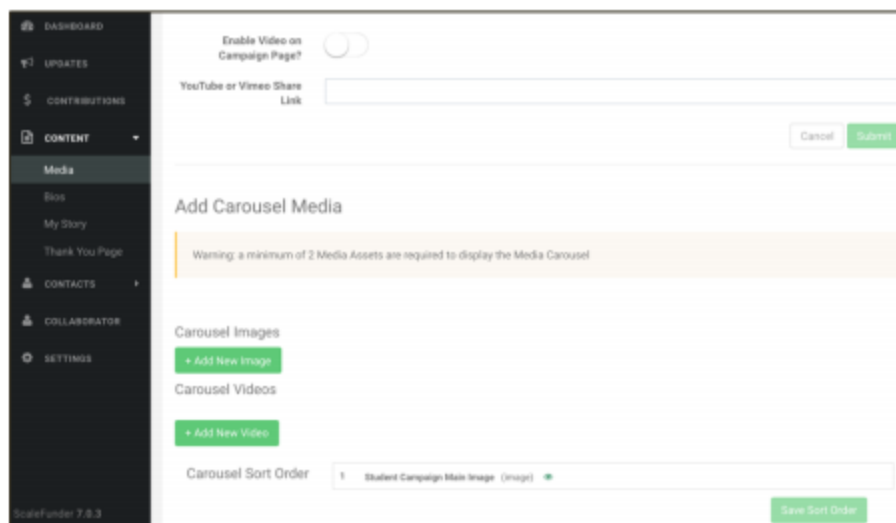


# A How-To Guide on Setting Up Your Fund An Eagle Campaign

## Student Campaign Content

### Media

- Campaign Main Image – This image will be the one that shows up when the campaign is shared using Facebook and Twitter share links. If a video is not present on the campaign page, it will also be the main image in place of the video.
  - Enable Video on Campaign Page? – To enable the video on the campaign page, toggle the on/off button to where the blue section is showing.
  - YouTube or Vimeo Share Link – Copy and paste the link to the video hosted by YouTube or Vimeo.
- 
- Media Carousel – A minimum of 2 Media Assets is required to display the Media Carousel. This feature allows up to three images and five videos.



To add an image, click (+Add New Image). The student will select the preferred image and upload. Image dimensions should be 606px wide and 343px high.

To add a video, click (+Add New Video). The student will copy the video URL from YouTube or Vimeo and paste into the Video 1 URL content block.

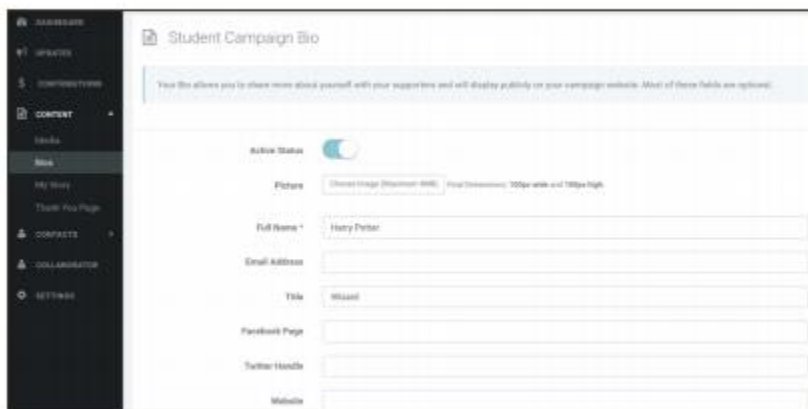
Video Label is for internal labeling as well as the alt text on the campaign page. This will be helpful when setting the carousel order. Students will label their video in order to be able to identify it.

The student can sort the order in which images and videos will appear on the carousel by dragging them into the preferred order.

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## Bios

Students can add a personal bio to the campaign page.



The information a student can choose to include is:

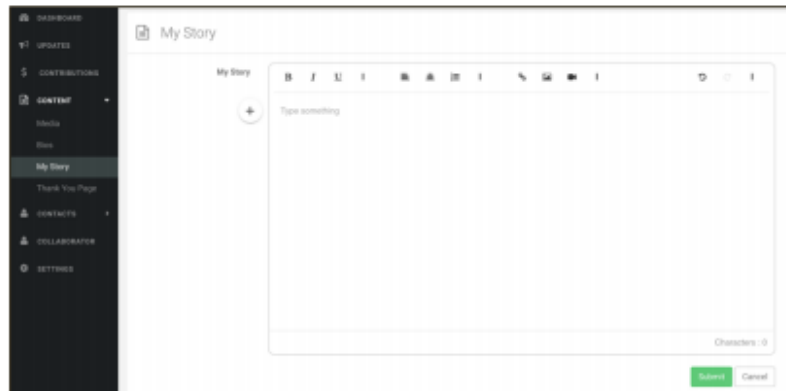
- Active Status\* – To make the Bio active on the page, toggle the on/off button to where the blue section is showing.
- Picture
- Full Name\*
- Email Address
- School Year
- Facebook Page
- Twitter Handle
- Website
- LinkedIn Profile
- Fun Fact
- Thank You Message
- Professional Bio

\* Required field for bio to display on campaign page.

