

Creating a Campaign

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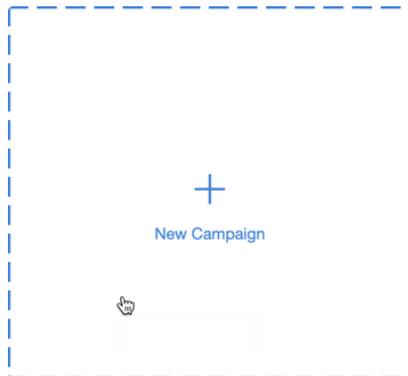
Your dashboard will show you all of your campaigns below the account-wide analytics. Besides a quick view to see how your campaigns are doing and providing the primary way to interact with your campaigns, this is also where you can create new campaigns.

Creating a Campaign

You can create a new campaign by clicking on the New Campaign button on the Dashboard on the right or by clicking on the New Campaign Tile at the end of the list of your Campaigns.



Depending on the number of campaigns you currently have, the **New Campaign** Tile may not be visible. It will always be the last campaign tile in your list of campaigns. Click **New Campaign** to start a new campaign.



The Basics (Required Items)

The main step to creating a campaign requires you to name it, determine the type of campaign and provide a description for Social Media. These are all required items.

Let's Start With the Basics

Please provide some basic information about your campaign.

Campaign Name *

Campaign Type *

Social Media Featured Description *

Details entered here appear as the descriptive text when posting the campaign through social media

255 characters left

Campaign Name

The Campaign Name will appear on the Campaign Tile on your Dashboard. Along with the Social Media Featured Description, you will want a Campaign Name that is public-facing as it will be used when a link to an activity is shared from this campaign.

Campaign Type

The Campaign Type is currently just for reporting purposes. Choose from the list of options, such as Dinner Galas/Luncheons, Golf Tournaments, Days of Giving, etc.

Campaign Type *

- ✓ Select a campaign type
- Dinner Galas/Luncheons
- TV and Radio Appearances
- Runs, Walks, Swims, or Rides
- Golf Tournaments
- Fun Days, Camps, Trips, or Retreats
- Volunteer, Petition, or Membership Drives
- Days of Giving
- Year-End Giving
- Annual Fund/Capital Campaign
- All Year Donor Engagement/Fundraising
- Other

Social Media Featured Description

Enter a brief description of your campaign, whether it is just about your organization, describing your gala, your Organization's Giving Tuesday campaign, etc. You want the language to use public-facing terminology.

This is because of the way different websites will look for details to preview a link. This Social Media Featured Description will provide those websites a description they can use, so they

won't put random text in their previews of your forms and pages.

For example, if you paste a link to one of your Text-to-Donate activities into Facebook, Facebook will automatically find the Campaign Title and Social Media Featured Description and provide those details in the post.

Optional Information

Only the first three items are required to create a campaign, but the more information you provide in the optional section will populate activity details, such as in a Ticketing Activity or an Event Page.

Optional Information

Details entered here will be autofilled (while remaining editable) in all GiveSmart Fundraise activities within this campaign. You may also add this information later.

Campaign Description

Tell us a bit more about your campaign, and why people should participate

255 characters left

Is your campaign associated with a particular location?

Yes, there is a venue

No, this campaign is virtual

Start Date

Start Time*

End Date

End Time*

*Start and end times are being shown in Eastern Time (US & Canada)

Cancel

Create Campaign

Campaign Description

Provide a description of your campaign that may carry into your various activities. This can be copied from the Social Media Featured Description if you like, or describe it differently. This description will appear on your ticketing forms and as the base description of your event page.

Location

Yes, there is a venue: If your campaign is associated with a particular location, meaning a physical location for a gala, a run/walk, etc, then you can select **Yes, there is a venue**. The section

expands to allow you to provide the name of the location and the address. This information will generate a Google Map in your Ticketing activities so your supporters know where the activity will occur.

Is your campaign associated with a particular location?

Yes, there is a venue

No, this campaign is virtual

Venue Title

Enter a venue name

Address

Enter a venue address

Address 2

Enter an apartment, suite, unit, etc.

City

Your city

State

Select a state

Zip Code

Enter your zip code

No, this campaign is virtual: If there is no physical location for your campaign, or it just doesn't apply to this type of campaign, such as on Social Media only or a Recorded or Live Streamed Virtual gala, you can select **No, this campaign is virtual.**

Start Date & Time / End Date & Time

This section gives you the opportunity to let your supporters know when the campaign will occur and this information will copy into various activity designs.

Start Date

Start Time*

08

00

AM

End Date

End Time*

05

00

PM

*Start and end times are being shown in Pacific Time (US & Canada)

Note: The Time Zone will be listed based on your User Account's time zone. To change this, edit your user profile as [explained here](#).

Finish

To complete the creation of your Campaign, click **Create Campaign** at the bottom right of the page.

Cancel

Create Campaign

You will be taken to your newly created campaign where you can now start adding new activities.

Campaign was successfully created. ✕

[← Back to Dashboard](#)



Paw to the Future

[Send Message](#) ▾

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Keyword

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Actions

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Subscription Form

Campaign Thermometer

Settings

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In the categories on the left, you can go back and edit the optional Campaign **Details**, set up a texting Subscription form to embed in your website, work with a campaign-wide thermometer and modify other Settings.