

Operation  Smile

 **Charity  
Miles**

FUNDRAISING  
HOW-TO GUIDE



- Charity Miles is an iPhone and Android app that helps you turn the miles you walk, run and bike into money for Operation Smile
- The app tracks your miles using the internal pedometer and GPS built into your smart phone.
- A very small donation occurs when you sign up for the app, select a charity partner, and track your walking - but you can have greater impact if you follow this guide!

- Ready to get started?



Scan this code with your smartphone's camera to download the Charity Miles app and let's go!

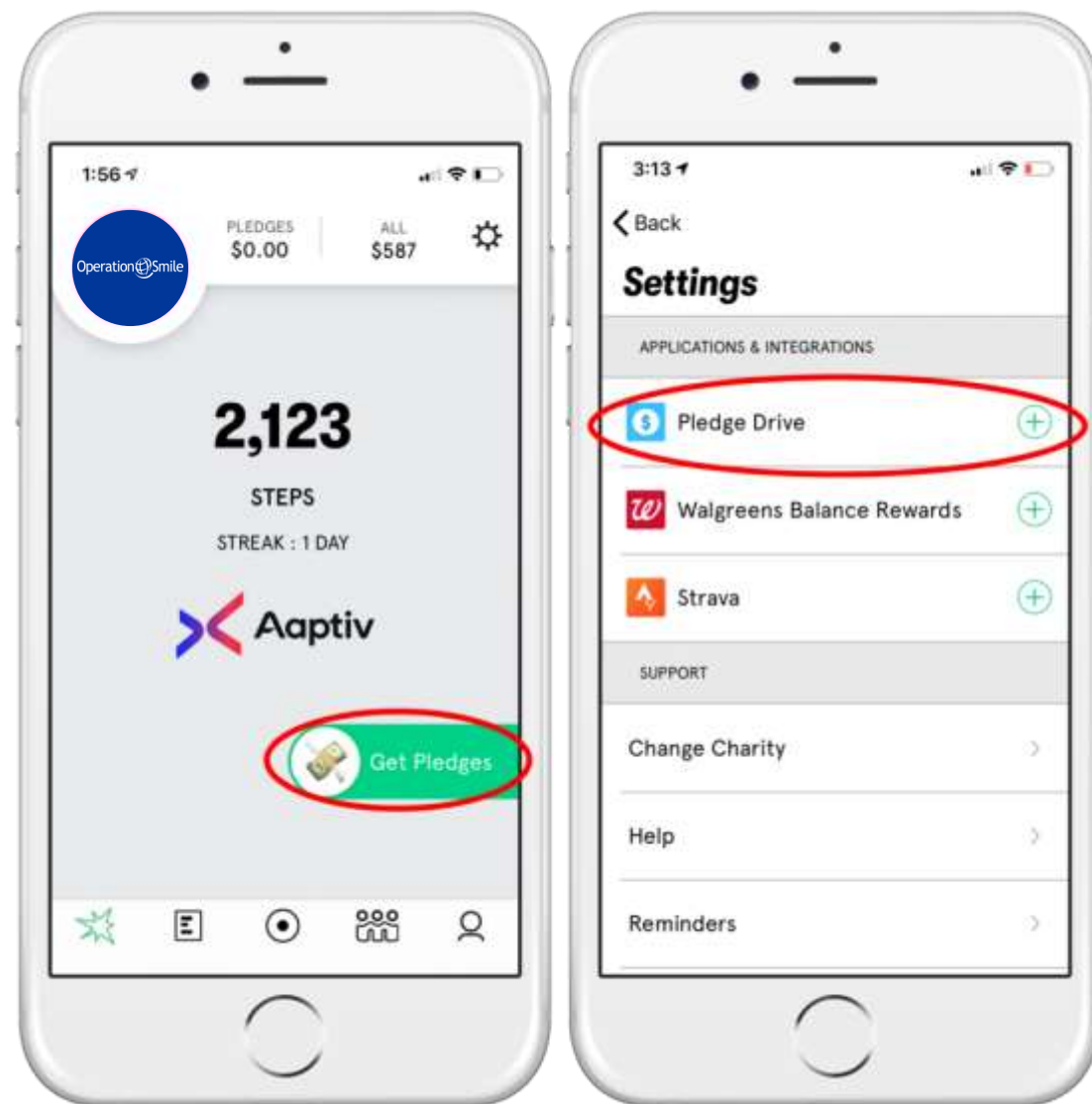
- If you want your miles walked to have the greatest impact for the patients we serve, use Charity Mile's Pledge Page to secure pledges from friends and family.
- The Pledge Page will link to your team or individual Operation Smile fundraising page. Employees of our corporate partners can link to their employee giving page, and community and student supporters can link to your SmileFund page.
- Before you go to the next step, make sure you have an Operation Smile fundraising page set up and you have the direct link to access your page. Need help? Get in touch with your relationship manager and we'll be happy to walk you through it!

