

Join CBO's Fundraising Team for the Newman's Own Foundation \$500,000 Holiday Challenge (November 21 – January 3)

THANK YOU for taking the time to learn more about this unique opportunity to raise more funds in support of CBO's mission, programs and, most importantly, the Scholars! We are so glad you are joining CBO's team for the challenge and have put together these instructions to help guide the way.

Newman's Own: Background & Holiday Challenge

For 35 years, the Newman's Own Foundation has been supporting a broad range of charities helping people in need around the world. The Foundation is funded entirely through the profits and royalties of Newman's Own products, resulting in contributions exceeding \$495 million since 1982. To celebrate this milestone, they are launching the [Newman's Own Foundation \\$500,000 Holiday Challenge](#), a friendly fundraising competition open to non-profits nationwide. The Challenge will be hosted by Crowdrise and you can read more about how these challenges work [here](#).

The Newman's Own Foundation Holiday Challenge starts on November 21, 2017 and ends on January 3, 2018. A total of \$500,000 in prize money will be awarded to participating organizations, including a \$150,000 cash prize to the organization who raises the most money throughout the challenge. In addition to the main prizes, there will be weekly bonus challenges that offer smaller cash prizes detailed [here](#).

Join Team CBO

Many of you have heard about peer-to-peer fundraising, or crowdfunding as it is commonly known (i.e. GoFundMe or Kickstarter). We are excited about participating in the Newman's Own Foundation Holiday Challenge because it is a great way for our individual supporters to engage their networks and tell their unique story about why they support CBO.

And now we are asking YOU to tell YOUR story about how being a part of the CBO family has made an impact on your life. Follow these step-by-step instructions to create your Crowdrise account and fundraising page. Together, we can make sure CBO's dedicated students have the tools and resources necessary to succeed in college and in life!

1. JOIN THE TEAM

Click on the link below to get to CBO's landing page for the challenge. This is the "master" account through which all pages should be created so the donations count as part of the challenge!

<https://www.crowdrise.com/o/en/campaign/college-bound-opportunities>

This is what the page will look like:

The screenshot shows a web browser displaying the Crowdrise campaign page for College Bound Opportunities. The page features a header with the CBO logo and navigation links for 'Share' and 'Tweet'. The main content area includes a collage of photos showing students celebrating, a progress bar indicating '\$0 of \$25,000 goal', and a 'Join the Team & Create Your Own Fundraiser' button. Below the main content, there is a section titled 'CBO's Holiday Campaign' with a 'Share' and 'Tweet' button, and a paragraph of text starting with 'Imagine what it means to be the first at something...'. On the right side, there is a sidebar with campaign details, including the creation date (September 21, 2017), a list of related campaigns, and a 'Recent Donations' section showing 'No donations yet.'

Next, click the "Join the Team" button:

The image shows three buttons stacked vertically. The top button is white with an orange border and contains the text 'Not Accepting Donations'. The middle button is solid orange with white text that reads 'Join the Team & Create Your Own Fundraiser'. The bottom button is solid orange with white text that reads 'Share on Facebook' and includes a small Facebook icon.

(Please note - the challenge does not start until **November 21 at 11 AM CST**, so you will see "Not Accepting Donations" button for now. Once the challenge is live it will be a "Donate Now" button.)

2. CREATE A CROWDRISE ACCOUNT

You will need to create a Crowdrise account to participate. You can choose to do it via your Facebook account or separately with an email address.

Signing up is free

[Sign up using Facebook](#)

We will never post without your permission

or

First Name Last Name

Email

Confirm Email

Password

Are you a non-profit? [Click Here.](#)

[SIGN UP](#) By logging in you agree to our [Terms](#), [Privacy Policy](#) and [Fees](#)

Already have an account? [Log In](#)

crowdrise
Fundraise online and raise money for charity and causes you're passionate about. Crowdrise is an innovative, cost-effective online fundraiser.

