



CREATE & RAISE WITH US

ANNOUNCE YOUR
GOAL & SHARE
YOUR PROGRESS

the UNUSUAL SUSPECTS

VIRTUALLY UNUSUAL CREATE-A-THON

*Learn about important milestones and how to
share your progress with your supporters!*



MILESTONES

ANNOUNCE YOUR GOALS

**ANNOUNCE
IT LOUD AND
PROUD!**

**DUE DATE
THURSDAY
AUGUST 13TH**

Whether you are an individual or a team, you'll need to announce to your friends, family and colleagues why you support The Unusual Suspects and what you plan to create!

Share your fundraising page link via email and on social. This should be completed on or before Thursday, August 13th!

**SHARE YOUR
PROGRESS!**

**DUE DATE
AUGUST 27TH**

We would like to see and share your progress throughout the Create-A-Thon! On or before Thursday, August 27th, please upload: samples of your written work, or images of what you've written and/or a 3 minute or less video of your creative or rehearsal process. We would love to see you upload and share more often, weekly, bi-weekly or even daily - - which keeps the campaign fun and will help it succeed. We can't wait to see what you create, and share what you're doing!

REMEMBER: The more videos, pics, screen shots, gifs and memes you upload to your page and email, tweet and post, the more donor support you'll earn to accomplish your goal and the more funding we will raise towards our programs!

Don't forget! We ask you to complete at least one update whether it's an image or status update or video, on or before Thursday, August 27th.

**SHOW YOUR
STUFF!**

**DUE DATE
SEPTEMBER 28TH**

Congratulations, you did it, now show it! Your final piece, whether it's your performance video of our students' work or your work, or your completed written piece, is due on your fundraising page webpage, by Monday, September 28, 2020!

Our Virtually UnUSual Create-A-Thon Fundraising Campaign officially ends, 4 days later, that Thursday, October 1st. Uploading your content on Monday, September 28 will give everyone, who supported your creative endeavor, a chance to see your finished product!

Also, if you're running short of your financial goal, your final preview of your work might just give you that inspirational push needed to get you over the finish line.

HOW TO SHARE YOUR PROGRESS

UPLOAD A VIDEO OR IMAGE IN 11 STEPS

STEP 1

Type in your vanity/personal URL directly into your browser if you have one, or create. theunusualsuspects.org/createathon, and select "My fundraising pages" underneath the "Go To" menu drop-down in the upper right. If you don't see "My fundraising pages" as an option, you will need to select "Log In" to log back in and then follow the steps above.

STEP 2

Click "Manage" in the upper right section of your page

STEP 3

Click "Story"

STEP 4

Click "Updates"

STEP 5

Click "Create New"

STEP 6

Where it says "Enter you update's title here...Begin your story here.." is where you'll type your update title such as, "My Script," and your update, such as, "I've started writing my script, check out the first page you all!" - OR - "My Scene Progress....I've started rehearsing the scene I'm working on, check it out you all!"

STEP 7

Click the video icon in the bottom of the text box's toolbar to upload a video link. If you want to share an image of your written work, click the little image icon in the toolbar instead. (Alternatively, you can include your actual writing as part of your update in Step 6 above).

STEP 8

Upload your video link or image

STEP 9

Click "Publish"

STEP 10

Click "View" in the upper right to see your page with the update

STEP 11

Share your page with the update via email and on social. Pointers for sharing are below!

VIDEO UPLOAD TIPS!

In order to upload your video link – you will want to put your video on Vimeo, YouTube, and then grab the link from there. To use Vimeo, download their app to your phone and select the free option and follow their prompts! To use YouTube, download their app to your phone and follow their prompts!

HOW TO SHARE YOUR PROGRESS

SHARE YOUR UPDATES

STEP 1

You've uploaded your progress/update via image/video to your page...NOW WHAT?

STEP 2 | SHARE VIA SOCIAL MEDIA

Share on Social Media by either:

- Sharing right from your Fundraising Page -
 - If you are already on your fundraising page, click the social media buttons off to the right-hand side and a post will be started for you – you just need to complete the copy. (If you are not currently on your fundraising page, go to create.theunusualsuspects.org/createathon, select "My fundraising pages" under the "Go To" menu-drop down in the upper-right, and then click the social media buttons off to the right-hand side and a post will be started for you – you just need to complete the copy)
- OR-
- Logging onto your Social Media pages and including your fundraising page link -
 - Create new post where you'll include your fundraising page link. Use the sample post copy in the box below.

Social Media - Sample Post Copy

"Guess what? I'm writing a script and raising money for @The Unusual Suspects to help keep the arts alive as part of their #UnUSualCreateAThon and I've actually completed a few pages already, THANK YOU to everyone who has donated to keep me going. Check out my progress so far!! I need to raise \$1,000 {insert your needed funds to goal here} more to keep writing and so I can help them reach their overall goal of raising \$275,000 which will ensure they continue offering vital theatre arts education to vulnerable youth and families in Los Angeles. Let me know what you think and click the link here {insert page link}!"

STEP 3 | SHARE VIA EMAIL

Create a new email including your page link. Use the sample language in the box below.

Email - Sample Language

"Dear Friends, I'm writing to you today to share some exciting news! I'm writing a script and raising money for The Unusual Suspects to help keep the arts alive as part of their #UnUSualCreateAThon and I've actually completed a few pages already, THANK YOU to everyone who has donated to keep me going. I would LOVE for you to check out my progress so far!! I need to raise \$1,000 {insert your needed funds to goal here} more to keep writing and so I can help them reach their overall goal of raising \$275,000 which will ensure they continue offering vital theatre arts education to vulnerable youth and families in Los Angeles. Let me know what you think! Every little bit helps and your contribution is much appreciated." {Insert your personal fundraising page link}

STEP 4

Continue to share your progress regularly! If you need help or more tips and suggestions, please reach out to Alexa Nieblas at alexa.nieblas@theunusualsuspects.org.