

## Managing Campaigns

A campaign serves to help public donors or NPOs participating in the Gives Day drive donations for a specific fundraiser. Campaigns can be created by a public donor, or the NPO.

### *Campaigns created by a public donor*

1. The donor should navigate to the overview page of the NPO for which they want to create a campaign.
2. Click the 'Create Campaign Page' button shown on the right hand side of the screen:



The screenshot displays the website for the Anchor Center for Blind Children. At the top, the title "Anchor Center for Blind Children" is centered. Below the title, on the left, is the organization's logo featuring a stylized family and the text "anchor center FOR BLIND CHILDREN Seeing life differently". To the right of the logo is a paragraph describing the mission: "The mission of Anchor Center for Blind Children is to teach visually impaired infants, young children and their families, providing hope and a nurturing environment where children reach their highest potential. Our staff of highly trained vision specialists, therapists and teachers strive to foster the full potential of children who are blind by providing exemplary education, therapy and family support services." Further right is a prominent blue "DONATE NOW" button, with social media icons for Facebook and Twitter below it. A navigation bar at the bottom of this section includes "Overview", "Programs", and "Events" buttons. Below the navigation bar is a large image of a young child in a blue jacket playing in a ball pit. To the right of the image is a "Campaign Pages" section with a red "CREATE CAMPAIGN PAGE" button and a right-pointing arrow. Navigation arrows are visible on the left and right sides of the image area.



In order to create a campaign, a donor must create a donor profile. Existing donors can simply log into their profile here instead. Once logged in, begin providing the details about the campaign.

*Note: Hover your mouse over blue question mark icons for additional detail about the information requested.*

## My Account

My Account   My Donations   Scheduled Gifts   Payment Profiles   **My Campaigns**

\* - Required field

Submit Campaign for Approval   Save   Cancel

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### Campaign Details

\* Organization ?  
Anchor Center for Blind Children  
  

\* Title ?

\* URL Link ? The URL you enter can take up to 2 hours after being approved by the nonprofit to display publicly  
 ⚠

Summary ?

Move Title Below Logo    Incentive Fund ?

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### Personal Details

Campaign Video (URL) ?

Campaign Page Photo ?  
No file is currently uploaded.

Personal Appeal ?



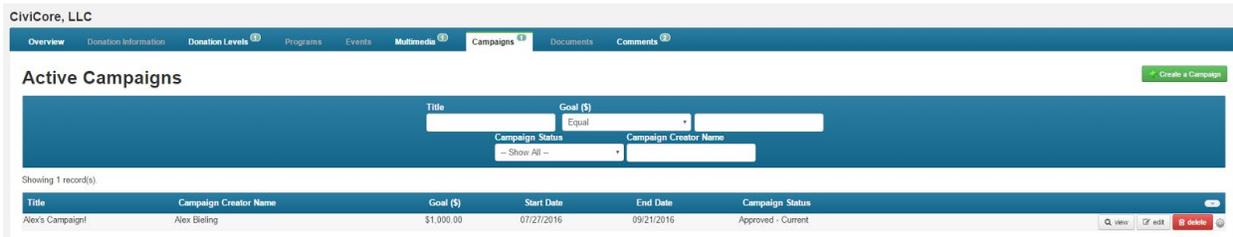
Campaigns must include: (1) a title, and (2) a URL extension. This URL will be the link the campaign creator will distribute to send donors directly to the campaign’s webpage.

Additionally, campaign creators can choose to add a summary, a video, and/or a page photo. If provided, this information will be visible to the public.

Campaigns can be saved and revisited before they’re submitted to the NPO for approval. Simply click the ‘Save’ button or ‘Submit for Approval’ button as appropriate. Once the campaign is submitted, the NPO will receive an email notification that a new campaign has been submitted for approval. The campaign will now be approved or declined by the NPO.

### *Campaigns created by an NPO*

An NPO can create its own campaigns by clicking the ‘Create a Campaign’ button within the Campaigns tab.



The process is exactly the same as detailed above for public donors, however the campaign creator will automatically show the name of the NPO -- this cannot be overwritten.