Starting a pledge drive is the #1 thing you can do to earn the most money to support Operation Smile and our patients!

## STEP ONE:

Click the “Get Pledges” button on the bottom right of your Home screen.

Or click on the gear icon in the upper right to go to Settings, then tap Pledge Drive.

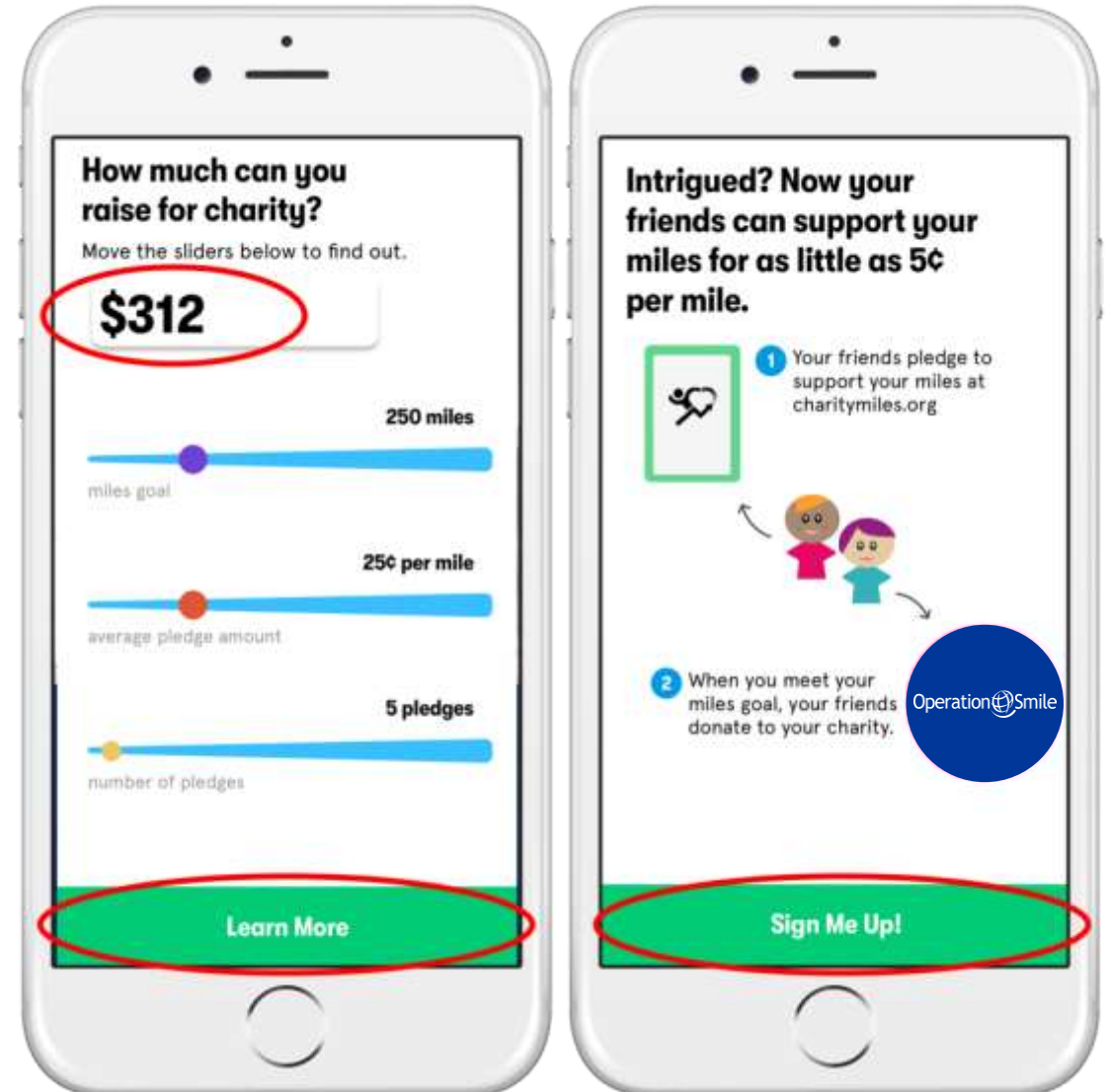




## STEP TWO:

By sliding the bars on the calculator, you can see how much you can raise. Even just a few pledges goes a long way.

Tap the Learn More button to find out about how it works and then tap “Sign Me Up”.

