



Instructions to Create an Individual Fundraiser

1. amplifyatx.ilivehereigivehere.org/casamarianella/overview
2. “Create a fundraising campaign”
3. “Create account”
4. Fill out info and click “create account”
5. Click “My fundraisers” tab:
 - a. “+Create Fundraiser” button
 - b. “Click here to find a non profit”
 - c. Type in “Casa” to find our organization
 - d. Fill out fundraiser details, personal details, and fundraiser goal
 - e. Get creative with your profile pic! Specs: 584px X 332px
 - f. When done, click “submit fundraiser for approval”
6. Casa will approve your fundraiser request as soon as we can
7. Now you can start promoting your campaign with the URL link you created!
 - a. Be sure to post this link on your social accounts
 - b. (#amplifyatx #casamarianella)
 - c. Reach out to casamarianellamarketing@gmail.com for content suggestions or feel free to take content directly from the main casa amplify page
 - d. Casa’s marketing team will share a photo folder with the ESL teachers

Sources:

Amplify’s Individual fundraiser guide: <http://bit.ly/1RfzUpd>

Amplify’s Campaign set-up guide: <http://bit.ly/1IWqhcp>