A Basic Guide for Beginners

SWITCH4GOOD ART BUYER'S GUIDE

Learn how to purchase digital artwork in support of Switch4Good
Art for a cause? Yes please!
Come change the world with Switch4Good and take part in our first immersive digital art gallery.

Come along on a virtual adventure where humans from across the globe come together to make a real difference!

If you're interested in crypto art but haven't done it yet, this guide is for you. We will lead you through account set up, explain a few common terms, and provide links to more resources.

Read on for the simplest path to becoming a collector!
WHY NFT ARTWORK?

Switch4Good has partnered with digital artists to create a gallery showcase to benefit our nonprofit. But what makes NFTs unique for art?

You can think of NFTs as authenticated digital objects you can own. NFT means Non-Fungible Token. This means each artwork is one of a kind. NFTs are typically Ethereum blockchain-based tokens. Ethereum's blockchain can be thought of as a shared global database and virtual machine.

NFTs make it possible for artists to release their work digitally without the risk of counterfeits. Sure, you could copy the image file from someone else's NFT. You could also print out a copy of the Mona Lisa, but neither of these pieces would be considered authentic.

NFTs can give special access to events. You need to own a token to get access into these events. You'll become part of the community and enjoy extra benefits not available to non-token holders.
OK, LET'S GO!

There are 3 key actions to complete to become an NFT owner.

- **Set Up Wallet & Connect to Marketplace**
  Create a digital wallet and connect it to the marketplace to create your profile. We'll be using MetaMask wallet and OpenSea marketplace.

- **Acquire ETH**
  Purchase cryptocurrency by converting USD into Ethereum through an exchange. You can use your credit card or bank account with the Wyre widget.

- **Buy NFTs**
  Find the artwork you love, and complete the transaction. Then, it's time to feel great because you are a collector supporting an amazing cause!
STEP 1: SET UP METAMASK & CONNECT TO OPENSEA

Let's create a wallet and a marketplace profile
Go to OpenSea.io
Use Chrome or Firefox.
Click the Profile button at the top right

Click “MetaMask”
A new tab will open
3 Click "Install Metamask"
   Follow prompts to install the extension

4 Click "Get Started" button
   Then, click "Create A Wallet" button on the right
Create a Password
This is your MetaMask wallet password. Be sure to write it down and keep it safe.

Set up your Secret Recovery Phrase
Follow the steps to create your phrase.

Your Secret Recovery Phrase is very important. Don't share it with anyone. Store secure copies. If you lose it you will lose access to your funds and all your tokens.
Return to the OpenSea.io tab

In the MetaMask pop up window, click "Next" to connect your wallet to OpenSea
STEP 2: PURCHASE ETHEREUM WITH WYRE

Use a credit card or bank account to acquire cryptocurrency
In your browser, click the MetaMask fox icon in the top right

If it is not visible, click the puzzle piece

In the pop up, click "Buy"
Click "WYRE"

If you already use an exchange, or own ETH, go ahead and use the option that works for you.

A new tab will open for the Wyre Widget

Enter an amount
Ensure USD to ETH is selected
Choose payment method
Review Total
Click checkbox to authorize
Click "Next" button
5. **Enter your payment information**
   then click "Submit"

6. **Authorize the purchase with the 6-digit confirmation code sent to your phone**

   Your MetaMask wallet balance will update over the next several minutes.
   
   View your wallet again by clicking the MetaMask fox icon in the upper right corner of your browser.
STEP 3: BUY ART!

Find your favorite artworks by the Switch4Good artists and make it yours.
Visit the Official Benefit Gallery

https://opensea.io/collection/official-benefit-gallery-switch4good

Browse and find your favorite artwork

Click the artwork image to view the item details page
3 For fixed price items

Click "Buy Now". Review the purchase details, add funds if needed

Click "Complete Purchase"

The MetaMask extension will pop up with the price and fees. Carefully review the details.

Click "Sign" to complete the transaction

You are now the art owner!

4 For auction items

Click “Make an Offer”

To place a bid you will need to convert ETH to WETH. Follow the prompts to convert your ETH or purchase WETH with a card.

Carefully review details and click “Sign” in the MetaMask pop up.

You submitted your offer, now watch out for higher bidders until the auction time runs out!
STEP 4: PARTY TIME

Join us for an immersive experience for virtual gallery tours, artist talks, giveaways, education, and community connection!

Click to RSVP

Thursday, September 29th
5–6 pm PST

Click to RSVP

Thursday, October 20th
5–6 pm PST
# Quick Definitions of Common Terms

<table>
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<tr>
<th>NFT</th>
<th>Blockchain</th>
<th>Marketplace</th>
<th>Wallet</th>
<th>Ethereum</th>
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<tr>
<td>A Non-Fungible Token is a unique, one-of-a-kind crypto asset (which can be anything from art to music) that’s stored on a blockchain.</td>
<td>A digital ledger of transactions that is duplicated and distributed across the entire network of computer systems.</td>
<td>Website offering listings to view and purchase all types of NFTs, such as artwork, music, gaming, memberships, and collectibles.</td>
<td>A cryptocurrency wallet is a device or program that stores your cryptocurrency keys and allows you to access your coins.</td>
<td>A particular crypto currency that is typically used in many NFT transactions. Often shortened as ETH.</td>
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MORE READING ABOUT NFTS

OpenSea Help Center
https://support.opensea.io/hc/en-us

Video Tutorial: Wallet Set Up
https://www.youtube.com/watch?v=7pmA02zY8Ag&t=3s

About NFTs
QUESTIONS?

If you have questions, we can help!
Please contact us via one of the options below.

Email Us
info@switch4good.org

Twitter
@switch4goodNFT

Request a Help Session
info@switch4good.org
SEE YOU IN CYBERSPACE!

switch4good.org/switch4good-nfts