

Activity Landing Page Impact Section

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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.

Nonprofit.org
A PAW TO THE FUTURE

ABOUT US SPONSOR TICKETS REGISTER

f t e Register

YOUR IMPACT

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

\$50

DONATE

SPECIAL MEDICATION
Selecting this will provide specific formula and medication

\$100

DONATE

SHELTER PACKAGE
Selecting this will provide overall shelter needs such as: bed, food, blanket and more.

\$150

DONATE

VETERINARIAN VISIT
Selecting this will provide a comprehensive vet visit

\$200

DONATE

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

Activity Landing Page

Manage Live Event

+ Add Section

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DONATE

- Theme
- Logo & Branding
- Banner
- Live Event
- Image Hero
- Keyword
- Event Details
- Impact
- Sponsors
- Progress
- Videos
- Footer

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?

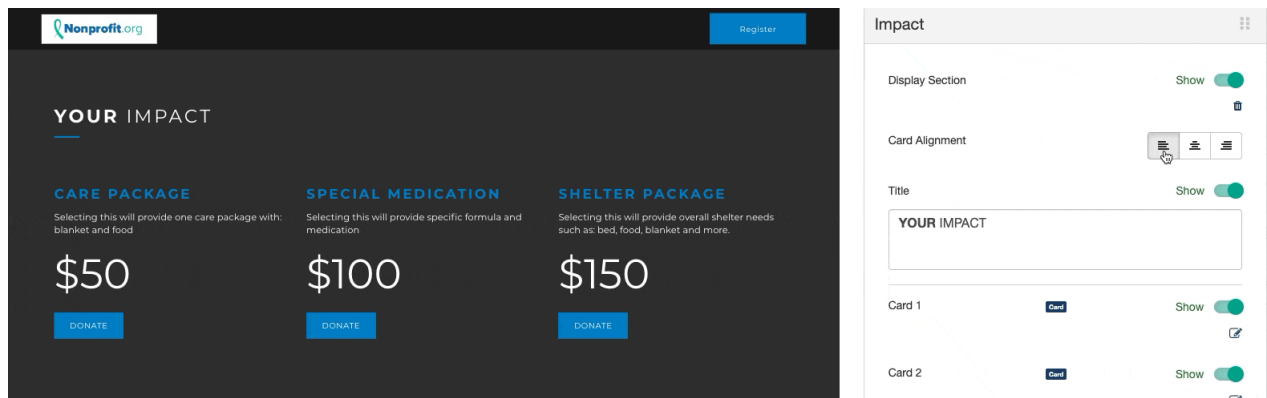
OK

Cancel

Warning: Deleting the section is basically irrecoverable. If you don't want to use the section, it is highly recommended to use the Show/Hide switch over the Delete option, on the off chance you may want to use this section at a later time.

Card Alignment

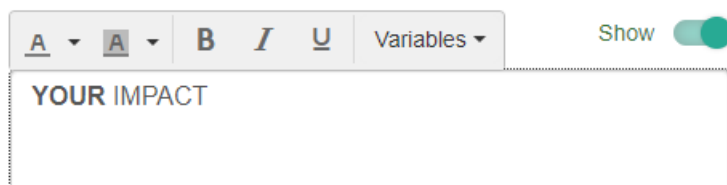
Click the Left, Center, Right icons to alter the alignment of the text and buttons of the Cards in the Impact section.



The image shows a preview of a nonprofit website on the left and its configuration panel on the right. The website preview features a dark background with the text "YOUR IMPACT" and three donation cards: "CARE PACKAGE" for \$50, "SPECIAL MEDICATION" for \$100, and "SHELTER PACKAGE" for \$150. Each card has a "DONATE" button. The configuration panel on the right, titled "Impact", includes a "Display Section" toggle (turned on), a "Card Alignment" selector with three icons (Left, Center, Right), a "Title" field containing "YOUR IMPACT" with a "Show" toggle (turned on), and two "Card" entries (Card 1 and Card 2), each with a "Show" toggle (turned on) and an edit icon.

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**."



The image shows the title editing interface. It includes a toolbar with options for text color (A), background color (A), bold (B), italic (I), underline (U), and a "Variables" dropdown menu. To the right of the toolbar is a "Show" toggle (turned on). Below the toolbar is a text input field containing the text "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.



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

DONATE

6 / 20

Link

Please select a form or a page

[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* U 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* U 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://fundraise.givesmart.com/form/RRRbiA?init[amount]=200`**

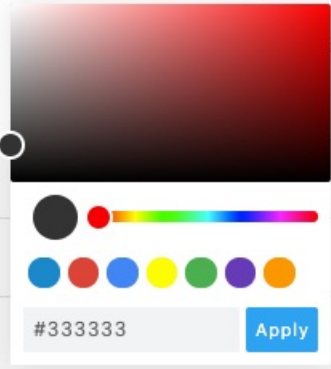
Background Color

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.

Background Color

#333333



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.