

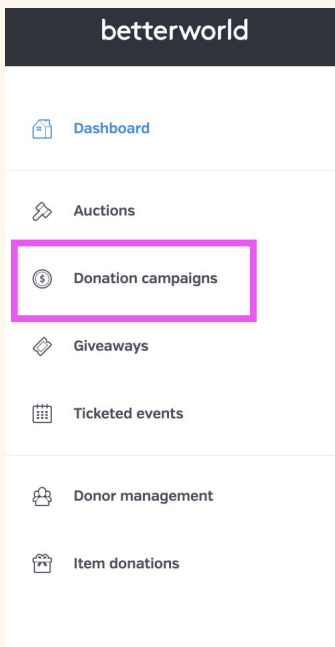
Impact Giving Campaign

A Quick Guide

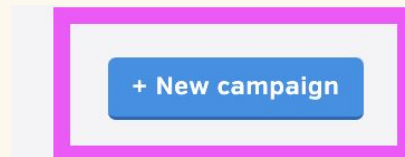
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The **Impact Giving Campaign** is a great tool to use if your organization needs specific items! This tool is used as a ‘fund-a-need’ and allows you to list needed items for a specific price! This tool can also be used for sponsorship levels!

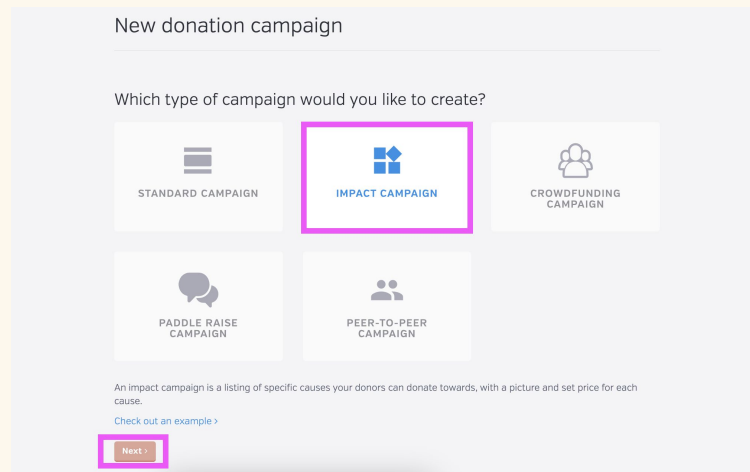
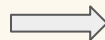
1. To begin building your campaign, click on “Donation Campaigns” on the menu on the left-hand side of your dashboard.



2. Then, click on “+New Campaign on the far, right-hand side.



3. Select “Impact Campaign” from the menu and then click “Next.”



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You will be asked a set of preliminary questions to begin creating your **Impact Giving** campaign. Answer them to the best of your ability and click “Continue” after each. Note that you will be able to edit these later.

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Your Organization

Community Impact Drive

What should we call your campaign?

Community Impact Drive

Continue

The first step is naming your campaign. Don't worry - you can always change this later!

© 2020



When are you looking to launch your campaign?

Don't worry - you can always change this later!

General timing **Exact date**

Within the next month In a few months At least 6 months out I'm just exploring

Continue



How much are you hoping to raise with this campaign?

Having run thousands of campaigns ourselves, we've got lots of helpful ideas to help you reach your goal!

\$0 \$500 \$1k \$2k \$3k \$4k \$5k **\$10k** \$20k \$30k \$50k \$75k \$150k

Continue



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Your Organization

Community Impact Drive

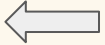
Any additional information you'd like to share about your campaign?

Optional

Help us reach our goal of serving...

Continue

This is an optional space to add a few sentences. Or you can leave it blank and the box will disappear.



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Your Organization

Community Impact Drive

Let's add an image

Upload your image...

Or select one of these

A nice banner image is a great way to make your campaign stand out.

Next, you'll be asked to add your first impact item. Give as much detail as possible, but note that you'll be able to edit this later! You will also be asked to upload a picture.

Let's add your first impact item

Once we get it set up, you can add more details and additional items.

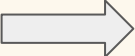
Title
Warm Meal for 10

Price \$ 20 .00 Quantity Unlimited

Continue

[Go back](#)

Impact items are a great way to let donors see the full impact of their donation. You can set quantity too for "fund-a-need" campaigns.



Let's add an item image

Upload your image...

Or select one of these

- Community Impact Drive
- Warm Meal for 10
- Free Blankets for 10
- Coating Bag
- Colorful Confetti
- Sparklers
- Polka Dots
- Geometric Pattern

That's it! Your **Impact Giving** campaign has been created and you can preview it or complete the set up. You can also copy the link to share your campaign!

Awesome – you're all set!

