

GETTING STARTED

How to create your Active Giving Campaign

ACTIVE network | giving

Technology Solutions | Marketing Solutions | The Active Edge | Our Customers | See & Try | **Get Started**

Fundraising Software & Charity Website | Leading online donation management software

Industry-leading online donation & fundraising for all events and causes

SERVING THOUSANDS of non-profit organizations

- Online Donation and Fundraising**
Effectively develop, manage and promote online donations and fundraising
- Event Registration**
Increase awareness and drive participation with industry-leading event registration
- Website Design and Hosting**
Develop a strong web presence with customized and integrated fundraising websites
- Marketing Services**
Reach ideal fundraisers with unique marketing opportunities designed for event and non-profit organizations
- Volunteer Management**
Improve efficiencies and simplify the volunteer recruitment and management process
- Event Fundraising Programs**
Industry-leading fundraising support and management tools to ensure the success of your event
- Training Plans**
Support your participants training while providing your organization with a creative new source of revenue
- Product Help & Tutorials**

Request More Information
click here

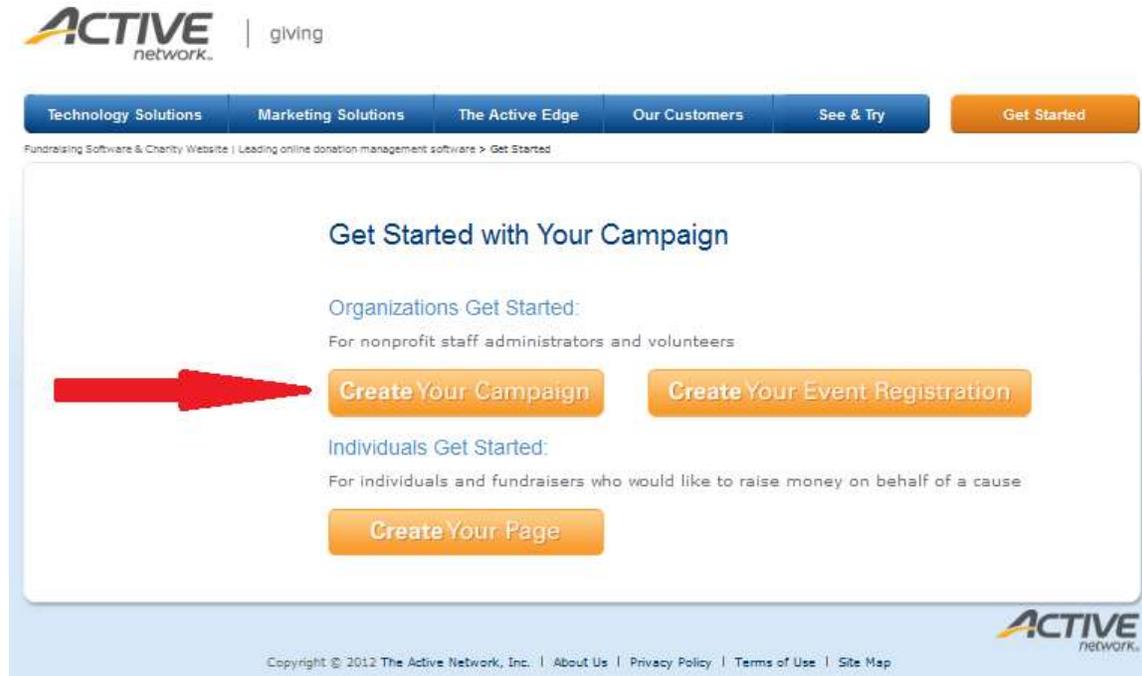
Events & Campaigns

- 2012 Susan G. Komen Twin Cities Race for the Cure
- 2012 Komen Detroit Race for the Cure
- MMRF Run Up
- Walk, Run, Wag 5K
- Austin Gorilla Run
- LLS Cancer Bites
- Pat Tillman Foundation - Team Tillman
- Ride for Semper Fi
- Pancreatica Walks & Runs
- CureMito! - Rock 'n' Roll Pasadena Half Marathon Team
- Team Challenge - Las Vegas 1/2 Marathon Team - New England Chapter

Our customers include:

