Activity Landing Page Impact Section

This article will guide you through designing the Impact section on the Activity Landing Page (previously called the Event Page). If you are just starting to design your Activity Landing Page, you will likely want to **start here**.

The Impact section is uniquely designed to highlight opportunities to give. Each of the four donation buttons can include a title and description. Personalize the experience by linking the button to your donation form with the exact amount pre-selected. Reference the article on **Query Strings** for directions on linking the form.

Click on the Impact section within the Activity Landing Page Designer to edit.

Impact

| Display Section | | Show ⬤ |
| | | 🗑 |

Card Alignment   ☰ ☰ ☰

Title   Show ⬤

> **YOUR** IMPACT

Card 1	`Card`	Show ⬤
		✎
Card 2	`Card`	Show ⬤
		✎
Card 3	`Card`	Show ⬤
		✎
Card 4	`Card`	Hide ◯
		✎

Background Color

| #333333 | ⬛ |

Set Transparent

Display Section

If you decide against using the Impact section, you can hide the entire section with the **Show/Hide** switch.

You can also delete the section by clicking the **Trashcan** icon, if you don't ever plan to use it. If you delete it, you will be shown a confirmation box before it completes the deletion

fundraise.givesmart.com says
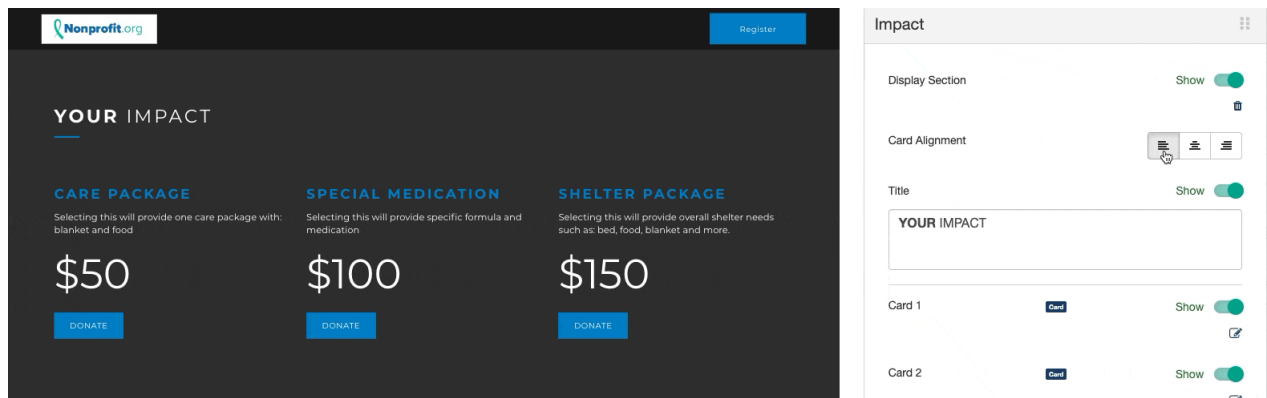
Are you sure you want to delete this section?

| **OK** | Cancel |
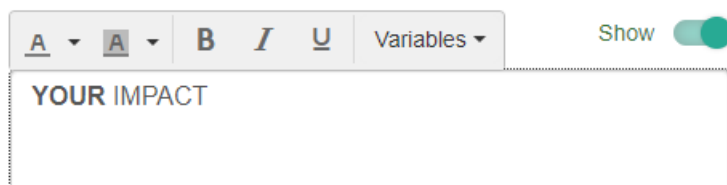
Card Alignment

Click the Left, Center, Right icons to alter the alignment of the text and buttons of the Cards in the Impact section.

Title

Click within the Title box to edit the Title and include different formatting. Choose other variables from the drop down list, if desired. By default, it says "**YOUR** IMPACT."

Card (1-4)

You can have up to four "cards" which include an image, title, amount, message and link.

Show/Hide cards using the **Show/Hide** switch.

Click the **Edit icon** to modify each card.

Title   Show 🟢

YOUR IMPACT

Card 1   `Card`   Show 🟢

✏️

✕

Edit Element - Card

Reporting Label: Card 1 ❓

Image   Show 🟢

Min recommended image size: 625px by 400px. JPG, PNG or GIF image types only.

⬆ Click to Upload An Image

Title   Show 🟢

CARE PACKAGE

Amount   Show 🟢

$ 50.00

Message   Show 🟢

Selecting this will provide one care package with: blanket and food

Action Button   Show 🟢

Display Label   Link

DONATE   Please select a form or a page ⌄

6 / 20   Use an external link instead

Cancel   **Save**

Image

Select an image from your system to upload for your card. The recommended minimum size should be 625px by 400px.

Crop the image as needed and click **Crop and Save** or select **Use Original**.

Crop Image

410 x 223

Use Original   **Crop and Save**

Note: Images will not crop on their own. If you have one wide image on one card and one tall image on another card, it may look strange on your page. Crop your images to the same size for a cohesive look.

Title

Title your card so viewers know what the donation is supporting. By default, the title will be in the Brand Color. The color and format of the title can be changed by clicking inside the **Title** box.

| A ▾ | A ▾ | **B** | *I* | U̲ | Variables ▾ | | Show 🔵 |

CARE PACKAGE

Amount

The amount will show in large font above the button with a dollar sign ($) before it. It does not connect to the action button; it is just a displayed amount.

Message

Share how this dollar amount will impact your mission. Use this section to elaborate on your photo and title. Edit the font color and text by clicking inside the **Message** box.

| A ▾ | A ▾ | **B** | *I* | U̲ | Variables ▾ | | Show 🔵 |

Selecting this will provide one care package with: blanket and food

Action Button

The action button is designed to drive your supporters to one or more of your forms. Frequently, this is linked to a donation form with the exact amount pre-selected using **Query String Parameters**. Alternatively, you could direct supporters to different donation forms behind each button.

> **Note:** To set up specific amounts with **Query String Parameters**, you must use the **Use an external link instead** option rather than the dropdown to select a GiveSmart Fundraise link, because you are adding the parameters to the link.

Query String Parameter Basics

For more information about Query String Parameters, review the dedicated article **here**. Since the action buttons likely just need a donation amount added, the simple process is to include the amount at the end of the URL.

- Choose **Use an external link instead for the link.**
- Copy the link from the donation form you wish to use
    - *Example: https://fundraise.givesmart.com/form/RRRbiA*
- At the end of the link add: **?init[amount]=*200***
    - Replace the number 200 with your desired donation amount

So your final link would look like this: ***https://fundralse.givesmart.com/form/RRRbiA?init[amount]=200***

Background Color

The Background of the Impact section starts as dark grey (hex code #333333) for the Dark Theme and white (hex code #ffffff) with the Light Theme.

To change the Background Color, enter a color's hexadecimal code or click on the color picker to select the color of your choice. Use the color bar and circle to select. There are default colors you can use as a starting point. Once you've selected a color on the color picker, click apply.
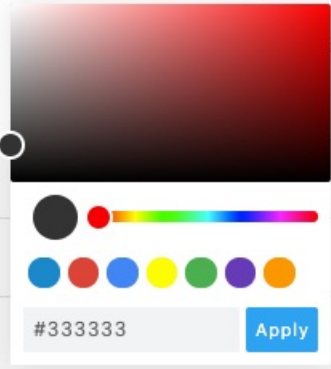
With your Impact section complete, your supporters can now donate directly to your initiatives from your Activity Landing Page.

Check the **Activity Landing Page Design** article for the next steps in creating your Activity Landing Page.