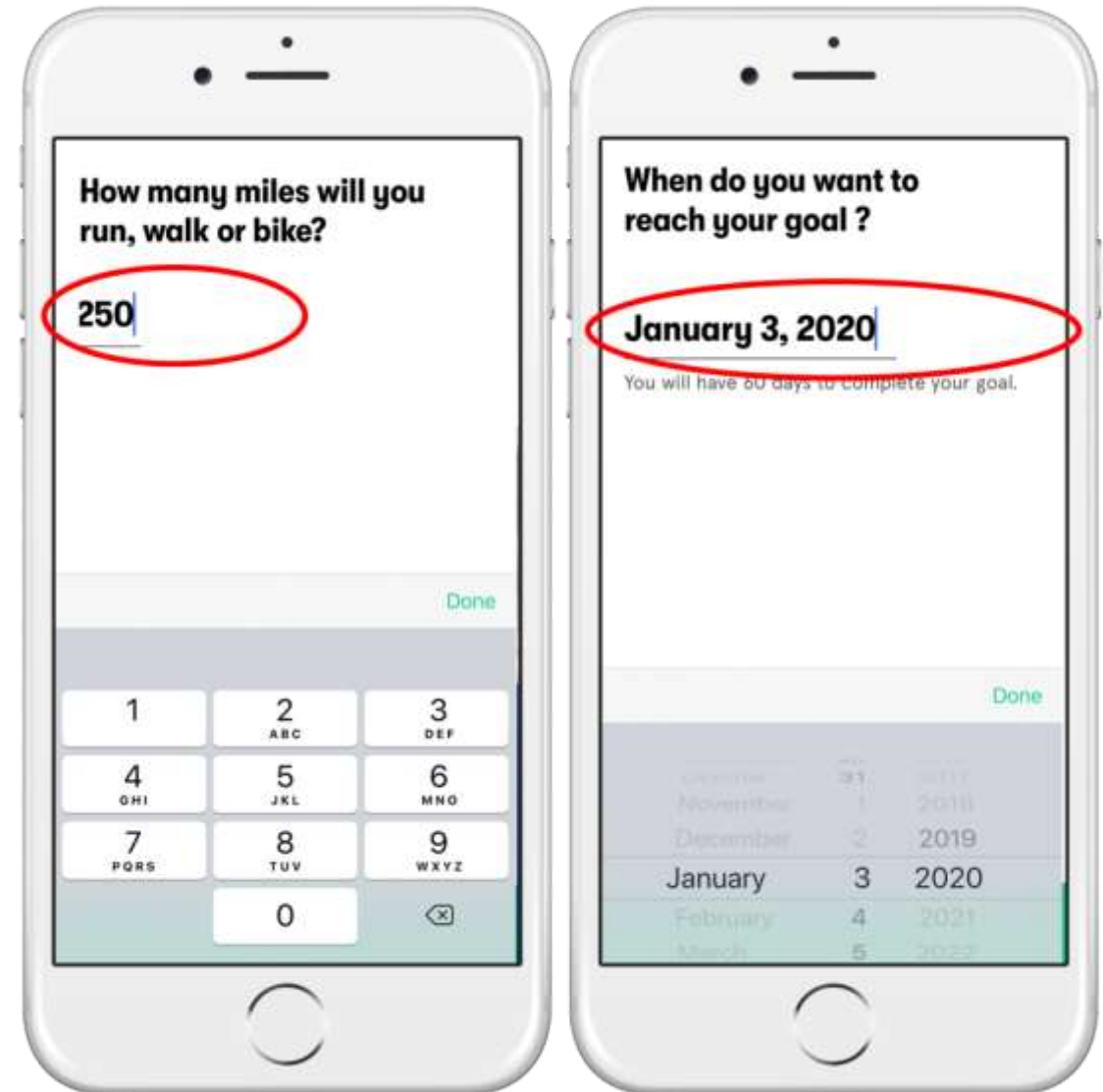


## STEP THREE:

Type in your miles goal. This is the number of miles you commit to, and the number your friends & family will base their pledges on. Once you set it, you cannot change it.

> For example, if you set your goal at 250 miles, then your pledge supporters know that a 20¢/mile pledge will be a \$50 donation.

Set your goal date. You can extend or modify the date later if you need to.

