

GVNG Crowdfunding Campaign Quick Start Guide

Steps:

1. Log into the GVNG.org website
2. Click on the **Crowdfunding** link in the left menu
3. Once on the **Crowdfunding** page, click **Launch a Campaign**
4. The **Create Campaign** screen opens.
5. Leave the Published button on **YES** or set to **NO**. If you are going to share the campaign on social media or a website, the button should be **YES**.
6. Name your campaign in the Title box.
7. Search for or upload an image for your campaign. Upload will open a window for you to select an image from your computer. If using Search, enter a search term in box below. Scroll through the images and click on one to select and set it as your campaign's display image.
8. Select a **Category** from the list of types of causes. This has no effect on your campaign or how it is displayed, it's simply for GVNG to classify different types of charitable causes.
9. Enter a **Description** for your campaign. It can be any length, but shorter is better, especially on mobile devices.
10. Set a **Start Date** and **End Date** for your campaign. **Start Date** must be the current date or later. **End Date** can be any date in the future. **End Date** is *optional* – leave it blank if you do not want to set a date for your campaign to end.
11. Set a **Fundraising Goal**. This can be any amount or it can be left blank. Best practice is to set a goal – donors respond better when they know what goal a campaign is trying to achieve.

- Dashboard
- My Contributions
- Charities
- Crowdfunding**
- My Profile
- FAQs

Launch a Campaign

Create Campaign

Published
When published, this campaign will be publicly accessible.

YES

Title

Demonstration campaign

Upload

Search

Colombia



Description

B *I* U ~~S~~  

This is a a Sample Campaign description. It can be any length.

Start Date

2021-04-28

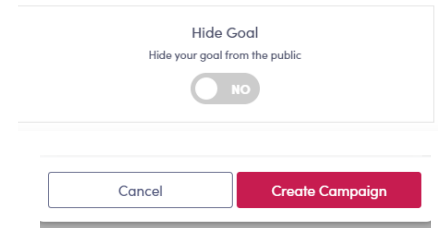
End Date

2021-05-05

Fundraising Goal

\$ 5000


12. Choose **YES** or **NO** for **Hide Goal**. Best practice is to leave **Hide Goal** set to **NO** – donors respond better to a goal that they can see.

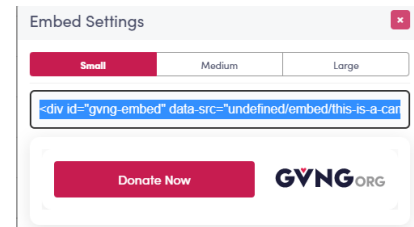



13. Click **Create Campaign** at the bottom of the window. This will create the campaign and take you to the campaign page.


14. On the campaign page for the new campaign, there are several buttons on the right side:





a. This is the **Embed** button.  It contains a copy-paste snippet of HTML code that can be placed on any website or social media page to display and link the new campaign. Choose Small medium or large formats, copy and paste the HTML string to your website.



b. This is the **Copy Link** button.  It simply copies the link to your campaign page so it can be pasted into email, social media posts, etc.

c. This is the **Twitter** button.  It simply opens Twitter with your campaign link ready to be inserted in a tweet.

d. This is the **Facebook** button.  It simply opens Facebook with your campaign link.

e. This is the **LinkedIn** button.  It simply opens LinkedIn with your campaign link.

15. The **View** button is a direct link to the campaign page that is presented to donors.



16. The **Edit** button at the top right corner of the page opens the campaign setup page and allows for updating or changing anything.