# A How-To Guide on Setting Up Your Fund An Eagle Campaign

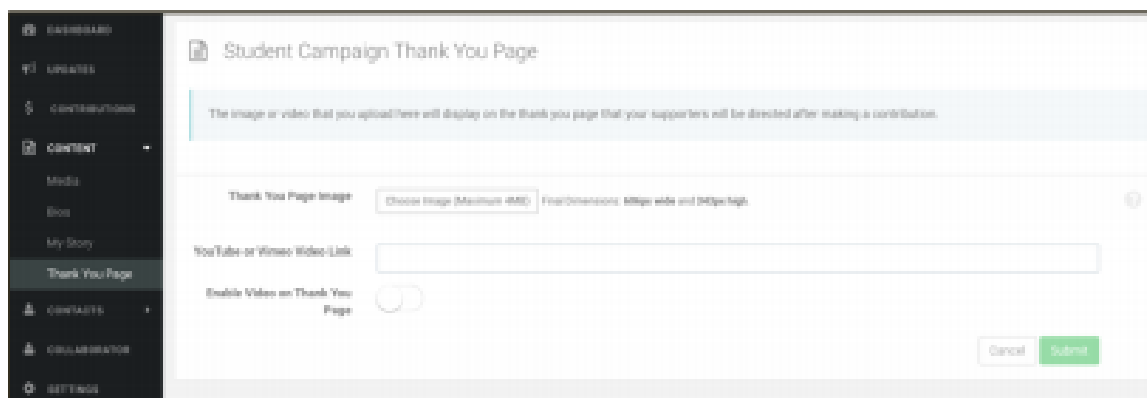
## My Story

In this section, the student will describe the campaign for their potential supporters. They can use the formatting functionality in the toolbar to customize text, as well as add in photos, videos, and hyperlinks.



## Thank You Page

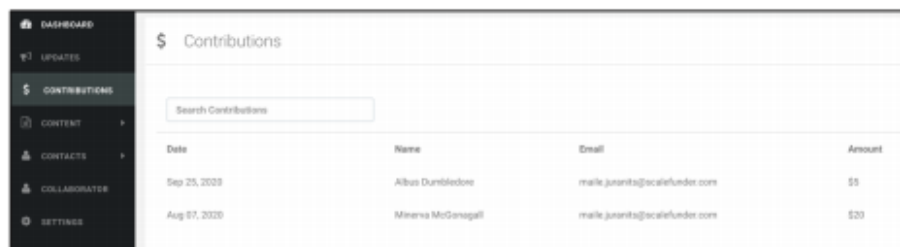
Students can include a Thank you page image or video to pop up on the screen once supporters have made their gift to the campaign. On this page students can upload a thank you image or enable a video to play on the thank you page. In order to add a video, copy and paste the YouTube or Vimeo link in the space provided. To add an image to the Thank You Page, be sure the image dimensions are 606px wide by 343px high.



# A How-To Guide on Setting Up Your Fund An Eagle Campaign

## Student Campaign Contributions

The information found in the Contributions tab will help students keep track of their supporters for that campaign. Admin level users can also edit tiles on the supporter wall and view receipts.



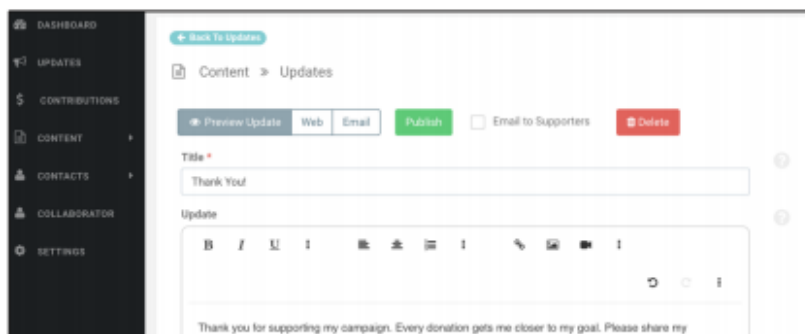
| Date         | Name               | Email                         | Amount |
|--------------|--------------------|-------------------------------|--------|
| Sep 25, 2020 | Albus Dumbledore   | malik.junaita@scalefunder.com | \$5    |
| Aug 07, 2020 | Minerva McGonagall | malik.junaita@scalefunder.com | \$20   |

## Student Campaign Updates

In this tab, students can give updates about your campaign to their followers and supporters. The updates will be displayed in a chronological order, the newest ones at the top. To create an update, click the “+ Create New Update” button.

Basic formatting options apply to aid in the design of the update. Students can also upload a video to the post by pasting the link from YouTube or Vimeo into the open text field at the bottom that says “Embed video” or upload up to three images through the “+Add Image” button.

Once students have entered the desired information to include in the update, select the “Submit” button. At this point, the update *has not* been published.



To officially publish the update and e-mail supporters, click the green “Publish” button. Students can refer to the colored circle on the update bar to determine if the update has been published, as seen in the below figure.

- Grey – Not published
- Green – Published