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[Find a Friend](#)

Non-Profits
[Non-Profit Login](#)
[Non-Profit Setup](#)

Event Managers
[Start an Event](#)
[Event Registration](#)

Once you create an account, you will be redirected to a page that looks similar to CBO's master page with some slight differences. Before you begin editing the page, confirm that YOU are the organizer:

Created November 6, 2017

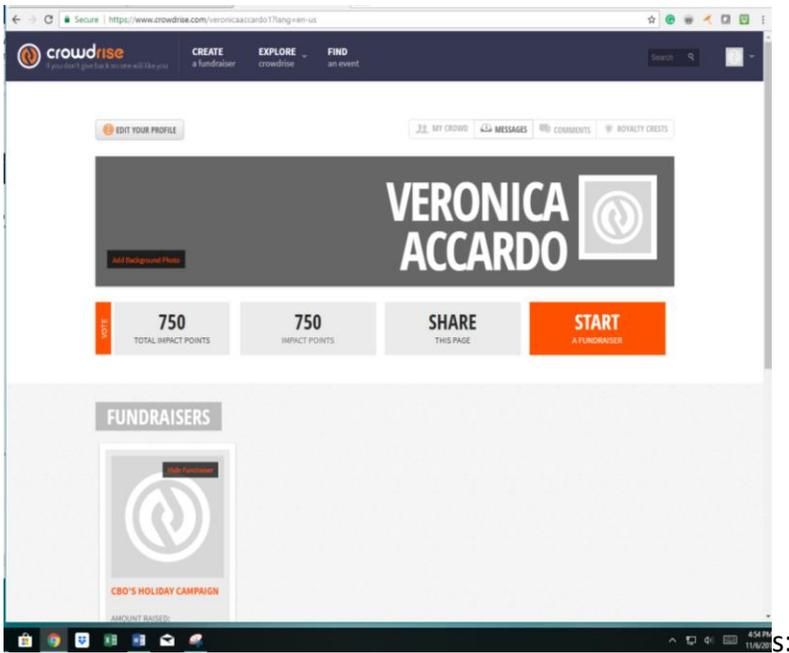
Newman's Own Foundation \$500k Holiday Challenge Campaign

Veronica Accardo Organizer ←

COLLEGE BOUND OPPORTUNITIES Benefiting Charity

BEFORE you do any work on the CBO Holiday Campaign page, be sure to personalize your general Crowdrise account. Just click on your name as the “Organizer” (see arrow above).

You will see a screen like this:



You can personalize it as much – or as little – as you’d like. You can edit your entire profile by clicking this button on the top, left of the page:



We recommend you add a profile picture, at minimum. You can upload a profile picture from your computer by clicking on the [ADD PHOTO](#) link in this box:

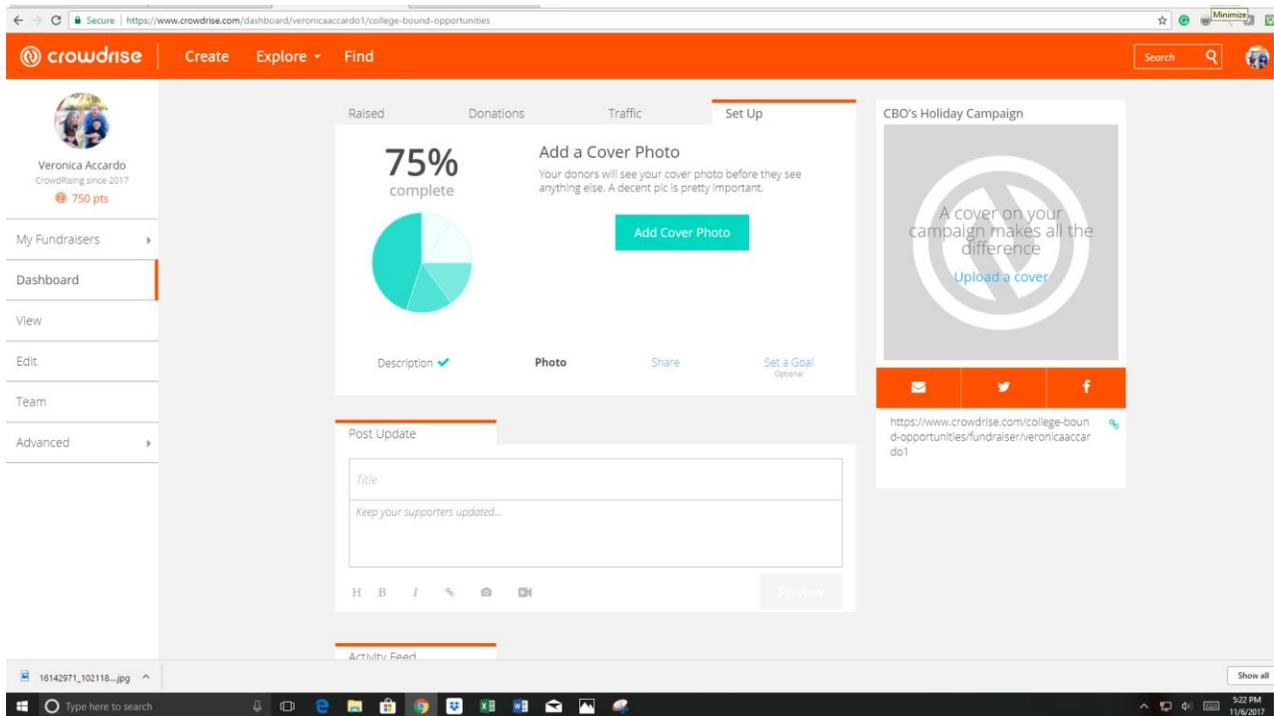


Once you’ve uploaded a picture you will need to return to your challenge page. You will see a “FUNDRAISERS” heading and a box below with “CBO’S HOLIDAY CAMPAIGN” – click on that link.

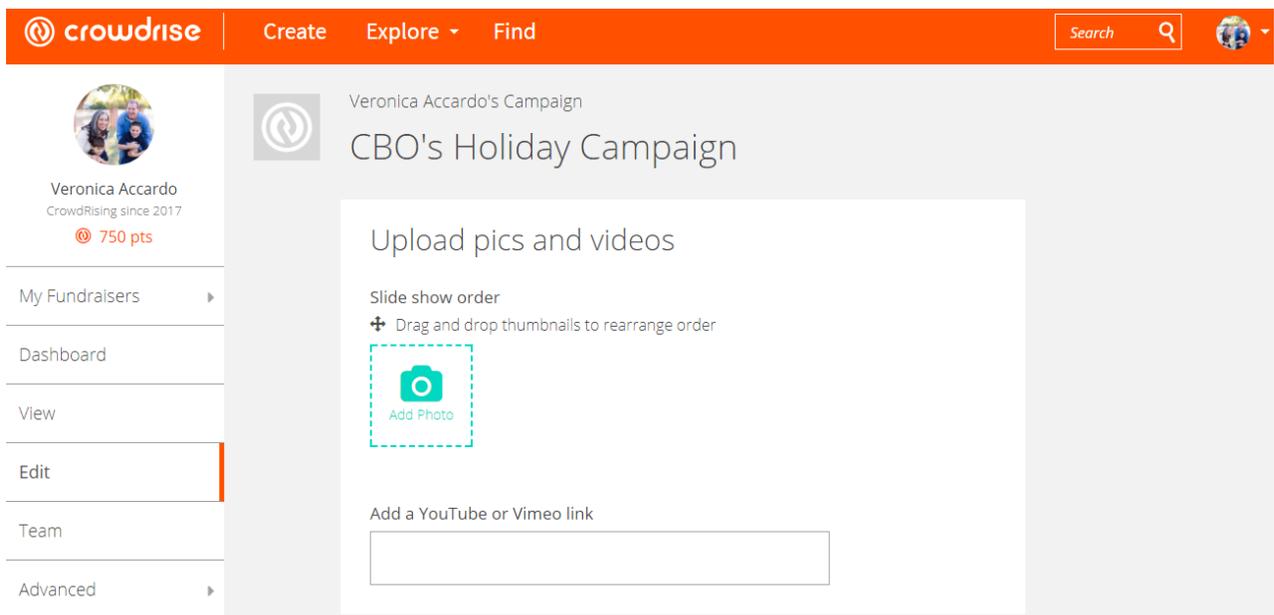


3. PERSONALIZE YOUR CHALLENGE PAGE!

Once you click on that link, it will take you to the DASHBOARD for your challenge page:



Once you are on the dashboard, click the EDIT tab on the left side and your screen will look like this:



Here you will upload another photo here to serve as a COVER PHOTO for this specific campaign page. You can upload as many pictures as you want (i.e. if you are a mentor you can load photos with your mentee). Just click on the aqua camera icon to upload a picture from your computer. If you do not add a photo here, the CBO photo/video will be the default image.

You can also set your personal campaign goal. Be realistic, but know you can edit the goal as the challenge progresses if you find yourself exceeding the original goal.

Campaign goal

Goal (optional)

\$ Save

Finally, it's time to edit the CAMPAIGN STORY. We encourage you to WRITE YOUR OWN STORY! Remember this will be going out to YOUR friends, family, and social networks. **Let your audience know why YOU are involved with CBO.** Why should they invest in CBO?

Remember you can always go back and edit your story! If you forget something, or want to add a different picture, just go back to your dashboard and edit.