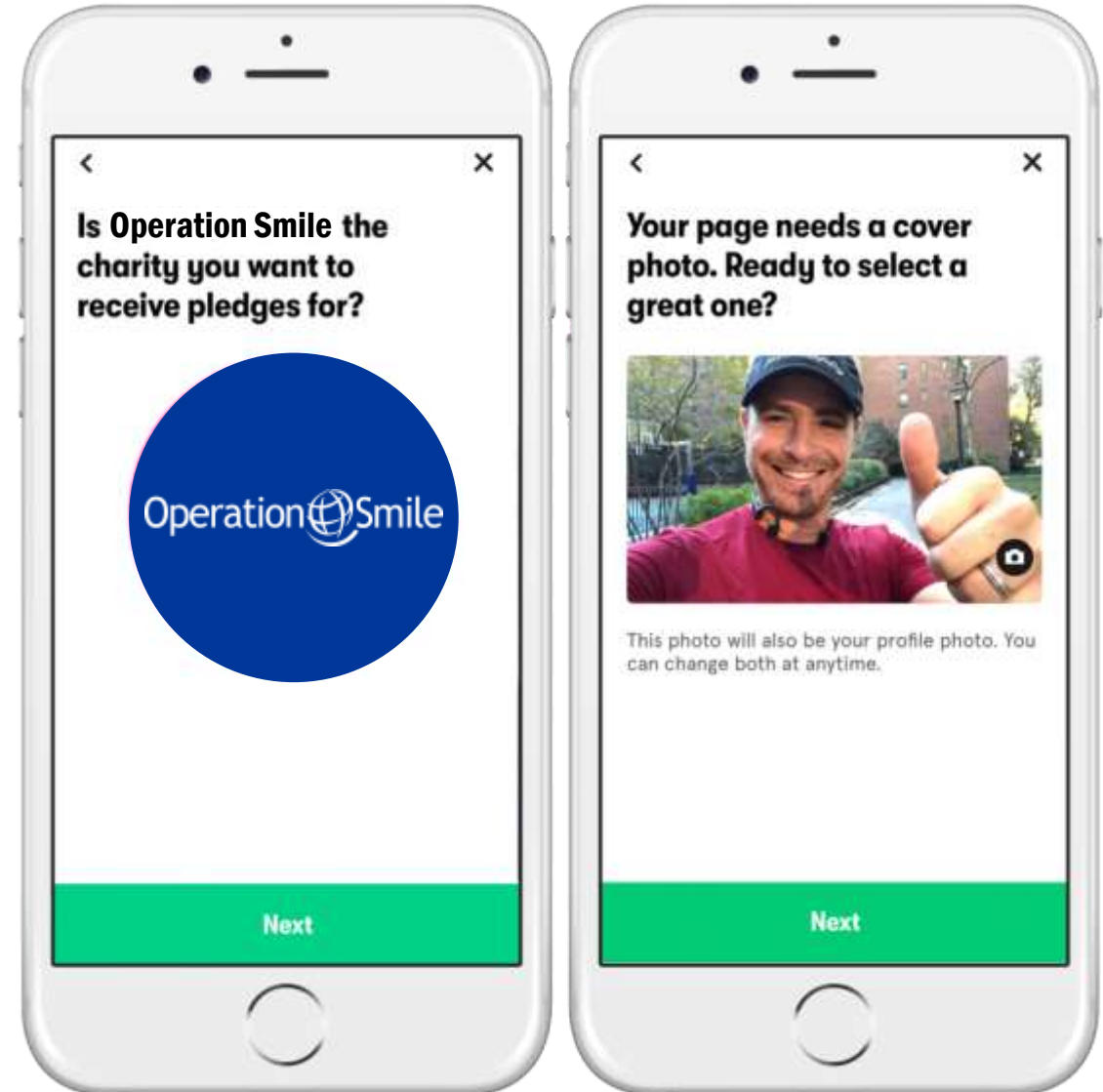


## STEP FOUR:

Confirm Operation Smile as your charity and tap next.

Add a cover photo to personalize the top of your pledge page.

Pro Tip: Choose a cover photo that shows your face clearly, like the example shown. People are more likely to give when they see your smile beaming back at them.

