



SETTING UP A GIVENGAIN PROJECT FOR THE COWS

Step 1 – Create a new project:

- Go to www.givengain.com.
- For new users, sign up as a fund-raiser by following the easy registration steps. For existing users, log in using your email address and password.
- If you can't remember your password, please click on the 'Forgot Password' link on the web page and follow the instructions to reset it. We cannot assist with this – it is between you and GivenGain.
- Click on 'Activist Projects'.
- Click on 'Create a project'.
- In the 'Search Causes' box, type 'The Cows' and press 'search'.
- You will see The Cows, and next to it a list of all of our campaigns.
- Choose the campaign you are raising funds for. If it isn't a specific campaign, choose the campaign called 'Fundraise with the Cows through Different Events!'

Step 2 - Personalise your project:

- Now you can give your project a title, a summary, description, profile pic.... Go mad!!
- Also create your own URL - www.givengain.com/a/yourprofilename. e.g. www.givengain.com/a/johnsmith. This creates a personal web address for your project which is what you send to all your people.

Step 3 - FUNdraise!

- Now you just need to keep chasing your target!
- Blast your URL across the globe to all your sponsors harrassing them to sponsor you in this amazing effort.
- Follow our FUNdraising tips on our website <http://www.thecows.co.za/fundraising-tips> for other ideas on how to raise money.
- There are very big tax and BEE advantages for corporates to sponsor you because CHOC is a recognised Level One B-BBEE charity – see the attached letters which you can use to support this case.

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