Everyday Giving Campaigns

Full User Guide

1. General Overview

An Everyday Giving campaign page is a branded donation page. Some common uses for this campaign type include 1) a standing donation page linked to your website (i.e. for "everyday" giving), 2) a Giving Tuesday (or other special giving) page, and 3) a campaign dedicated to your Monthly Giving Club.

Everyday Giving campaigns are the simplest campaign type. If you have all your page assets ready, you can have a page up and going in less than 10 minutes!

2. Getting Started: The Setup Wizard

To start a new Everyday Giving campaign page, log in to your fundraising pages account as an admin. Your admin login page URL is unique to your organization and should look something like:

https://**your-organizations-name**.networkforgood.com/admins/sign_in

(If you don't know your organization's Giving Site URL, look for an email with the subject "Account Setup Complete" from the time of your first visit to your account or check in with us at help@networkforgood.com or 888-284-7978, option 2).

Once you're logged in, navigate to your **My Campaigns** page. Select the turquoise button **Add Everyday Giving Campaign**.

This will begin the setup wizard. Setup is a few short steps:

1. **Select a campaign name.**

   Your campaign name should be descriptive. For reporting purposes, it should be distinct from any other campaign. This could be simply "2016 Annual Fund" or "#GivingTuesday 2017" or "Simon's Birthday Fundraiser".

2. **Set a goal and end date.**

   Not every campaign page needs a goal and end date. Are you running this campaign over a short period of time? Do you have a specific financial goal in mind? Ask yourself these questions before setting either a goal or an end date.

   [Strategy Tip] Setting a goal will cause the "goal thermometer" feature to appear on your page. If you want to hide this, make sure your goal is set to 0. Even if you do have a goal, you may want to leave this at 0 until your campaign starts

gaining traction with donors. That way you are never advertising a low level of progress toward your goal, which can be demotivating to donors.

[Product Tip] If you are expecting recurring donations, you may not want to set an end date, even for a finite campaign. An end date will cause recurring donations to stop when that end date arrives. And if a campaign's end date is within 30 days of the current date, the recurring donation option will not appear on the donation form at all.

3. **Page Content**

   Primary Call to Action: This is your page's main heading. It will appear center-aligned at the top of your page in your site's call-to-action color (unless the color is too dark, in which case it will appear in white).

   Secondary Call to Action: This is your page's subheading. It will appear in smaller, white font, center-aligned below the primary call to action.

   Story: Later called *Page Content*, this section is where you can elaborate on things like reasons for giving, the impact of your donors' gifts, or other pertinent information about your organization and the impact of individual giving has on your mission. Remember to be succinct here. You do not want to distract donors with too much "fine print" or links out to other webpages.

4. **Image and Video**

   The all-important visuals of your page!

   Use an image that is approximately **1200x600 pixels**. Campaign pages are responsive, so your image will appear slightly differently depending on the screen size. Be sure to preview your page on several devices.

   Videos are great ways to compel donors to give. Use a video hosted on YouTube or Vimeo (if you only have a video file on your computer, upload it to YouTube or Vimeo first, then paste the link into the appropriate field—remember you can always come back to this step!).

   Your video will appear just below this page content. If you'd like it to appear somewhere in the middle of the content, paste the video's HTML code snippet into the page content text editor while in HTML mode.

5. **Donation Settings**

   On the page's donation form, select whether to use **simple donation amounts** or add **impact statements** to your donation amount buttons. Impact statements

are short labels on each donation amount that demonstrate the impact of that gift amount.

If you choose **simple**, you can leave the donation amounts field blank to display the default amounts: 10, 25, 50, 75, and 100. Or you can enter in your own series of amounts, separated by commas.

We recommend checking the box **Allow custom donation amount** to activate a field where the donor can enter in their own amount.

6. **Fund designations**

If you add fund designations to your page, an additional field will be displayed on the donation form. The label will be "Apply my donation to" and the dropdown menu will contain the designation names you add and the option "wherever it is most useful" for undesignated gifts.

If you check the box **Require donor to choose a designation**, the value "wherever it is most useful" will not appear and the donor will not be able to progress in the payment process without first making a selection.

