

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 is a navigation menu with three tabs: "Overview", "Programs", and "Events". On the left side, there is a logo for the center, which includes a stylized figure of an adult and a child, and the text "anchor center FOR BLIND CHILDREN" and "Seeing life differently". To the right of the logo is a paragraph describing the center's 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." Below this text is a "DONATE NOW" button and social media links for Facebook and Twitter. In the center of the page, there 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


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
http://fwdev.civicore.com/giving_demo/ 


Summary 

Move Title Below Logo Incentive Fund 

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.

