CREATE A CAMPAIGN
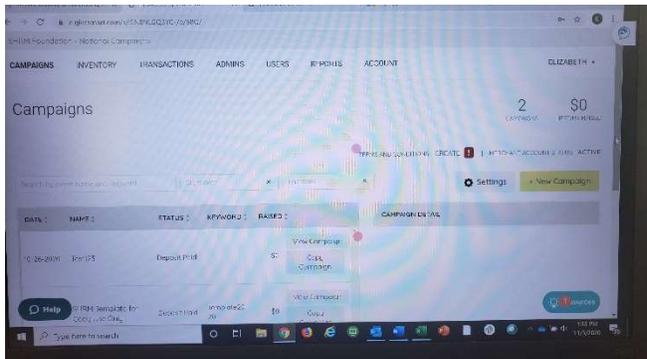
Think of a campaign as distinct opportunities or events within a defined time period. You can have as many campaigns as you would like and for different audiences because you decide who you are going to market it to. To set up a new campaign, follow these step-by -step instructions:
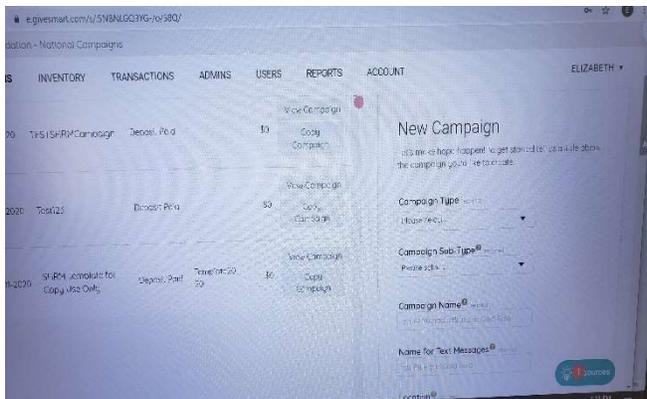
Step 1: Login to GiveSmart.com with your username and password


Step 2: +Click New Campaign

Step 3: A drop-down screen will appear on right hand side for you to populate with campaign info

Troubleshooting Tip
Before you populate, review Campaign Details on next page for additional information and Best Practices before selections.

Step 4: After you are done with your selections, HIT SAVE. The following screen will appear and you will also get an autogenerated email notification from no-reply@givesmart.com including campaign link
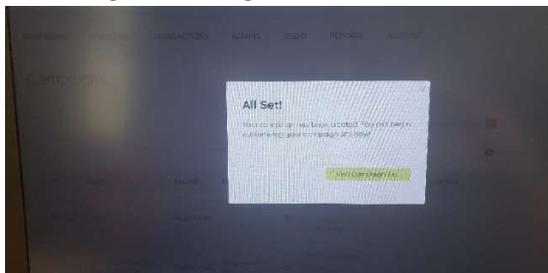
Congratulations, your campaign has been created!

When you visit your campaign site, you can now add items, add additional design elements and view admin features.

CAMPAIGN DETAILS, DROP-DOWN SELECTIONS

- ***Choose Campaign Type:*** Auction; Auction Campaign with Ticketing; Donate only; Ticketing only; Online Auction Campaign

Note: For some of the choices, a drop down will appear asking you to select a *Campaign Sub-Type* (Gala, Golf, Luncheon, Text-To-Donate, Other)

- ***Name Your Campaign:*** Recommend it be relatively short and self-explanatory since it will appear in campaign banner when page is created

- ***Name for Text Messages:*** Recommend short, easy text to remember and market more easily

- ***Location:*** Name your community

- ***Start Date & Time:***
- ***End Date & Time:***

- ***Attendees:*** Provide maximum #

> **TIP:** Choose a small window of time for your campaign to start and end. Increases Interest, Maximum 2-5 days

Note: Depending on the type of campaign you selected, you may have no more selections, just the save option at this point. For some campaigns, there will be additional choices that appear including:

- ***Choose Fundraising Opportunities Offered:*** Donation Appeal; Live Auction Items; Vote Items; Instant Buy Items (Raffles, Games, Merchandise, Sign-up Parties, Mulligans, Other)

- ***Approximate # of Items:*** Recommend optimistic but realistic estimate. This is for initial design of page.

- ***Ticketing Sales Begin:***
- ***Ticketing Sales End:***

- ***Give Smart Staff:*** Select NO

> STOP: PLEASE DO NOT DO 50-50 RAFFLES DURING THE GIVESMART PILOT PHASE

SUPPORT TIP: IF YOU ARE UNSURE OF SELECTION, click on your best guess or choose don't know if that is an option. On the bottom of every screen, is a RESOURCE button you can click through. You can also reach out to the SHRM Engagement Support Team or the GiveSmart Help Desk.