7. **Donation frequency**

Donors can choose to set up a recurring donation. You can choose which donation frequencies those donors can select for their recurring gift. If you select **Default**, the dropdown menu for the Donation Frequency field will contain the values: *One-time*, *Weekly*, *Monthly*, *Quarterly*, *Semi-annually*, and *Annually*. The default selection will be *One-time*.

There are several reasons you may want to select **Custom** donation frequencies. If you do not want to overwhelm your donors with less common recurring gift options, you might select only the most popular: *One-time*, *Monthly*, *Annually*. Or you may be setting up a campaign page dedicated to your Monthly Giving Club, in which case you'd want to select only *Monthly* and set that to be the *default frequency.*

8. **Preview your page!**

Check out a preview of your page and pat yourself on the back for your hard work (but admit that it was pretty easy, wasn't it?).

Click the green button below the preview to return to your **My Campaigns** page. From there, you'll be able to continue working on your campaign, view a full-page preview, and find out the URL to your new page.

3. Edit, Preview, & Share a Campaign Page

To edit a campaign page, from your **My Campaigns** page, click the name of your campaign on the top of the campaign "tile". This will take you to the campaign's **Project Overview** page.

From the **Project Overview** page, click any of the **Edit** buttons you see on the page to edit any part of your campaign. When you are done editing your page, click **Save & Exit** to save and publish your changes.

If you want to preview your page as a donor would see it or if you want to find out the URL to the page, from the **Project Overview** page, click the name of the campaign. A preview will appear in another tab or window. The public URL to your campaign page is the URL you see in the web browser address bar when previewing the page.

Example:

https://**your-organizations-name**.networkforgood.com/projects/12345-campaign-name

(The only meaningful part of the URL is the portion up to and including the 5-digit ID number.)

4. The Payment Process

Once you've set up your page, we recommend going through the payment process as a donor to understand their experience.

The payment process is three short steps:

1. The donor selects a donation amount.

    OPTIONAL: the donor selects a frequency, sets an end date to a recurring donation, selects a designation if applicable, leaves a note for the donor scroll or changes their privacy settings, and chooses to memorialize/honor someone with their gift.

2. The donor enters their first and last name and email address or selects to log in via Facebook.

If the donation is recurring, the donor must set a password or log in via Facebook. If the donor has made a donation before, their browser may remember their session and skip this step.

3. The donor selects a name to be acknowledged by (this will show up in your reports) and fills out their billing information and (optionally) phone number.

After the donor completes their transaction, they will see a confirmation message and prompts to share their donation on social media.

A tax receipt and confirmation email will be automatically sent to the donor with all the pertinent information about their tax-deductible donation. You can resend these receipts from your account if necessary.

5. Reports

To view a detailed report on donations made to Everyday Giving campaigns and other donation-based campaigns, select **Reports** form the main menu and open the **Donation Summary Report**.

By default, the date range will be the current calendar month. To view donations from previous dates, adjust the date range fields and click **Generate Report**. Export the report you are viewing by clicking **Export** in the top-right corner of the page. Jump straight to the overview page for a donor by selecting their name in the column **Billing Name**.

Keep in mind that refunded donations will not appear in your reports.

6. Assigning a Giving Site Homepage

If you are using an Everyday Giving campaign as your standing donation page, you will probably want to assign it as your Giving Site Homepage. It is important to set a Giving Site Homepage, the page that will be located at the "root" URL of your Giving Site, because there are certain points in the user flow when donors could be directed there. If you haven't set a homepage, these donors will see an error message that the page doesn't exist.

*Set your Giving Site Homepage by navigating to **My Campaigns**. Look for Giving Site Homepage in the campaign status legend. Click the link **change**, select your campaign from the dropdown list, and click **Save**.*

Your campaign "tile" should now have a green star in the top right corner.

Appendix A: Other Resources

Our fundraising page tools are meant to allow you to build beautiful donation pages in no time. But it takes more than just the right technology to make a good donation page. For tips on writing a great story and choosing an emotionally-compelling image, check out our nonprofit marketing resource library: http://www.networkforgood.com/resources.

Start with The Ultimate Donation Page Guide.