We recommend you add the following paragraph about CBO to the end of your story:

About College Bound Opportunities:

College Bound Opportunities (CBO) mentors economically disadvantaged students to unleash their potential, graduate college, pursue meaningful professions, and inspire others to follow in their footsteps. CBO currently supports 74 high school students, 112 college students attending more than 35 colleges and universities across the country, and more than 200 active community volunteers. CBO is also proud of its 87 college graduates, all of whom are currently employed or pursuing graduate degrees. Accepting students from Buffalo Grove High School, Deerfield High School, Highland Park High School, Lake Forest High School, and Cristo Rey St. Martin College Prep in Waukegan, CBO achieves its goals by offering 1:1 mentoring, in addition to providing academic and financial support for college. Learn more at cbo4success.org or find us on [Facebook](#).

Just copy and paste it onto your page and don't forget to **HIT SAVE!**

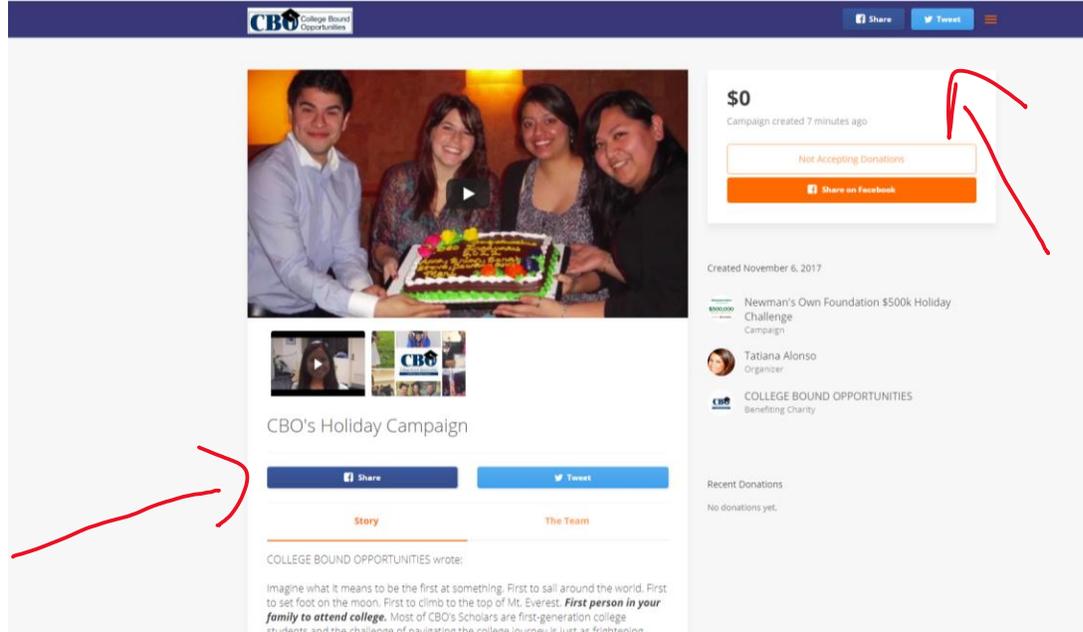
The screenshot shows the Crowdfunder dashboard for a user named Tatiana Alonso. The left sidebar contains navigation options: My Fundraisers, Dashboard, View, Edit (highlighted), Team, and Advanced. The main content area shows the 'Edit' page for a campaign. The top section contains the campaign story text, which is partially obscured by a red circle around the 'Save' button. Below the story text is a 'Benefiting charity' section with the CBO logo and the text 'COLLEGE BOUND OPPORTUNITIES'. At the bottom of the page, there is a 'crowdfunder' logo and a 'Support' button.

You can click on the VIEW tab on the left side of the screen to see how your page will look to friends and family. The page will open in a new tab, so you can edit until you are happy with your page.