It's time to get the word out. Just share the link by email and social media, and people will be able to participate in real time on their phones, tablets, and laptops – no downloading required.



Facebook



Twitter



WhatsApp



Email

Campaign link

<https://demo-organization.bwcstagemxyz.info/campaigns/help>

Copy

Preview

Complete setup

To manage or edit your campaign, click “manage” for the donation campaign you would like to manage or edit. Note that the “type” of donation campaign is stated in the description box.

Dashboard

- Auctions
- Donation campaigns**
- Giveaways
- Ticketed events

Pending campaigns

Help us plant 1000 Trees!

TOTAL RAISED: \$0.00
STARTS: No start date
ENDS: No end date
TYPE: Impact Giving

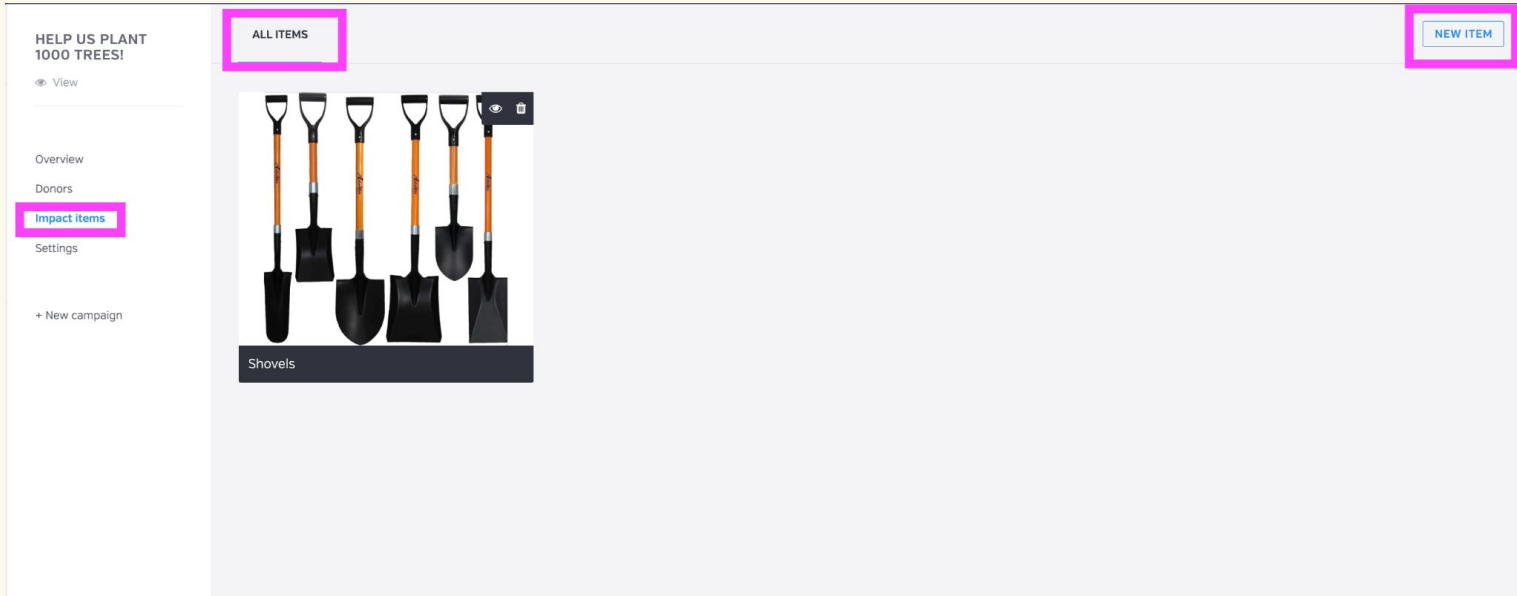
[View](#) [Manage >](#)

