

Mogiv Tutorial

All About Campaigns



Mogiv Campaigns tell the unique story of your fundraising initiative. They provide ways to channel funds to specific purposes and give you tools to engage with your givers in meaningful ways.

Step 1: Add and name a new campaign

- ▶ From your dashboard, click the Campaigns tab.
- ▶ Click “Add Campaign.”
- ▶ Name your campaign and assign a unique url and giving address. To avoid confusion, we recommend using the same name for the url and the giving address. (The name should be something memorable and preferably short to accommodate text and email giving.)

Note: Please choose the url and giving address carefully as they cannot be edited once the campaign is created.



The screenshot shows the "Add Campaign" form. The sidebar on the left has "Campaigns" selected. The form fields include: Campaign Name (with a red circle around the input field), Campaign URL (with a dropdown menu set to "NEW"), and Campaign E-Mail Address (with a dropdown menu set to "NEW").

Step 2: Enable additional giving channels

- ▶ Want to make it possible for your supporters to give to this campaign right from your Facebook page? Use the "Install Facebook App" option to set it up.
- ▶ Want to enable **text giving** for this campaign? Enter a keyword into the provided field.

Note: If you are creating a campaign that does not apply to your entire donor base, uncheck the "Display on profile page" box to keep it hidden and share it only with a select group of people.

The screenshot shows the "Add Campaign To Your Own Facebook Page" form. The sidebar on the left has "Campaigns" selected. The form fields include: Facebook App (with a red circle around the input field and a red arrow pointing to the "Facebook App" label), Email Notifications (with a red circle around the input field and a red arrow pointing to the "Email Notification" label), and SMS Keyword (with a red circle around the input field and a red arrow pointing to the "Text Giving Keyword" label).

Step 3: Opt-in for email notifications (optional)

- ▶ Want to receive an email every time someone gives to this campaign? Enter your email address into the Email Notifications field! Separate multiple email addresses with a comma.

NOTE: If you have embedded Mogiv's giving tools directly onto your organization's website and are directing supporters to YOUR site to give, you can skip straight to Step 6. If you're planning to use your Mogiv Profile Page for giving...read on!

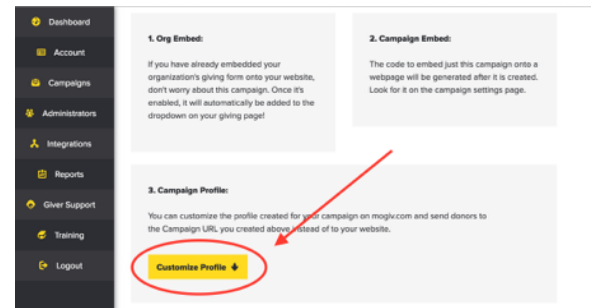
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Step 4: Add info to your giving page

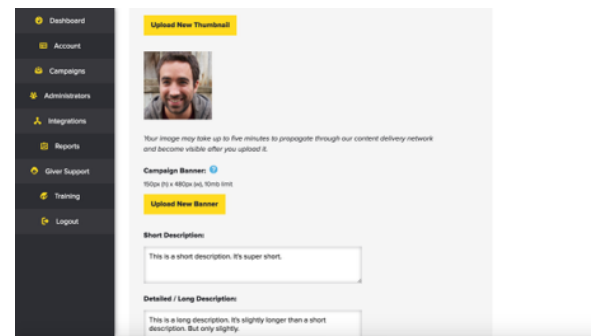
- ▶ Scroll down and click the "Customize Profile" Button.
- ▶ In the fields provided, enter any websites or social media accounts that are specific to this campaign.

NOTE: Websites and social media accounts used by your entire organization, can be added under the "Account" tab by clicking "Manage Profile."



Step 5: Add images and descriptions

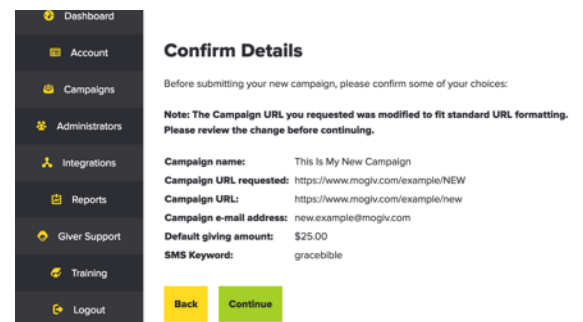
- ▶ Use the provided tools to upload a campaign image/ thumbnail (ideal size: 150 pixels wide x 150 pixels high) and a banner image (ideal size: 480 pixels wide x 150 pixels high).
- ▶ Use the Short and Long Description Fields to tell your supporters a bit more about this campaign and to get them excited about the opportunity to get involved!



Step 6: Create and enable your new campaign

- ▶ If all looks good, click the "Create" button.
- ▶ You will be asked to confirm a few key details of your campaign before you proceed. Click "Back" to edit any details, or click "Continue" if everything is correct.
- ▶ You will see confirmation that your campaign has been created successfully. If you are ready to begin receiving donations immediately, click, the "Yes, enable" button to make your campaign live.

Note: If you want to wait to enable the campaign, you can always click "No, don't enable" and enable it at a later time.



Step 7: Editing your campaign(s)

- ▶ Need to make changes to an existing campaign? Click the gear icon next to the campaign to make any desired updates!
- ▶ The "Sort Campaigns" button on your Campaigns page allows you to re-arrange the order of your campaign dropdown box. Get the most important campaigns at the top!