1. Go to www.activegiving.com
2. Click "Get Started" in the upper right hand corner

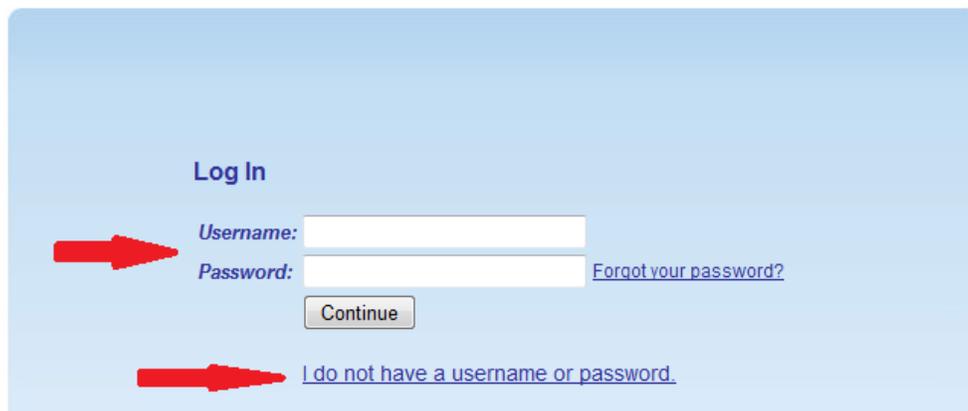
3. Click “Create Your Campaign”



STEP ONE:

If you have an existing account, log in with your username and password. If you do not have an account, click “I do not have a username or password” to setup an Active.com user account.

[Home Page](#) > [Login](#)



STEP TWO:

Setup Beneficiary Information - this page is used to collect and store all contact and payment information. Please enter your Organization, Accounting, and Contact Information and click Continue.



Note: This information is extremely important because it determines where your checks get sent and the information communicated in all donation receipts. The check must be payable to a non-profit or organization.

Setup Beneficiary Information

Organization Information

This is the organization for which you're collecting donations. If you include a Federal Tax Number, it will be included in the donor's printable receipt.

*Organization Name:
Federal Tax Number:
Website:

Accounting Information

The following information will tell us where Active.com will send your donation checks to. Enter your beneficiary information here.

*Make checks payable to:
*Address 1:
Address 2:
*City:
*Country:
*State/Province or Other:
*Zip/Postal Code:

STEP THREE:

Design Your Campaign Web Page - here you will create your web page's title and web address. This page is also where you acknowledge the Service Agreement. Please enter your Campaign Details and consent to the Service Agreement then click Continue.

STEP FOUR:

Customize Your Campaign Web Page - on this page you can begin to customize your online campaign page, though you are not required to input any information. We strongly encourage you to take advantage of the available tools either now or at a later date.

Some of the available tools include setting your color scheme, entering a welcome message, creating a fundraising goal and date, etc. Enter as much information as you desire and click Save & Finish at the bottom of the page.

Note: You will be able to return to this page at any time to further take advantage of these customization tools. There are additional instructions at the end of this help document.

Congratulations! You now have an Active Giving campaign and are ready to start collecting donations online! You can return to your campaign center at any time by visiting www.activegiving.com and logging in with your username and password.

WHAT'S YOUR ACTIVE?

If you need further assistance please contact our support team at clientsupport@activenetwork.com or call 888.620.8717 (option 2).

CUSTOMIZE MY WEBPAGE



Edit Campaign Details allows you to customize your webpage with as much detail as you would like. These details provide basic structure for your page.

1. Campaign Details

- **Tagline:** slogan for your campaign or organization.
- **Welcome Message:** description of your cause, information about your organization, and a personal note to your fundraisers and contributors.

Customize your donation form below and click on 'save & finish' at the bottom.

Campaign Details

NOTE: You are only required to fill out Title and Web Address.

***Title:**
i.e. Jon's Race for a Cause, Team Ruff Riders, etc...

Tagline:
i.e. Racing to save lives...

Welcome Message:

TIP: Here's your chance to introduce your cause, give details on why you're raising money and how it will benefit your cause.

***Create your web address:** <http://www.active.com/donate/> (no spaces)

2. Add an Image

- **Upload Images:** a logo or image to personalize your campaign webpage, which will appear on all subsequent fundraising pages tied to this campaign.
- **Share Images:** ability to upload multiple images for your fundraisers to choose from.

