give central

HOW-TO GUIDE

Crowdfunding - Express Setup Guide

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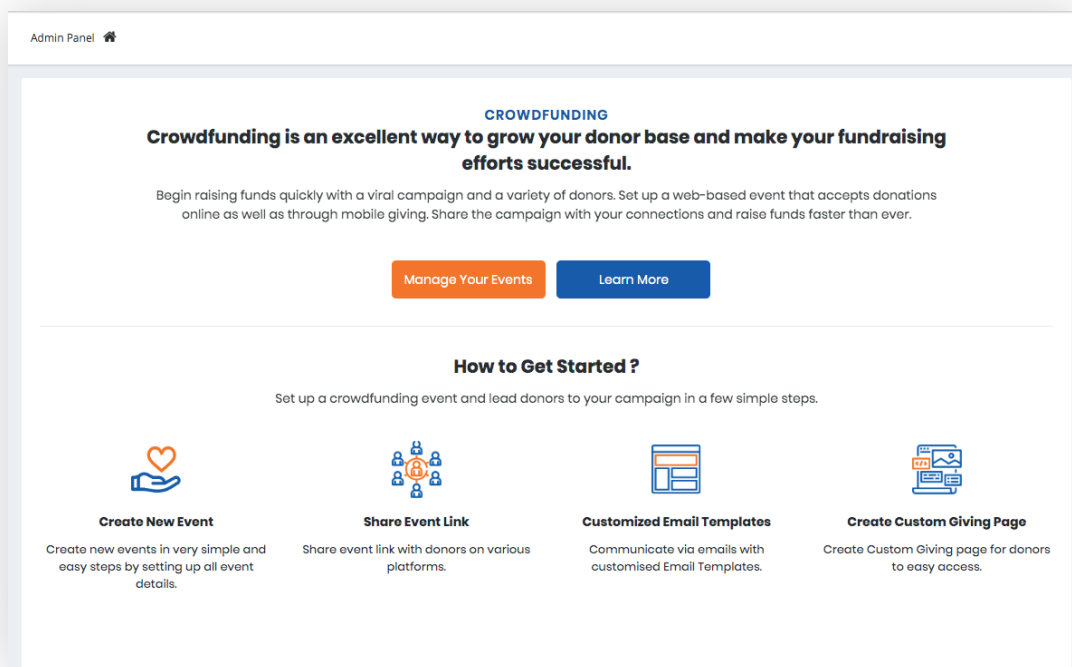## STEP 1: How to get started

Standard GiveCentral administrator login: https://givecentral.org/login.

On the GiveCentral sidebar menu choose option > Express Setup > Crowdfunding.

Describes the different features of Express setups.

- Click : Manage your events to manage your ongoing events create a new event.
- Click : Learn More to read about all features in depth.

STEP 2: Event Setup

- **Add An Event Image**
  Upload an event image to go with the event background.

- **Start Date and End Date**
  Date range the crowdfunding event should be active for donations.

- **Goal Amount**
  Target amount you want to raise with this event; will appear as the goal on the tracker page.

- **Credit Card and ACH accounts**
  Merchant bank account where donations will be deposited.

- **Tax Deductible**
  Status and percentage if donations are tax-deductible for donors

- Create Event or Click on Advanced Settings to perfectly meet your needs.

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Create New Crowdfunding Event

Setup a Crowdfunding event and share your event details with donors in a very simple way.

○ Create Event   ○ Share Event Link   ○ Personalised Email Templates   ○ Personalised Giving Page

Let's create your event.

Add basic information about your event.

+ Set Event Image

Event Name *

Event Start Date *   **Event End Date ***

2020-03-03   2025-03-03

Event Description

body p

Goal Amount *

0.00

Event Status *

○ Active   ○ Suspended   ○ Invisible   ○ Hidden

ACH *   **Credit Card ***

Coleman Group1   Coleman Group1

Tax Deductible *

○ Yes   ○ No

Tax Deduction Percentage *

100

Create Event

You can enhance your crowdfunding with Advanced Settings to perfectly meet your needs.

Event Setup Guide   ⑦ *Quick Help*

Event Background
Upload an event to go with the event background. The size of the image should be in 1:1 ratio.

Event Name
Helps identify which event you are raising funds for. Also helps you track event data easily at later stages.