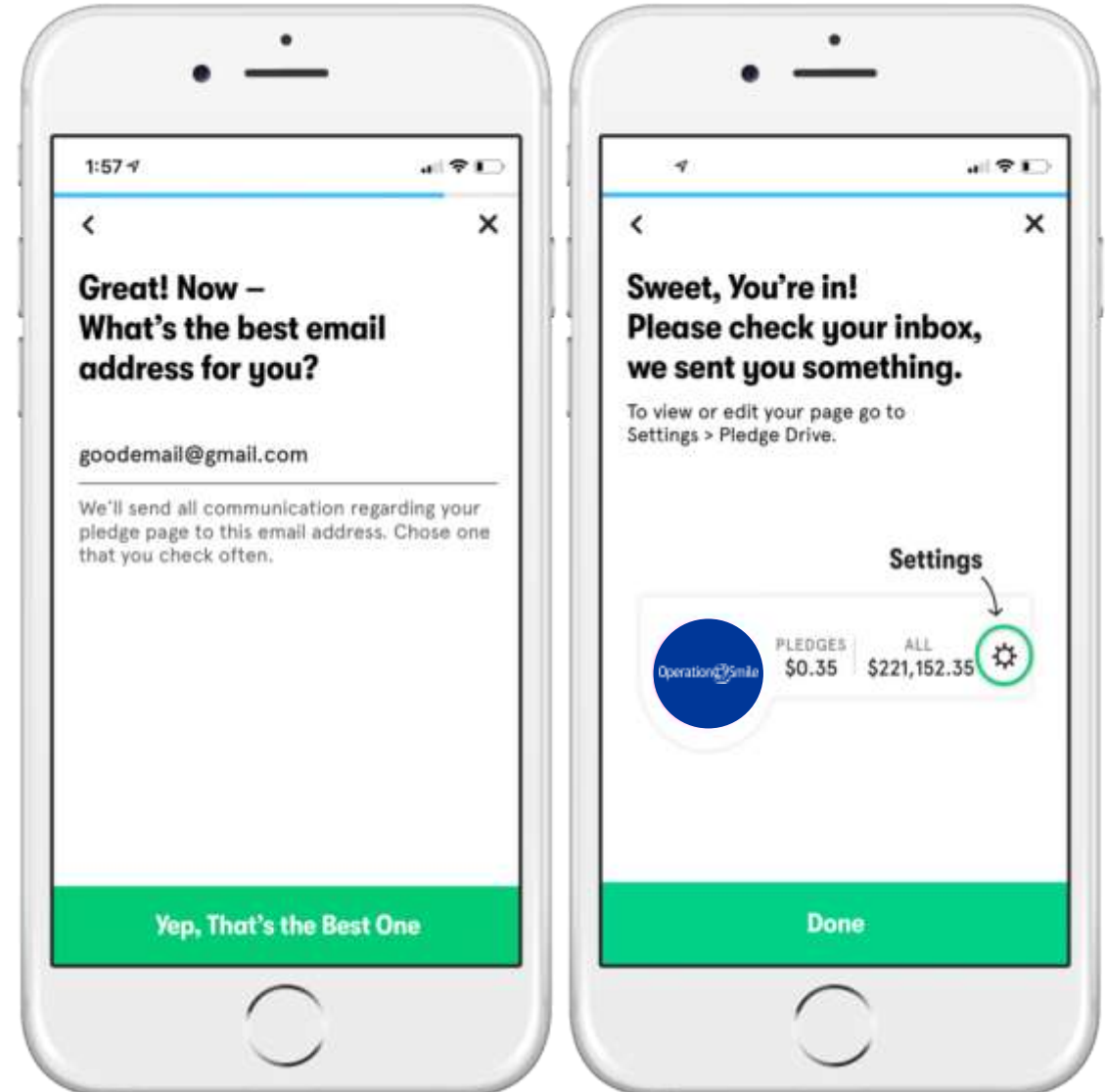


## STEP FIVE:

Enter your best email address. This is where we'll send important communications.

Then click “Done” and your pledge page will be set up. You can edit your Pledge Page anytime by going to the Settings gear icon and clicking Pledge Drive, then tapping the pencil in the upper right corner.

To see your pledge page, click the “View Pledge Page” button.





## STEP SIX:

Now that your Pledge Page is set up, we need to connect it to your Operation Smile fundraising page.

