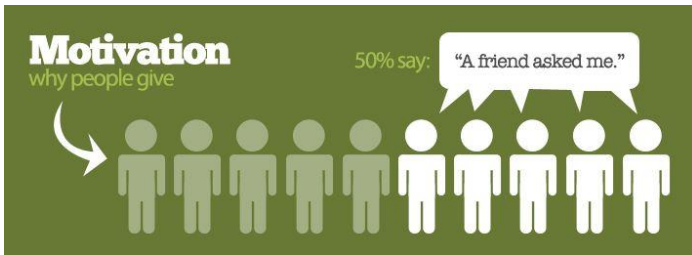


Creating Public Profiles



It's called SOCIAL GIVING... Real Impact Mission's public profiles are one of the most effective tools we provide to help you raise money for your trip. The power of peer-to-peer fundraising when combined with modern technology is incredible! God has given us

some amazing tools to raise money in ways we never have before. Last year, we saw one student raise \$1,314 in 9 days and another raise \$2,400 in two weeks!

How to Create a Public Profile

- Login to <http://app.managedmissions.com>
- Click {Your Trip Name}
- Click **Edit my public profile** (top right)
- Write a note to supporters
- Add a picture (clear, just you, not goofy)
- Click **Submit for Approval**
- Notice your personal **Public Profile URL** link
- Run several campaigns (ex. once a month)



How to Run a Campaign

- Choose a specific financial goal (ex. \$500, your first fundraising deadline)
- Choose a specific set of dates (ex. 3 days the weekend after you're accepted)
- Post a Facebook status 3-5 times a day each day about your trip that includes your link
- The first few updates should tell people that you're going on a trip and need their help
- Subsequent posts should give updates about how much \$ is raised between posts
- At the end of the time, post thank you messages and final results
- Encourage your close friends and family to SHARE your posts throughout the days
- Repeat this once a month between now and your trip
- Consider using Facebook, Twitter, Instagram, Snapchat, Periscope, Pinterest, etc.

**Note: It's important to post multiple times per day because of social media algorithms. Facebook needs at least 3 posts at different times (5 is better!) to make sure all your friends see it. Twitter needs at least 8 posts per day.*