Save the Sea Turtles

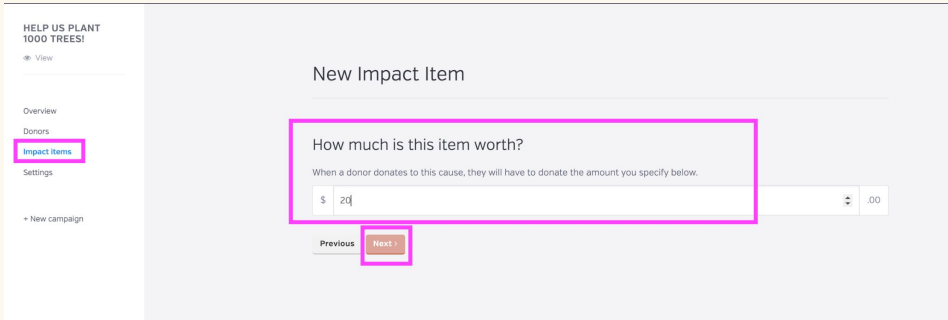
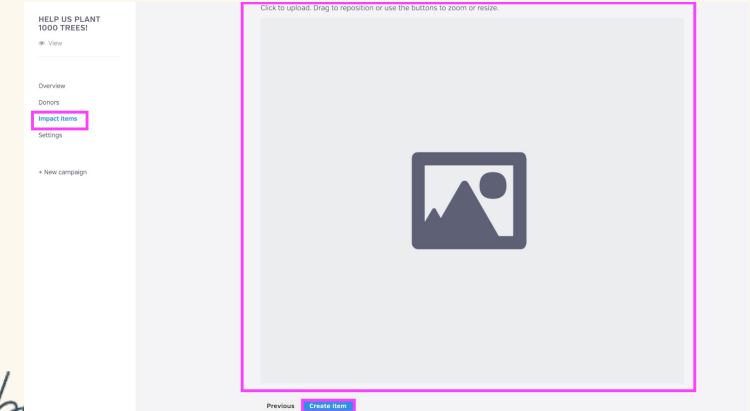
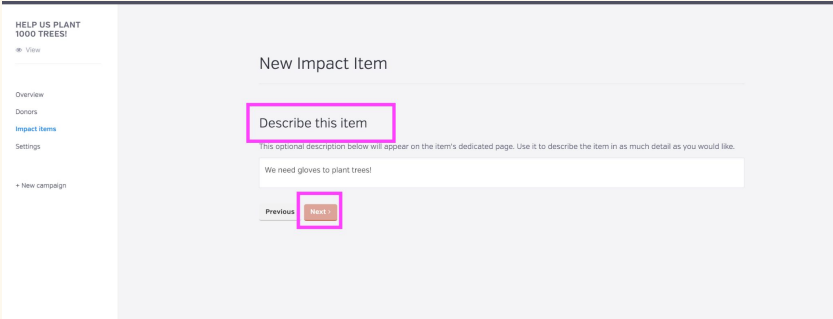
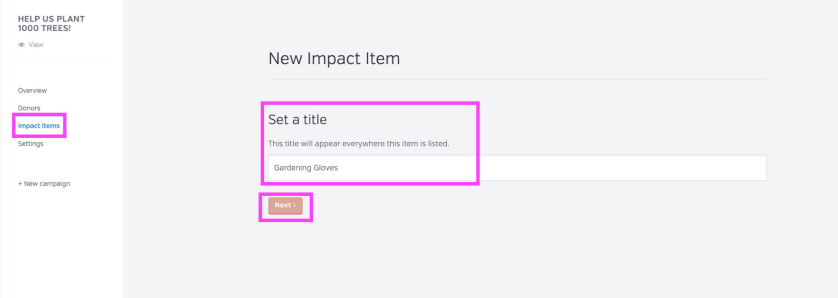
TOTAL RAISED: \$0.00
STARTS: No start date
ENDS: No end date
TYPE: Peer to Peer

[View](#) [Manage >](#)

To add new items, click on the “Impact Items” tab on the menu on the left-hand side. You can now add new items by clicking on the “New Item” tab on the far, right-hand side of the screen.



After clicking on the “New Item” tab on the right-hand corner of the screen, you will be asked to set a title for the item, describe the item, set a price, and upload a picture.



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Going back to the “Impact Items” tab on the left-hand menu will display all of the impact items you’ve added to your campaign. From this screen, you can add a new item, hide existing items by clicking on the ‘eye’ icon, and even delete an item by clicking on the ‘trash’ icon.

The screenshot shows a web interface for managing impact items. On the left is a navigation menu with the following items: "View", "Overview", "Donors", "Impact items" (highlighted with a pink box), "Settings", and "+ New campaign". The main content area is titled "ALL ITEMS" and contains two item cards. The first card, labeled "Shovels", shows five black shovels with orange handles. The second card, labeled "Gardening Gloves", shows a hand wearing a green gardening glove with black palms. Both cards have a pink box highlighting the "eye" (hide) and "trash" (delete) icons in the top right corner. In the top right corner of the main content area, there is a pink-bordered button labeled "NEW ITEM".

Finally, we will look at the **Settings** Page. On the Settings page you can change the Donation Campaign's visibility. Your campaign will automatically be set to 'private' until you set it to 'public.'
Once you set it to public, it will appear on your profile page and donors will be able to view your campaign.

