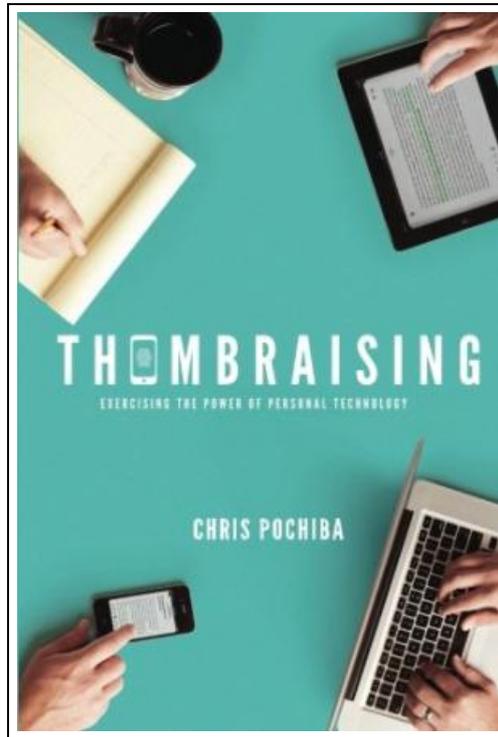


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## THUMBRAISING: EXERCISING THE POWER OF MOBILE TECHNOLOGY



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Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.How can I raise money while not spending any money? Is there a way I can get people to believe in my cause? I don t have a large audience, how am I supposed to create a successful campaign? These are the questions that would race through my mind at night, the spring of 2011. I had signed up for a cross country cycling event and not one dollar had been donated to my cause. I knew this ride would be life-changing for me and also for the village in Africa who needed fresh water, but how was I going to raise all the money that I needed to raise? That s when I came up with the idea of Thumbraising. I was always tied to my smart phone, whether I was using an app, surfing the web, or texting my cell phone stayed on my very side. It was time to start advocating with my personal technology. That s exactly what I did. Using my phone, social networks, and graphics I raised all my money for my ride across America plus more! Thumbraising is more than just raising money. It s about exercising the power of connectivity with people on a personal level. I hope my these resources help you.

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