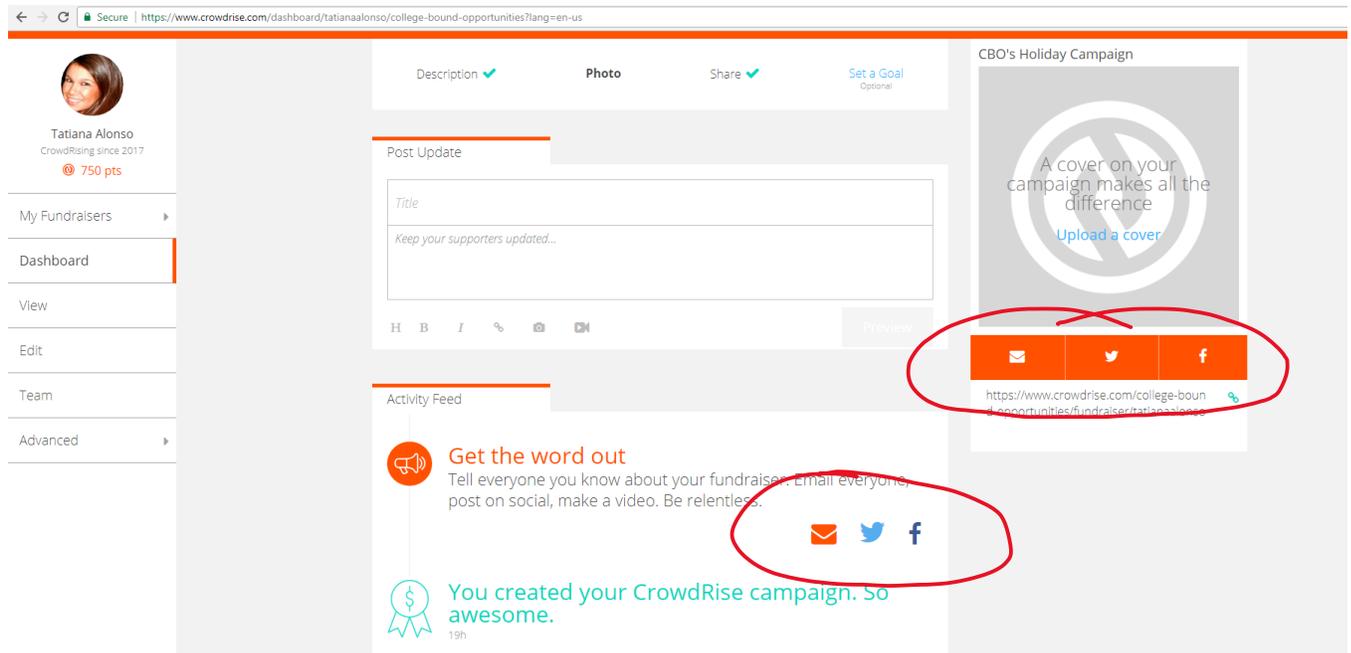
4. TIPS ON SHARING!

Crowdrise makes it very easy to share your campaign to social media and via email. These are easy and effective ways to amplify our joint efforts.

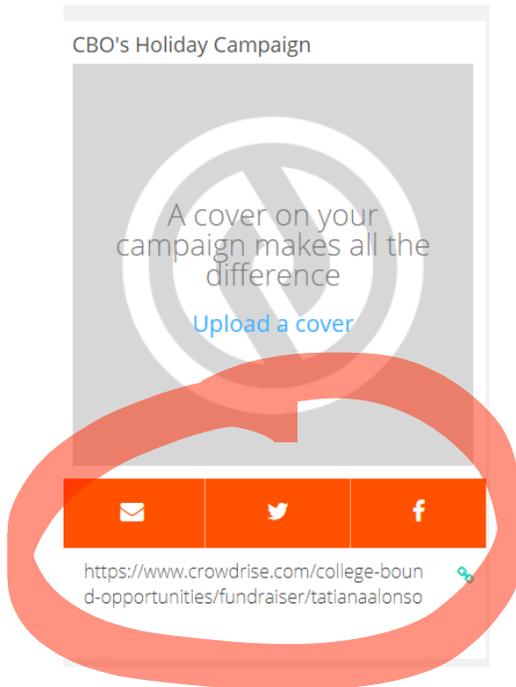
From the home page, click on these buttons to share the page to your Facebook and Twitter accounts.



You can also share to Facebook, Twitter and email from your dashboard:



On your dashboard you will also find a unique link to your campaign page. You can share this link via email, other social media accounts, and text messages.



Here is an example of a team member's personalized fundraising page:

<https://www.crowdrise.com/college-bound-opportunities/fundraiser/veronicaaccardo1>

5. YOU ARE READY TO FUNDRAISE!

Your page is now live and ready to share. Remember – the challenge does not begin until **11 AM on Tuesday, November 21.**

Keep an eye out for updates from CBO! You will receive a welcome email from CBO with more information about the challenge after joining the team, and we'll send out regular emails to the team throughout the challenge with tips, updates and information about each week's fundraising prizes.

If you have any questions about these instructions, please feel free to contact CBO's development staff:

- Tatiana Alonso tatiana@cbo4success.org
- Veronica Accardo veronica@cbo4success.org

thank
you