Make sure you have the link to your SmileFund or Employee fundraising page for the next step.

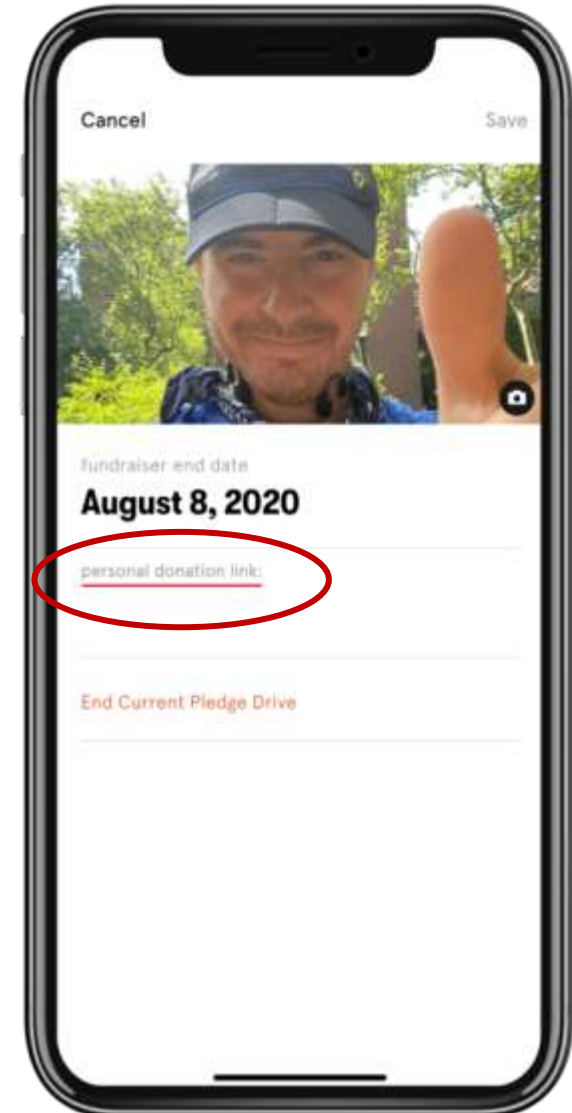
Open your page on your smartphone and tap in the top bar to copy the URL for the next step.



## STEP SEVEN:

In Charity Miles go to Settings > Pledge Drive and click the pencil icon in the upper right to edit your pledge drive settings.

Paste the link into the space that says “personal donation link”. This will allow your donors to donate directly to your charity.



