

What is on the Campaign Activities Dashboard?

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When you click on your campaign, you are taken to the Campaign Activities page. This will show all the activities or forms that you have created within this campaign.

The screenshot shows the MobileCause dashboard for a campaign titled "A Toast to the Future". The top navigation bar includes "MobileCause" and several menu items: FUNDRAISING, EVENTS, ENGAGEMENT, COMMUNICATION & MARKETING, and REPORTING. The user is identified as Scott Couchman. On the left, there is a sidebar with "Back to Dashboard" and a list of activity management options: Activities, Event Details, Subscription Form, Campaign Thermometer, Settings, Display Links, and View Campaign Thermometer. The main content area displays campaign statistics: Amount (\$0.00), Average Gift (\$0.0), and Transactions (0). There are three charts: "Donations Over Time (All Time)" showing "No Results", "Audience (All Time)" showing a pyramid with 9 Audience, 2 Contacts, 0 Donors, and 0 Recurring Donors, and a "No Results" line chart. Below the charts is a table of activities.

Activity	Keyword	Status	Subscribers	Gifts	Avg Gift	Pledged	Offline	Pending	Collected	Actions
Fundraising	BALLOONS (on 41444)	Active	0	0	-	-	-	-	-	...
▼ Normal Donations	-	-	-	0	-	-	-	-	-	...
Fundraising	BigBalloon (on 41444)	Active	0	0	-	-	-	-	-	...
▼ Big Donors	-	-	-	0	-	-	-	-	-	...
Fundraising	BALLOONTIME (on 41444)	Active	0	0	-	-	-	-	-	...
▼ Recurring	-	-	-	0	-	-	-	-	-	...
Fundraising	ELEMENTS (on 41444)	Active	0	0	-	-	-	-	-	...

In the upper left, you can create new activities from this page.

The main section of the Activities page provides details on the activities. You can click on the title of the columns to sort by that column:

Activities This shows the name of the form you have created for that specific activity. You can click on the name to go into the form to make any edits you may need.

Keyword This shows the texting keyword attached to the activity and which short code they keyword is using.

Pledged Pledged donations will be listed here. Pledged donations are donations not yet collected, such as from an event where supporters can text in the amount they have pledged to give with their keyword, to participate with the Event Thermometer, but have yet to complete the donation form.

Collected Donations that have been submitted by the donor and processed through the Merchant Services are listed as Collected.

Offline Offline Donations are manually entered donations for those donors who prefer to give gifts with cash or check.

Pending	Donations that the donor has submitted, but have not yet been processed by the merchant services of your account will be listed as Pending.
Gifts	This displays the actual number of donations or gifts of the activity.
Average Gift	This calculates the average gift amount of your donors for this activity (Collected divided by Gifts).
Subscribers	As supporters use your keywords, they will be added as subscribers to this activity.
Date	When the activity was first created will be displayed here.
Status	This shows whether the Activity is Live or Ended.
