

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 GiveSmart Fundraise interface. At the top left is the GiveSmart Fundraise logo. At the top right, there is a user profile for Debbie Director, GiveSmart Fundraise (Training). Below the logo is a navigation menu with options like Main Menu, Campaign Details, Campaign Landing Page, Subscription Form, Campaign Thermometer, and Settings. The main content area is titled 'Paws for the Future' and features a table of activities. The table has columns for Activity, Keyword, Status, Subscribers, Gifts, Avg Gift, Pledged, Offline, Pending, and Collected. The table lists several activities, including Fundraising, Corporate Sponsorships, Handbid Auction, and Donation forms, with their respective keywords and status.

Activity	Keyword	Status	Subscribers	Gifts	Avg Gift	Pledged	Offline	Pending	Collected
Fundraising	SPONSORDESIGN (on 41444)	Active	0	0	-	-	-	-	-
Corporate Sponsorships	-	-	-	0	-	-	-	-	-
Handbid Auction	BALLOONAUCTION (on 41444)	Active	0	0	-	-	-	-	-
Donation	-	-	-	0	-	-	-	-	-
Fundraising	BALLOONDEMO (on 41444)	Active	0	0	-	-	-	-	-
Donation Form A	-	-	-	0	-	-	-	-	-
Donation Form B	-	-	-	0	-	-	-	-	-

In the upper right, 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 the 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 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.
