

# Reuse, Move or Reassign a keyword to a new activity

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A keyword can be reused, moved, or reassigned to a new activity.

1. Rename the Keyword that you wish to reuse.
  - o Click on the existing Campaign
  - o Then click the name of the Activity
  - o Finally, update the Keyword - A simple way to change it is to add the year at the beginning. e.g. 23SPONSORDESIGN

SPONSORDESIGN on 41444 for Paws for the Future (Active)

## Keyword

The screenshot shows a form titled "Keyword" with two main sections. The first section, labeled "Keyword", contains a text input field with the value "23SPONSORDESIGN" and a button labeled "Select existing keyword". The second section, labeled "Campaign", contains a dropdown menu with the selected value "Paws for the Future".

2. Create the **New Campaign** and a **New Activity** or copy the activity that you would like to re-assign the Keyword to.
3. Click **Save**

Now the keyword is associated with a new activity and a new thermometer. For instructions on setting up & customizing your pledging thermometer, [click here](#).

**Important to note:** If you "Select existing keyword" without renaming the keyword in the previous activity the Keyword is superseded and you will no longer have access to the old activity.

A warning message with further information about reusing a keyword may appear.

TRAININGSURVEY on 41444 for GiveSmart Fundraise Academy (Active)

## Keyword

The screenshot shows a form titled "Keyword" with two main sections. The first section, labeled "Keyword", contains a dropdown menu with the selected value "TRAININGSURVEY (41444)". The second section, labeled "Campaign", contains a dropdown menu with the selected value "GiveSmart Fundraise Academy". Below the form, there is a yellow warning box with the following text: "The keyword TRAININGSURVEY on 41444 is currently associated with the campaign 'GiveSmart Fundraise Academy'. Selecting this keyword deactivates all previous keyword activity, including forms and pages, and associates the keyword with this new campaign. If you do not wish to deactivate this previous keyword activity, please scroll to the top of the keyword list and enter a new keyword instead. The change will take effect on the date you select below."