Advocate personal plea and/or anchor video example (always turn phones to landscape when filming!): https://www.givecampus.com/schools/SmithCollege/essential-smith-the-december-giving-challenge/?a=1

How do I become an Advocate? There are three ways to become an Advocate: (1) sharing the campaign via email and on social media, (2) offering a Matching Donation or a Challenge, and (3) creating a Personal Plea.

Do I have to sign up or log in to become an Advocate? It depends on the type of advocacy you want to conduct and whether you want your impact to be highlighted on the campaign page. More specifically:

1. **Sharing**: Anyone can share a campaign (see the Share and Tweet buttons immediately below the Give Now button and on the Advocates tab), but you must sign up or log-in if you want to be highlighted on the Advocates tab; otherwise, your impact statistics will be combined with others and tallied together under “Community Advocates.”

2. **Personal Pleas, Matching Donations & Challenges**: You must sign up or log-in to create a personal plea, matching donation or a challenge.

What if I want to share, but I don’t want my impact to be highlighted on the campaign page? Share the campaign’s full web address (from your web browser) or use the Share and Tweet buttons that are immediately below the ‘Give Now!’ button.

What is a Personal Plea? A personal plea is a short video in which you explain why you support a campaign and encourage others to do the same.

Where are Personal Pleas displayed? Personal Pleas are accessed from the Advocates tab of the campaign page. Additionally, when you create a Personal Plea, you receive a direct link to your Plea that you can share with your network.

Will I be able to see if my Plea is having an impact? When someone makes a donation directly from your Plea, it will be noted on the Advocates tab along with any other Advocate stats that you have generated (clicks, donations, etc.).

**Note**: GiveCampus partners will review personal plea videos for any inappropriate content, but campaign administrators do not see the videos in advance for approval.