

Keyword Page (Activity Setup Page)

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Every activity created within GiveSmart Fundraise starts with the Keyword Setup page. When you **create an activity**, you will be required to associate it with a keyword which acts as a unique identifier for that activity.

If you plan to use text to donate with your campaign, you'll want to make it a good keyword as outlined **here**.

The Keyword Setup page allows you to add or select a:

Keyword

- This is the word that your donors will text to receive a link to the default form you create for this activity. Use **good Keyword practices** when creating a keyword.

Campaign

- If you initiate your **keyword activity setup** from the Campaign Tile, the Campaign will be selected automatically. If you create your activity from the **New Activity** button on the dashboard, you will need to select an existing campaign or create a new campaign as shown below.

Shortcode

- The shortcode of your keyword is the phone number that the donor will text your keyword to. The type of activity you are creating will give you different options for the shortcode you can use. Fundraising activities give you the choice of either 41444 or 91999.

Since all GiveSmart Fundraise customers share the same shortcodes, keyword possibilities can be limited. This allows there to be two of the same keyword to exist, just on separate shortcodes.

For more detailed information about the shortcodes, **click here**.

If everything looks good, click **Save**.

When you click Save, the keyword activity will be live instantly and the following banner message will appear:

If the keyword is already in use, you will receive an error message stating the **'Keyword String Already Taken'**.

