of domestic violence
- \$500 is what it takes to run Women's Advocates' 24/7 Crisis Line for a day
- \$250 ensures a day's home-cooked meals for all shelter residents
- \$100 covers the cost of running a support group at the shelter

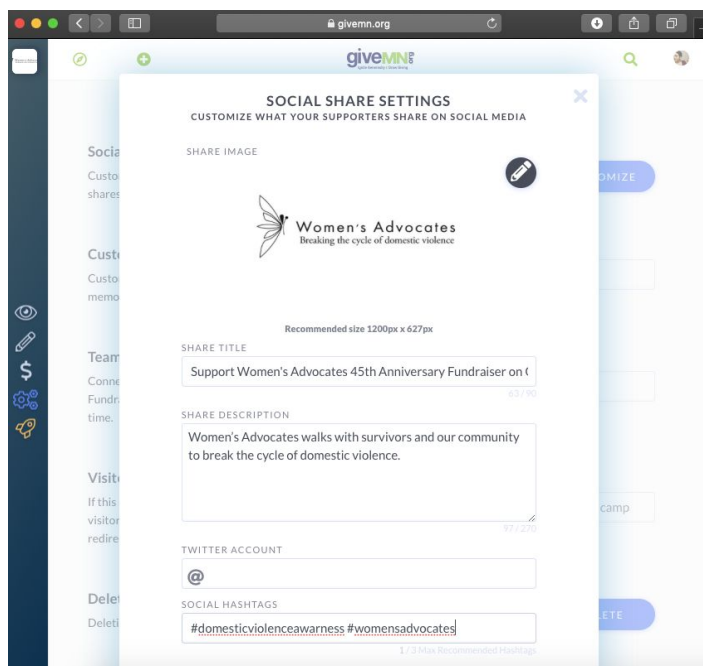
Click save.

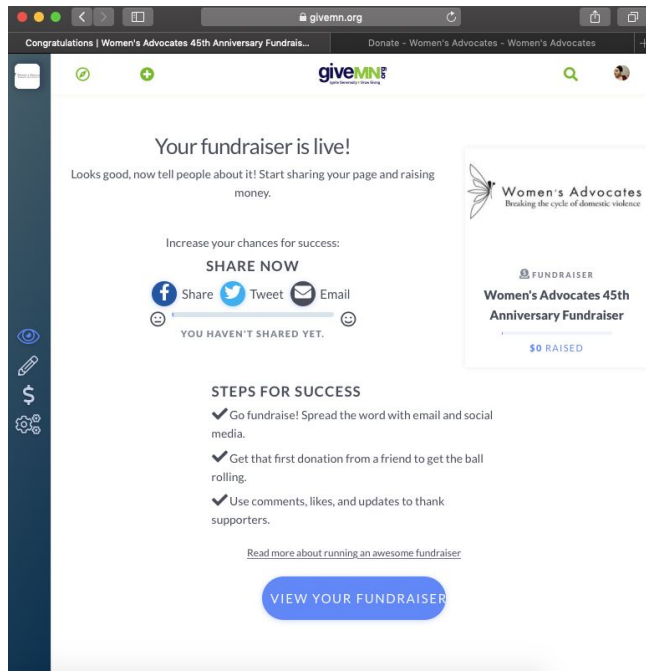
The screenshot shows a web browser at givemn.org with the 'Women's Advocates 45th Anniversary Fundraiser' page. A 'FUNDING GOAL' modal is open, asking 'WHAT DO YOU HOPE TO RAISE?'. The input field contains '\$450' and a 'SAVE' button is below it. The background page shows a sidebar with options like 'Title', 'Image', 'Goal', 'Short', 'Duration', 'Create', 'Organizer Info', 'Expense Breakdown', 'Description', 'Updates', and 'Instagram Feed'. The main content area has a 'DONATE' button and social media icons. At the bottom, there's a 'STORY' section with a text editor and a 'Use of Funds' pie chart.

Step 16: Click on the settings icon on the left of the page. This will take you to page settings. Customize any applicable settings that you want to edit. We suggest taking a look at the social sharing options and adding any hashtags you would like. When you're satisfied, click save.

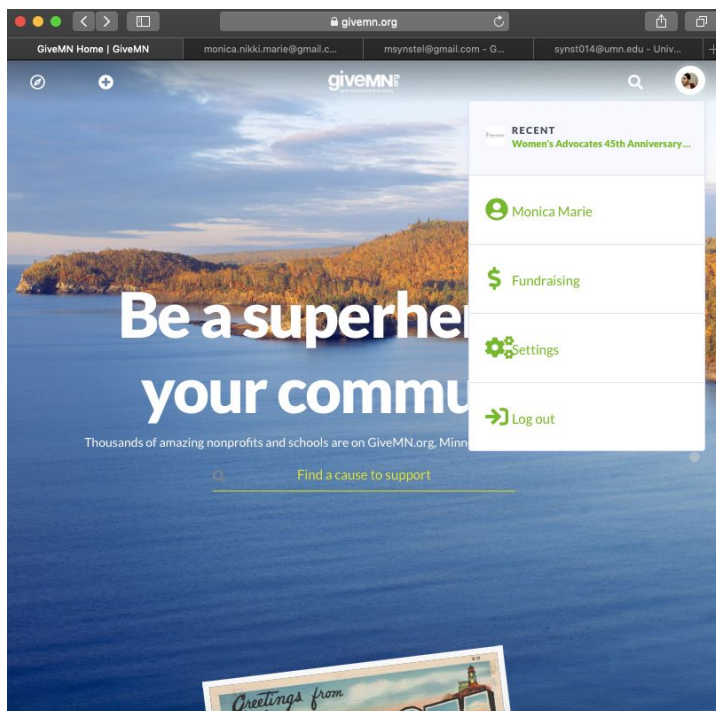


Step 17: Click the rocket icon on the left of the page. This will take you to publish your fundraiser. Woohoo!





Your fundraiser should be live. Click 'share', 'tweet', and/or 'email' to start inviting your friends, family, and colleagues to contribute. This is where you can copy/paste some of the post draft ideas and images we send out regularly!



When you go back and login to GiveMN's platform, you can find your fundraiser page on the top right-hand corner.