The screenshot shows a web interface for a campaign titled "HELP US PLANT 1000 TREES!". On the left sidebar, the "Settings" menu item is highlighted with a pink box. The main content area is titled "GENERAL SETTINGS" and contains a "Visibility" section. This section is also highlighted with a pink border. It includes a "Share your campaign" area with social media icons for Facebook, Twitter, and Email, and a "Copy link" button. Below this, three visibility options are presented in separate boxes: "Private" (selected and highlighted with a pink border), "Public", and "Restricted". The "Private" option states: "Only you and your team can access this campaign." The "Public" option states: "Anybody can access this campaign and it will be published on your [profile page](#)." The "Restricted" option states: "Anybody with the link can access and participate in this campaign."

When you scroll down, you'll be able to fill in more information about your Impact Giving campaign, such as start and end dates/times, and more campaign details, such as title, appeal to your donors, and your fundraising goal.

HELP US PLANT 1000 TREES!

View

Overview

Donors

Impact Items

Settings

+ New campaign

GENERAL SETTINGS CUSTOM QUESTIONS ADVANCED BW ADMIN

Dates

If you leave the end date blank, your campaign will run indefinitely.

START DATE

START TIME (EDT)

END DATE

END TIME (EDT)

Save

Campaign details

This information is highlighted on your donation page.

TITLE

Help us plant 1000 Trees!

APPEAL TO DONORS

FUNDRAISING GOAL

\$ 10000

Save

HELP US PLANT 1000 TREES!

View

Overview

Donors

Impact Items

Settings


+ New campaign

GENERAL SETTINGS CUSTOM QUESTIONS ADVANCED BW ADMIN

Featured image

Upload an image and it will be associated with this campaign.

Please use a JPG or PNG file. The ideal dimensions are 1140 x 400 pixels.



OVERLAY CAMPAIGN TITLE ON IMAGE?

Yes

Save

Custom Receipt Message

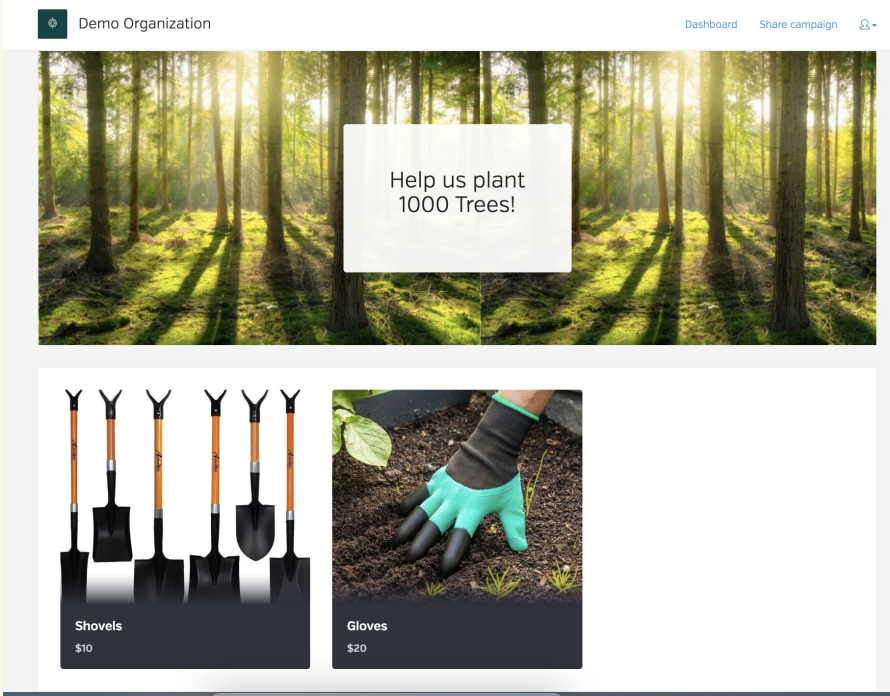
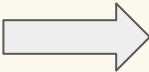
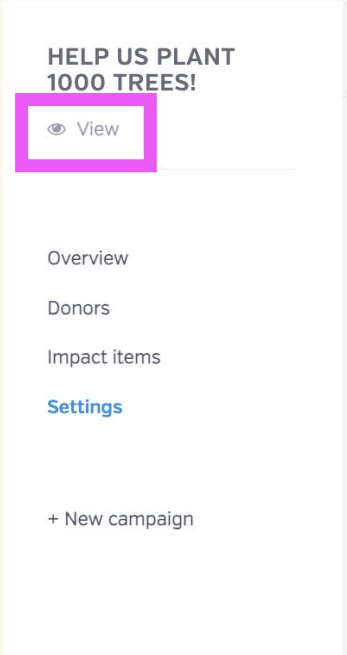
Write a custom message to display on donation receipts.

MESSAGE (OPTIONAL)

Save Send yourself a test

Congratulations! You are ready to publish your Impact Giving Campaign!

Clicking on “View” on the top, left-hand side of the menu screen will take you to your Impact Item Campaign home page. This is the page your donors will see.



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