



UNICEF's Next Generation- Fundraiser Page Instructions

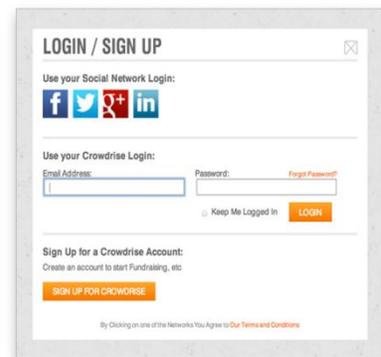


CREATE YOUR NEXT GENERATION FUNDRAISER PAGE

Go to www.crowdrise.com/nextgen and click the **FUNDRAISE FOR THIS CAMPAIGN** button on the right side of the page.

LOGIN OR CREATE AN ACCOUNT

If you already have a CrowdRise account, login. You can also login via your Facebook, Twitter, Google+ or LinkedIn account. Or, create a new account on CrowdRise by clicking the **SIGN UP FOR CROWDRISE** button. Once logged in, click the **JOIN THE TEAM** button. Congrats! You now have a fundraising page with Next Generation! Your fundraiser automatically starts as a carbon-copy of the general page.



CUSTOMIZE YOUR NEXT GENERATION FUNDRAISER PAGE

Log in to your CrowdRise account. Click **EDIT FUNDRAISER** tab at the top of your fundraising page, then the **(edit)** link at the right. From this page you can edit your name, your "The Story" text, and set an event date. Be sure to click the **SAVE** button to save your changes.

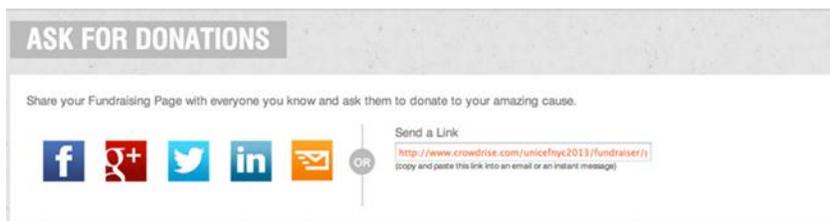
Scroll down and click the **(edit)** link at the right of the **UPLOAD PICS AND VIDEOS** section. You can easily delete photos by clicking the X on any on you wish to remove. To upload new photos, click the grey box with the + sign, click Choose File and navigate to your photo. Please note- photos must be smaller than 3 megabytes. Once you've selected your photo, click the orange **UPLOAD PHOTO** link. To reorder the way you want your fundraiser photos to display on your page, simply click and drag them from side to side.

Scroll down and click the **(edit)** link at the right of the **VIDEOS** section. Copy and paste the URL of the video you want to display from either YouTube or Vimeo. You can choose to have your video show up first on your page by checking the Show my video before my photos box.

At any time you can see how your changes will look to the world by clicking the **VIEW FUNDRAISER** tab at the top.

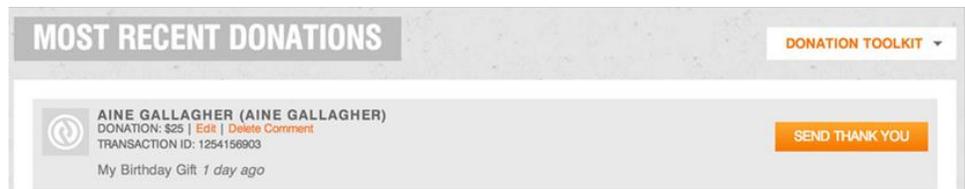
MANAGE YOUR NEXT GENERATION FUNDRAISER PAGE

Log in to your CrowdRise account. Click on the **MANAGE CAMPAIGN** tab at the top of your fundraiser page. Use the **ASK FOR DONATIONS** section to post your fundraising page on Facebook, Twitter,



LinkedIn and Google+. There is also a sample email text you can copy and paste into a new email that you can send to everyone you know.

Once you start getting donations, be sure to thank your donors! You can quickly and easily thank them by clicking



the **SEND THANK YOU** button next to the donation in the scroll. Or, click on the **DONATION TOOLKIT** dropdown menu to thank them all at once.

Click the orange **POST CAMPAIGN UPDATE** button on the right to easily post an update to your page. You can even connect it to your Twitter account so that a tweet goes out every time you post.

Your campaign updates will show up on the top of your fundraising page.

For additional questions about your Next Generation Fundraiser Page, please email Natalie Hench at nhench@unicefusa.org.