*Note: there is no approval process for campaigns created by the NPO, but the campaign can be created and saved without being approved so it won't show publicly until the NPO is ready.*

### *For the NPO: Reviewing and approving campaign submissions*

From the Admin side of your Gives Day system, click into your organization, then into the ‘Campaigns’ tab:





You will see a list of all campaigns that need to be reviewed. Click the 'view' button on the campaign record you'd like to review. The system will show all information provided by the campaign creator.

Updated 07/28/2016 by Alex Bieling

**Campaign Details**

<p><b>Organization</b> Anchor Center for Blind Children</p> <p><b>Title</b> Alex's Campaign!</p> <p><b>URL Link</b> <a href="http://fwdev.civicore.com/giving_demo/alex-for-anchor">http://fwdev.civicore.com/giving_demo/alex-for-anchor</a></p> <p><b>Summary</b> The Anchor Center for Blind Children does really exceptional work for such an under served community. I'm working to raise \$1000 to help them continue to deliver such great services.</p> <p><b>No Move Title Below Logo</b></p>	<p><b>Donor</b> <input checked="" type="checkbox"/> Bieling, Alex</p> <p><b>No Incentive Fund</b></p>
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**Personal Details**

<p><b>Campaign Video (URL)</b></p>	<p><b>Campaign Page Photo</b></p> 
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**Campaign Goal**

<p><b>Goal (\$)</b> \$1,000.00</p>	<p><b>This is for Gives Day</b> No</p>
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To approve a campaign, click the 'Approve' button. This will make the campaign active and it will be shown on your NPO public page. Otherwise, click the 'Decline' button. The campaign creator will receive an email notification about whether their campaign is approved or declined.

An approved campaign can have one of three statuses based the campaign's start and end dates:

- **Approved - Future** means that the campaign is approved by the NPO but the start date of the campaign is in the future. This campaign will not show publicly.
- **Approved - Current** means that the campaign is approved by the NPO and the start date of the campaign is the current date or is in the past, and the end date of the campaign is the current date or is in the future.
- **Approved - Expired** means that the campaign is approved by the NPO but the end date of the campaign is in the past. This campaign will not show publicly.

Only campaigns given the Approved – Current status will show on the NPOs public page. A few things to note:

- Two campaigns will be shown on the NPO's public page. Each time the page is loaded the system will randomly update which campaigns are shown.



# the **BIG PAYBACK**

MAY 2, 2019

*Presented by The Community Foundation of Middle Tennessee*

- Campaign creators can deactivate a campaign at any time, however they cannot delete a campaign. Deactivated campaigns will no longer be shown to the public.

## Anchor Center for Blind Children



The mission of Anchor Center for Blind Children is to teach visually impaired infants, young children and their families, providing hope and a nurturing environment where children reach their highest potential. Our staff of highly trained vision specialists, therapists and teachers strive to foster the full potential of children who are blind by providing exemplary education, therapy and family support services.

**DONATE NOW**

[Facebook](#) [Twitter](#)

Overview **Programs** Events



### Campaign Pages



**Alex's Campaign!**

The Anchor Center for Blind Children does really exceptional work for such an under served community. I'm working to raise \$1000 to help them continue to deliver such great services.

[Learn more >](#)

Goal: **\$1,000.00**

0% Funded [GIVE](#)

### Summary

Public donors can make donations to either the NPO or to a campaign created on behalf of the NPO. The main NPO search page can be toggled to show either all participating NPOs, or all approved campaigns. Once 'Learn more' is clicked, the approved campaign will show as below:

the **MAY 2, 2019**   
**BIG PAYBACK**  
 Presented by The Community Foundation of Middle Tennessee

## Alex's Campaign!



### Anchor Center for Blind Children

The Anchor Center for Blind Children does really exceptional work for such an under served community. I'm working to raise \$1000 to help them continue to deliver such great services.

### Incentive Fund

Amount: \$500.00

Provider: IMA

Details: IMA has offered a \$500 matching fund if we can meet our goal of \$1000.

### Video



Please donate!!!

**DONATE NOW**

Goal:	\$1,000.00
Incentive:	\$500.00
Raised:	\$0

0%

