

## How to Become a LoveKent Advocate on GiveCampus

Make **your** impact at Kent School by encouraging your friends to support this year's LoveKent Rocks challenge. **What is an Advocate?** You are! Advocates are members of the Kent community who sign up on GiveCampus to serve as online ambassadors during giving challenges. When you sign up as a LoveKent Advocate, you will receive a personal link to easily share on social media, email, or text message.

The first step to becoming an Advocate is to **sign up for a GiveCampus user account**. Visit [givecampus.com](http://givecampus.com) and click 'Sign Up' in the top right of the page. Next, go to the LoveKent webpage ([www.kent-school.edu/lovekent](http://www.kent-school.edu/lovekent)) and click the "Advocates" tab. From there, you can help spread the word about LoveKent online with your own personal URL link that will track how many clicks and gifts you help generate. Also, check out our Advocate incentives on the LoveKent webpage!

Here are some tips for being a rockstar Advocate:

1) **Consider your own gift!** Great Advocates lead by example and you can leverage your gift to encourage others to give! **Offering a Match** means that you'll give X number of dollars for each dollar or donor that the campaign receives up to your specified maximum gift amount. You can restrict Matches to only apply to donors from an affiliation group, class year, or even a specific group of friends. **Offering a Challenge** means that you'll give a gift *only* if the campaign receives a certain number of donors or dollars after you set up the Challenge. You can also restrict a challenge to specific donor groups.

2) **Create a Personal Plea.** A Personal Plea is a quick video in which you tell the Kent community why you're excited about LoveKent, and why others should get involved. Shooting a short video on your cell phone is all you need to do to add *your* story to the campaign! After recording your video, head to the Advocates tab on the LoveKent page to upload your Personal Plea.

3) **Share the campaign link.** The built-in sharing buttons (located underneath the campaign video and on the Advocates tab) generate a campaign link that is unique to *you*. When you use these buttons to share your personal LoveKent link **while logged into your GiveCampus user account**, the number of clicks, gifts, and dollars generated by your outreach will be tracked next to your name on the Advocates tab. Share on Facebook, Instagram\*, and Twitter as well as through email! It's quick to send your link via text, just hit the text button when logged in from your cell phone. *\*add personal URL link to your bio*

