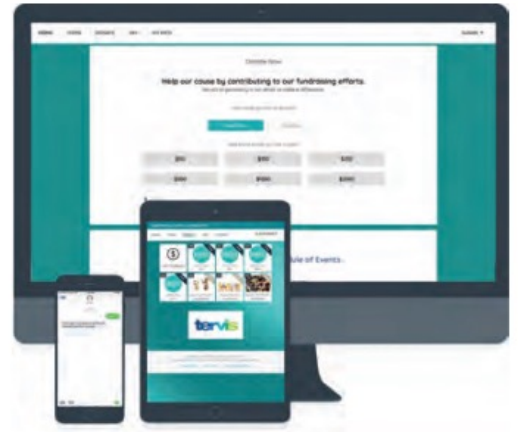


Donation Sites

targeted initiative or year round giving



A campaign limited to accepting donations using the Donate Now form. This campaign can be available to supporters within a specific timeframe or year round. A credit card payment is required to donate and is processed immediately.

Create

From your Org Hub

1. On the Campaigns page, click + New Campaign.
2. Complete form.

Once saved, you'll be brought to your new campaign site.

Customize

From your Campaign Settings page

1. Global Settings
 - a. **Site visibility** - In advanced settings, for Visibility choose "Show" to make the site public to your supporters.
 - b. **Keyword** - Make your website address easy to remember by adding a keyword. This will become the url you share with supporters. (eg. myOrg2020.givesmart.com)
2. Design Center
 - a. **Style and Color** - Choose colors to match your organization or theme.
 - b. **Banner** - From Home page, upload a banner or choose from our gallery.
 - c. **Donation Revenue Goal** - From Home page, and an image and revenue amount.
 - c. **Description** - From Home page, share a message with supporters visiting your site.
3. Donations
 - a. **Donate Now Form** - Choose "Show"
 - b. **Description** - Add a message to encourage supporters to take action by donating
 - c. **Donation Levels** - We've preset donation levels, but you have the option to customize your own. Donors also have the option to donate any amount of their choice
 - c. **Recurring Giving** - Choose "Show" for the Recurring Donation Option to offer supporters the opportunity to schedule their donation to repeat each month.

Share

From your Dashboard

1. Copy the shareable link from the Site container.
2. Promote your Donation site via email blast, social media or other advertising outlets.

DO NOT SHARE YOUR PERSONAL LINK! Only use the shareable link found on your Dashboard.

An active merchant account is required for all donation sites.

To learn more about Donation sites, visit our Help Center or contact support.

Manage

View donations

1. From the Donor view - click "Donate".
2. From the Reports page - click "Revenue".

Refund a donation

1. From the Donor view, click "Donate".
2. Select the donation to be refunded.
3. Click "Delete"
4. Go to Admin>Users>Checkout
5. Search the User's name the click "View Order History".
6. Click "Request Refund" next to the payment
7. Enter the amount to refund
8. Click "Issue Refund"

View recurring donations

1. From the Org Hub, click Transactions.
2. Click "Scheduled" to view transactions not yet processed.
3. Click "Completed" to view transactions that have been processed. This view will show both successful and declined transactions.

An email notification is sent to the org admin when there is recurring giving activity.

Resources

GiveSmart.com

Visit GiveSmart.com for webinars related to marketing tips and data driven strategizing including:

How to increase recurring donations

Text to donate statistics

Recurring Giving webinar