**GiveCampus Tips for Success:**

1. **Become an Advocate!** Go to the campaign page and click ‘Sign Up’ and you can create an account by linking to your Facebook or email.

2. **Offer a Matching Gift or Challenge!** Leverage your gift to inspire others!

3. **Create a ‘personal plea’ video!** Videos don’t need to be long or really high-quality – they can be as touching or silly as you like as long as they are authentic. You can use your web cam or smartphone to record, and easily upload to GiveCampus.

4. **Make a gift!** Lead by example and help us to build momentum as we launch this exciting new challenge.

**Ways to Win:**

- **Class Color Cup (Feb 13-15):** The top 3 classes in each color with the most donors during the challenge period will win.
  - 1st place: $5,000
  - 2nd place: $3,000
  - 3rd place: $2,000

- **Purple Phoenix Challenge (Feb 13-15):** Every 5 FP donors will add $250 to the fundraising total, up to $5,000 max.

- **New Donor Challenge (Feb 1-28):** The class in each color with the most new FY18 donors by Feb. 28 will win $5,000.

- **Dollar Challenge (Feb 1-28):** The class (1) in each color with the most dollars raised by Feb. 28 will win $5,000.

- **Mary Lyon Volunteer Challenge (Feb 1-28):** Any class with 100% MHFund volunteer participations and 100% Class Board participation by Feb. 28 will be entered to win an additional $5,000.

**Challenge FAQs**

- **Which gifts count during FebruMary?** All new online gifts (via GiveCampus), gifts made over the phone, and mailed gifts received during the challenge dates count. Gifts of any size count, though there is a $5 minimum for online gifts. Pledges and pledge payments do not count in this challenge.

- **How often is the website updated?** GiveCampus will update all online gifts in real time. Phone and mail gifts will be manually entered twice a day.

- **Who can participate?** Anyone! All alumnae donors who give during the challenge dates count (even those who have already given this year).

- **What is an ‘Advocate’?** When you go to make a gift on GiveCampus, you have the option to sign up to be an Advocate. This allows you to share information with your network, lists you as a supporter of MHC on our GiveCampus page, and tracks your impact as you inspire others to give. It is kind of neat!

- **Do I need to sign up to be an Advocate?** No! While we have special incentives for people who become advocates and inspire others to give, it is certainly not a requirement.

- **Do I need to have my name displayed?** No. While we will be having a running donor list on our campaign page to honor everyone who is helping to support the College, you can definitely make your gift anonymously. Just make sure to check that box when you are making your gift.

**Achievement Badges**

We are offering special prizes (digital badges) that your class can win for reaching participation achievements during the challenge period. Classes earn up to $500/badge, $2,000 total.

- Bronze: 50 donors
- Silver: 75 donors
- Gold: 100 donors
- Platinum: 125 donors

**Helpful Resources**

- **Class Color Cup Digital Resources Page:** Includes links to helpful guides, downloadable images, and sample text in case you need some inspiration.

- **FebruMary 2018 Challenge Guide:** Outlines the challenges and various ways you can win.

- **Give Campus 101:** Outlines 4 easy steps for GiveCampus success. People who sign up to be ‘Advocates’ can win some special incentives, so sign up if you feel comfortable.

- **Class Color Cup Ecards:** Send your friend a fast, free friendly reminder with these special Ecards.

- **MHC Forever Blog:** Follow the blog for interesting facts about class colors and symbols

- **Your MHF Officer:** If you have any questions, feel free to reach out to your class officer.