Mercy-A-Thon
Student Campaign Instructions

4 Simple Steps:

1. New Student participants will receive a Campaign ID (CID#) with Computer registration instructions.
   Returning Students will receive login instructions with password recovery instructions

2. Students will identify and enter potential sponsor names, email addresses, cell phone numbers and relationship type. (uncle, aunt, grandparent, extended family, friend). Returning students may edit and/or make additions to their existing list.

3. Students are to complete ONLINE campaign registration & sponsor identification by going to *eTeamSponsor.com* to login or create your campaign login, use your Mercy email and CID# to register by **Friday, August 30th, 2019**. If you receive sponsorship donations NOT processed through the donation site, please deliver to the main office with the name of the student, Advisory number, and a completed check form (donor's name and email address).

4. Bring a copy of your completed Participant instructions page (email list) to your Advisory **Friday, August 30th, 2019.**

DONATIONS MUST BE SUBMITTED ONLINE OR AT THE MAIN OFFICE. DO NOT SUBMIT TO ADVISORS.

Participant Instructions

Due Date: **Aug. 30th**

Your Name: _____   Your Email: _____

Identify 20 Supporters and their relationship, to receive your personal Email ✉ Campaign.

Include Family Member Cell #'s to TEXT them your Campaign 📱 link

Think of people who live furthest away from you first, and who would most likely want to support you

#	FAMILY MEMBER NAME	PRIMARY EMAIL ADDRESS	CELL #	RECOMMENDED
Ex.	Sandra Smith	sandrasmith08@yahoo.com	415-555-1234	Aunt
1				Dad
2				Mom
3				Aunt
4				Uncle
5				Grandpa
6				Grandma

#	SUPPORTER FIRST & LAST	SUPPORTER EMAIL ADDRESS	RECOMMENDED
7			Aunt/Uncle
8			Aunt/Uncle
9			Grandma/Grandpa
10			Adult Sibling
11			Adult Sibling
12			Adult Cousin
13			Adult Cousin
14			Previous Coach
15			Previous Coach
16			Dentist/Orthodontist
17			Realtor
18			Accountant
19			Financial Advisor
20			Insurance Agent

NEXT STEP, it's time to spread the word at our Campaign Launch Meeting

First Time Participants	...or...	Returning Participants

First Time Participants

1. Go to eTeamSponsor.com
   Desktop/Laptop Users: click '**Campaign Login**' on top right
   Mobile Users: click the Menu Bar (3 lines), then '**Campaign Login**'

2. Enter your CID# under '**First-time Registration**'
   Our CID#: [_____]

3. Enter your first & last name, email and create a password, click '**Submit Request**' then '**Join Campaign**'

4. **Text** the Campaign individually to your family members listed above. Start with your parents and ask them to share the campaign. 📱

5. **Post** Campaign on Facebook, **Share** on Twitter! Say something positive about *why* your program is raising money.

6. Start **Email** campaign by clicking ADD DONOR and select their relationship to you. First & Last name w/valid email are required, we'll send once validated.   **Add Donor**

*For emails that are **validating**, send donors a heads-up email now* ✉

Returning Participants

1. Go to eTeamSponsor.com
   Desktop/Laptop Users: click '**Campaign Login**' on top right
   Mobile Users: click the Menu Bar (3 lines), then '**Campaign Login**'

2. Under Welcome Back, enter your email and password to login

   Forgot Password? Click link, check your email to reset password

3. **Text** the Campaign individually to your family members listed above. Start with your parents and ask them to share the campaign. 📱

4. **Post** Campaign on Facebook, **Share** on Twitter! Say something positive about *why* your program and campaign is raising money.

5. **Start Email** campaign by clicking ADD DONOR and select their relationship to you. First & Last name w/valid email are required, we'll send once validated.   **Add Donor**

*For emails that are **validating**, send donors a heads-up email now* ✉

Dear Parents/Guardians,

This year we will be launching a Fundraising Campaign powered by eTeamSponsor to help us raise the necessary funds for our program. The information below is designed to help you learn more about eTeam's system and how we will be using it. It's important to share this information so you have a better understanding of how it works and more importantly how *easy* & *effective* eTeamSponsor is.

==What does eTeamSponsor do?== Campaign Fundraising. This is a common and very effective way to fund a program, by raising many small amounts of money from a large number of people, typically via the Internet. eTeam's system allows us to invite people across the country to help support a worthy cause using today's most common forms of communication (Email, Texting and Social Media). After they choose to donate to our campaign, a **Tax-Deductible Receipt** and a personalized "**Thank You**" will be emailed to them automatically on behalf of our program and your son/daughter.

==Why use eTeamSponsor?== Because of their results. Since 2010, over 2,000 schools nationwide have raised **Millions** using eTeamSponsor. Its unique 3 by 3 system (image below) is safe, effective & proven to raise the most money possible. Their team-approach to fundraising is easier, less time-consuming & more efficient than all other types of fundraising we do. And most importantly eTeam is the *only* fundraising platform that can legally provide a tax-deduction for every one of our supporters.

==What role will my son/daughter play?== On the Campaign Launch Date, your son/daughter will be asked to bring a list (provided by eTeamSponsor) of potential supporters to our meeting, so we can **spread the word**. The goal is simple: get our Campaign message in front of as many people as possible. Think of people who would want to support your son/daughter who live the furthest away first.

Instructions for launch from mobile device or computer (*Parents encouraged to help*)

1) Identify __20__ supporters to receive a personalized ✉ Campaign Email
2) Text 💬 the Campaign Link to his/her Family & Friends
3) Share our Campaign on Social Media 📘 🐦

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eTeamSponsor Privacy Policy & Terms of Service

eTeamSponsor's (eTS) has partnered with eSponsorNow.org (eSN) to offer the safest, most effective and proven method to raise money in the country. Programs are raising over __$350__ per participant nationwide who participate through Email, Social Media & Text. Both eTS & eSN are deeply committed to safeguarding you, your children, and your supporter's privacy online. The terms of our agreement with your program clearly state the following:

- *The eTS system will automatically send the supporters that you identify up to 4 emails over a 35-day period. Once a donation is made, they will NOT receive any further emails for the Campaign. Supporters can opt-out at any time in accordance with the CAN SPAM Act.*
- *eTS & eSN DO NOT share any information gathered within the scope of this fundraiser with ANY third-parties.*
- *All emails received by you and/or supporters are in direct relationship with our fundraising efforts, none are SPAM or third-party solicitations.*
- *All information gathered for the Campaign is encrypted using SSL technology, at the industry standard.*
- *eTS & eSN DO NOT store the supporter's financial information (ex. Credit Card information, e-Check information etc.) what-so-ever.*
- *ALL donors will receive an immediate "Tax-Deductible Receipt" email from eSponsorNow.org on behalf of the program and the participant they supported. In addition, a personal "Thank You" email will automatically be sent 3 days after the donation was made on behalf of the participant.*

Questions? Call eTS at 888.842.8220 x102