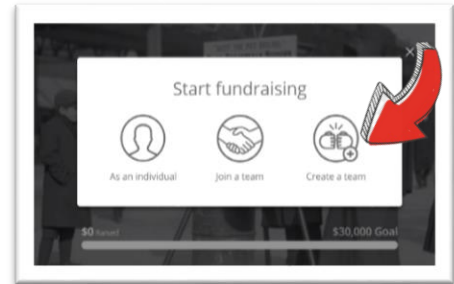




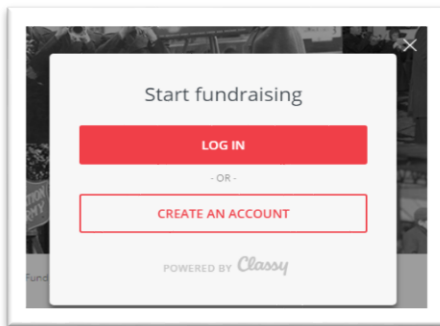
HOW TO SET UP YOUR REAL ESTATE WEDNESDAY RED KETTLE

THE SALVATION ARMY SOUTHWEST DIVISION

1. Go to RealEstateWednesdaysRedKettle.org, select "BECOME A FUNDRAISER" then choose "Create a team".

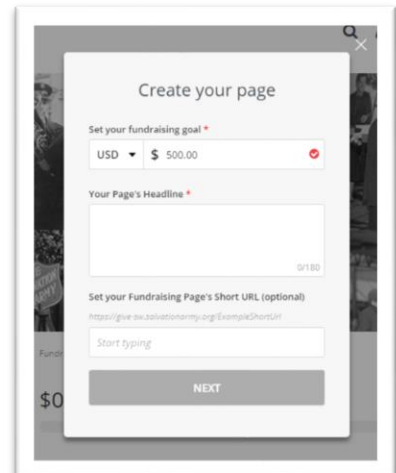


2. Select "Real Estate Wednesdays". Then login or create Classy account.



3. Create your team page.

- ♥ Set your fundraising goal.
- ♥ Write "Your Page's Headline"
 - Create custom verbiage -or- copy and paste default REW headline, "Be part of a greater cause for good."
 - :: You can always rewrite or update later!
- ♥ Set your team page's custom short URL with your company's name for easing sharing



4. Choose a profile picture to identify your business or organization
 - ♥ Recommended photo size: 320 x 320

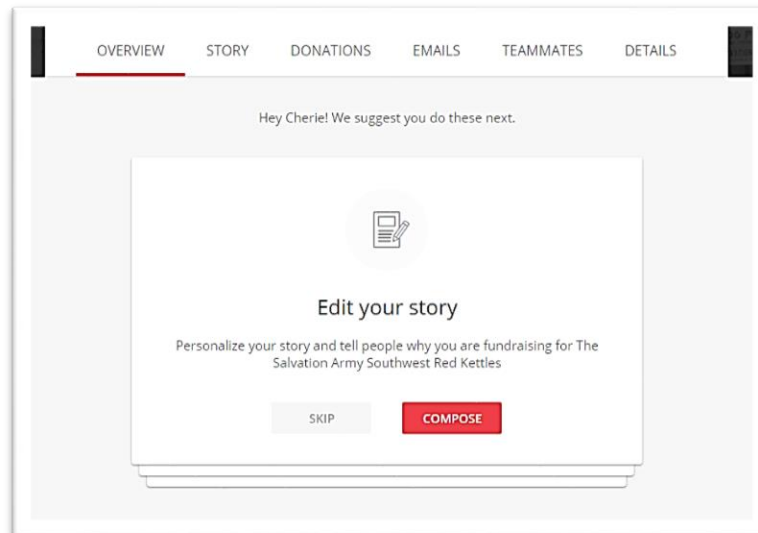
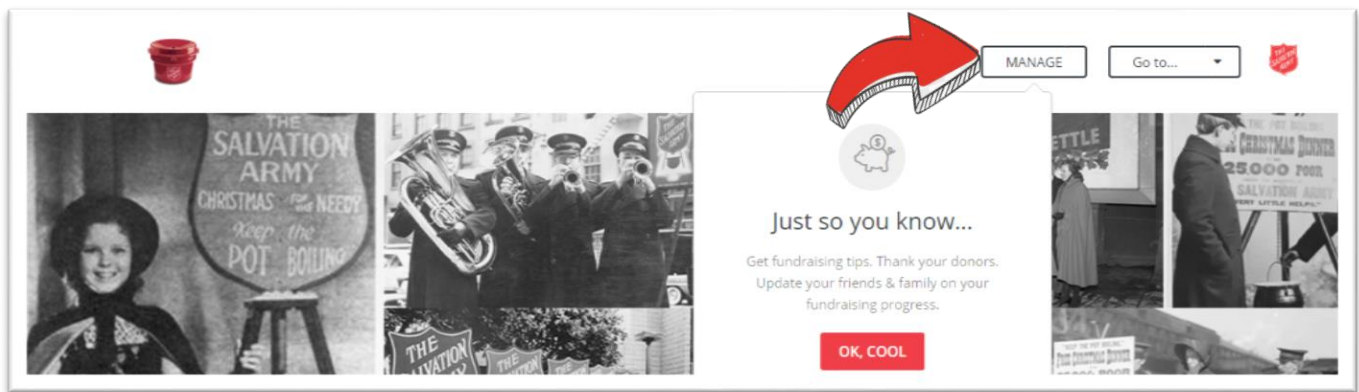
Congratulations! You have set up your Real Estate Wednesdays Team Page!

Here are some tips for customizing.

Image Requirements:

- Under 2 MB in file size,
- JPG, PNG, or GIF
- We highly recommend you use the following image dimensions:
 - Cover photo: 1400 x 460px
 - Story images and videos: 590px x 332px
 - Footer logo: 300px x 50px (recommended), 590px x 332px (max)

EVERY component of your fundraising page (your headline, story, cover photo, emails, etc.) can be customized here:



Questions? Please reach out to Cherie Stutzman, Web + Social Media Director, Southwest Divisional Headquarters: cherie.stutzman@usw.salvationarmy.org.