Start Date & End Date
Date range the crowdfunding event should be active for donations

Goal Amount
Target amount you want to raise with this event

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STEP 3: Web Link to Share

- Direct your supporters directly to your campaign with a unique shareable link for your campaign.

- Generate a shareable link for your campaign to share across various social media platforms and on your website.

Admin Panel 🏠

Create New Crowdfunding Event

Setup a Crowdfunding event and share your event details with donors in a very simple way.

✓ Create Event — ✓ Share Event Link — ○ Personalised Email Templates — ○ Personalised Giving Page

← Back   Go to Personalised Email Template →

Let your supporters know you have created an event.

Event Name: **Easter**

Event Start Date: 2020-04-01   Event End Date: 2025-04-13

Share your link on social media and get them involved.

https://www.givecentral.org/location/7/event/21512   **Copy**

Share on various platforms

f 🐦 in

7 Easy ways to promote your fundraiser   ❓ Quick Help

Sharing your event link on your website and social media channels is a great way to get more participation quickly.

1. Include your event URL on your website.

2. Create a Facebook event or share the link on your status with a short message, letting people know what the event is about.

3. Talk about your event on your blog.

4. Add the link of your printed brochure, pamphlets or other promotional materials.

5. Share event milestones on your social media channels.

6. Share donor testimonials on your social profiles.

7. Go to our Quick Help for additional tips.

STEP 4: Communication

- Setup customized communications for your campaigns in easy steps.

- Choose the lists you want to include, add the right subject line and choose a fitting template that suits your campaign's theme.

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Create New Crowdfunding Event

Setup a Crowdfunding event and share your event details with donors in a very simple way.

✓ Create Event — ✓ Share Event Link — ● **Personalised Email Templates** — ○ Personalised Giving Page

Manage your template and donor lists

Here you can segmenting your list, and edit your message to send even more personalised communication that hits right on target every time.

Email Subject *

Event Email Subject

Send in Groups *

- ● Uploaded Email List
- ○ Groups
- ○ Labels
- ○ Donor List Only
- ○ Donors With No Active Giving
- ○ Zip Code
- ○ Tags
- ○ Date of Registration
- ○ Donor List with Contact Manager

Attachment

Choose File…   **Browse**

Choose Template

Choose Template ▼

Template Name

Template Name

Email Body *   Email Tokens ❓

body p

☐ Do you want to schedule this email to be sent at a future time?

Preview   **Save as Draft**

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7 email strategies to drive donations   ❓ Quick Hel...

Not all fundraising emails are created equal—you need to make yours stand out from the crowd.

Follow these rules to ensure that your email fundraising campaign drives donations.

1. Segment Your Audience
2. Send It At The Right Time
3. Pay Attention To That Subject Line
4. Personalise The Greeting
5. Tell A Story
6. Use Images
7. Make Your Call To Action Stand Out

Crowdfunding - Express Setup Guide

Documents and guides for a successful crowdfunding event. Select to open and download or print:

- How to run a paddle-raise with your new crowdfunding event.
- Organizing virtual teams for your crowdfunding event competition.
- See sample crowdfunding and tracker pages.
- How to run reports for this event.
- Difference between Crowdfunding Express and Advanced setup.
- Guide to Crowdfunding Express setup
- Guide to Crowdfunding Advanced setup

Admin Panel 🏠

Quick Help

Difference between Express and Standard setup

This guide describes the difference between the two methods that can be used to create a crowdfunding campaign.

Read More

Guide to Crowdfunding Express Setup

Describes the two different types of crowdfunding events. Watch optional video for more information. Click: Get Started to begin express setup...

Read More

Guide to Crowdfunding Advanced Setup

How you can use the advanced setup option for a Crowdfunding Campaign. Customize the whole campaign with an extended set of options.

Read More

Click to view gallery of sample pages.

If you're looking for some ideas for creating a fundraising page here's a gallery of some crowdfunding pages. Click here to view the gallery.

Strategies for successful crowdfunding

"The lord provides technology to accomplish its purposes." – Brother Randall L. Ridd. It is pretty apparent that technology has gradually...

Read More

Ideas for promoting your crowdfunding event

Before you embark on a crowdfunding campaign, know what the drivers for success are and how to best use it for your benefit.

Read More

How to run reports for this event

What reports to run for your event? How do you run the reports? A comprehensive guide about how you can effective track the performance of your event.

Read More