## STEP EIGHT:

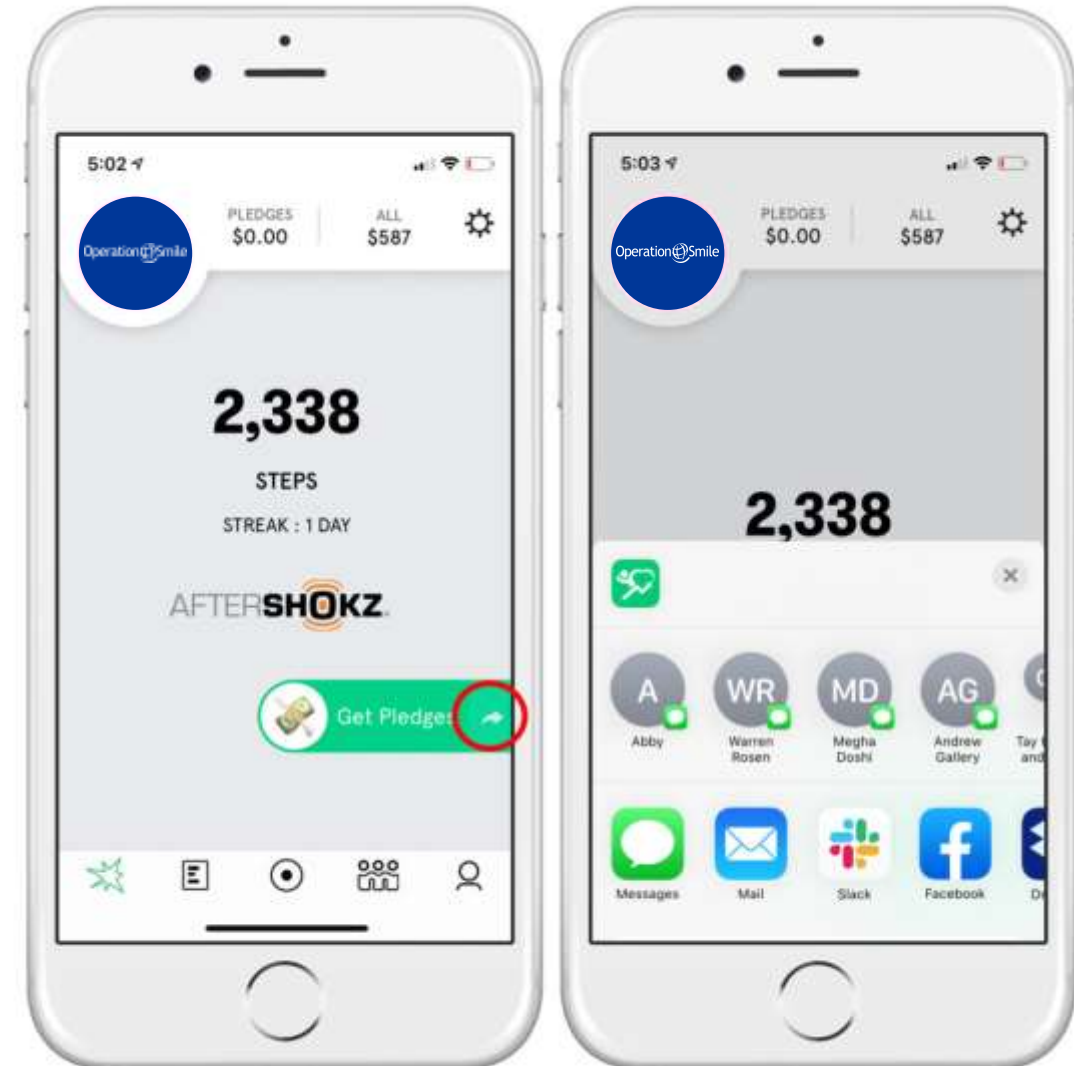
You've done the work, now get out there and ask for pledges!

Option 1:

From your main pedometer screen, tap the arrow on the Get Pledges button to open your phone's sharing options, and share by text, email, Facebook, etc.

Pro Tip: Use this script to start asking friends and family to sponsor you:

Hi, everyone. I'm walking [X] Charity Miles for Operation Smile. Please click here to sponsor me: [Insert Pledge Page link.]



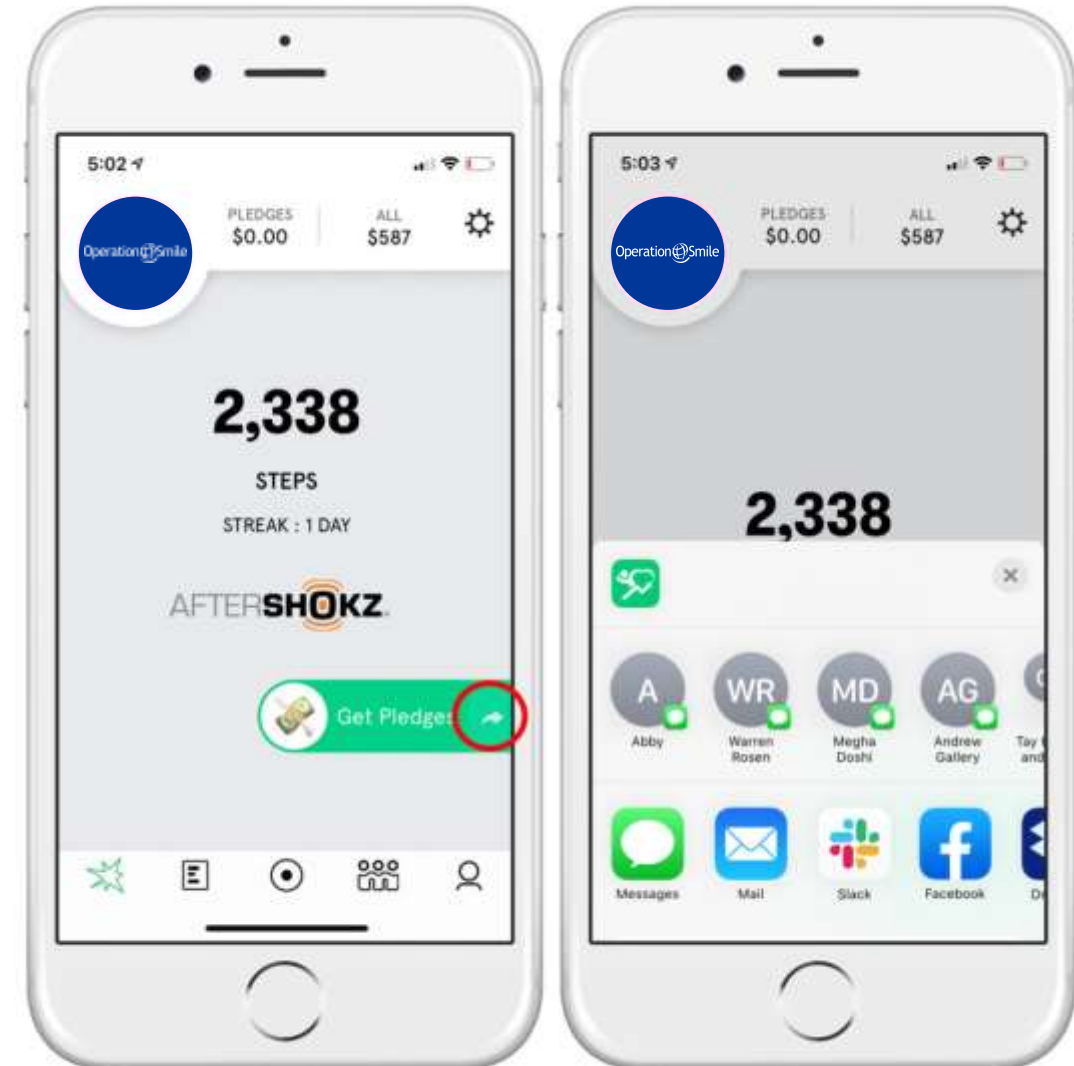
## STEP EIGHT:

Option 2:

When you finish your workout, the link to your pledge page is automatically copied so you can easily paste it into your social post.

Pro Tip: Use gratitude to build momentum! Use this script to get started:

Huge thanks to [Susan] for sponsoring me!! I am grateful for your support... For those who didn't see yet, I'm walking [X] Charity Miles for Operation Smile because [reason]. Please click here to sponsor me. Thank you! [Insert Pledge Page link.]





## STEP NINE: HEALTH THAT LASTS

Every mile you walk, run or bike helps ensure that a child in need of life-changing surgery will have the chance to better breathe, eat, speak, and live a life without fear.

You've done the work, set up the platform, and taken the next step to make a difference in the lives of others. As Dr. Magee always says, **“Love is the decision to make someone else’s problem your own.”**

Thank you for your support, from all of us at Operation Smile and all the children whose lives you are forever changing.