Add an Image

Personalize your welcome page with a logo, photo, or any online image. Images must be in *.JPG or *.GIF format.

Select an image:



*Note: Image distorted in preview pane – will not affect webpage image. The image must be in a *.JPG or *.GIF format and cannot exceed 800 pixels in width.*

3. Suggest Donation Amounts

- **Donation Amount:** to offer suggested donation amounts, click “New Suggested Amount” and enter the label and amount you want your donors to see. You can create as many options as you would like.

Suggest Donation Amounts

Make giving easy by suggesting donation amounts for your contributors!
(Silver - \$25, Gold - \$50, Platinum - \$100)

Label	Amount	
White	\$ 30	<input type="button" value="delete"/>
Blue	\$ 65	<input type="button" value="delete"/>
Gold	\$ 100	<input type="button" value="delete"/>

Donation amount: \$

4. Set a Goal

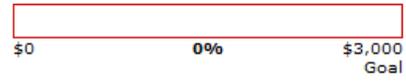
- **Goal Amount:** a dollar amount you would like to raise as a campaign.
- **Goal Date:** the date you want to reach your goal amount.

Set a Goal

Setting a goal will allow you and your supporters to easily track your progress with each contribution. This will also place a goal thermometer on your donation page to track your progress!

Goal Amount: \$

Goal Date:
(mm/dd/yyyy)



\$0 0% \$3,000
Goal

5. Active Fundraising

- **Allow Fundraisers:** click yes to add a link to your page for individuals and groups to set up fundraising pages on behalf of your campaign.
- **Email me when Fundraisers Join:** click yes to receive an email each time a new fundraiser joins your campaign.
- **Fundraising Text:** a message you would like to appear on all fundraising pages associated with your campaign.

Active Fundraising

ActiveGiving allows people to create fundraising pages through your web page and raise money on your behalf. You can enable or disable this feature. You can also add a customized message that will appear at the bottom of all such fundraising pages.

Allow Fundraisers: Yes No

Email me when fundraisers join: Yes No

Fundraising Text:

Note - If fundraising pages have already been created, you may prevent additional fundraising pages from being created, but cannot delete/disable your current fundraisers.

6. Display Options

Standard Display Formats ~

- **Show Total Donations Collected:** click yes to show the total dollar amount raised by your campaign
- **Show Top 5 Contributors:** click yes to show name and amount of top 5 contributors on your campaign webpage.
- **Show Fundraiser Links:** click yes to provide a dropdown box of all fundraiser pages involved in your campaign.
- **Show Top 5 Fundraisers:** click yes to show the name and amount of the top 5 fundraisers on your campaign webpage.

Enhanced Display Formats ~ (All scrolling list displays are limited to the top 75 contributors, fundraisers, or teams. This feature will also only display on the main campaign page, not each fundraiser's page)

- **Display All Contributors as a Scrolling List:** click yes to show all your contributors; in which you can then order by Amount or Name. This supersedes the "yes" answer for showing 5 contributors.
- **Display All Fundraisers as a Scrolling List:** click yes to show all your fundraisers; in which you can then order by Amount or Name.
- **Display Teams as a Scrolling List:** click yes to display all your fundraising teams.

Display Options

Give your contributors the recognition they deserve by posting your top donors and fundraisers on your web site! Fundraisers raise funds on behalf of your campaign, while contributors donate money to your cause.

Standard Display Formats

Show Total Donations Collected: Yes No

Show Top 5 Contributors: Yes No

Show Fundraiser Links: Yes No

Show Top 5 Fundraisers: Yes No

Enhanced Display Formats

All scrolling list displays are limited to the top 75 contributors, fundraisers, or teams.

Display All Contributors as a Scrolling List Yes No
Order By (select one):
Amount
Name

Display All Fundraisers as a Scrolling List Yes No
Order By (select one):
Amount
Name

Display Teams as a Scrolling List Yes No

Note: Click *Save & Finish* at the bottom of the page to ensure all your changes are stored. You can also click *Preview* to see how your modifications have affected your campaign page.

Change Layout Design

[edit profile](#) | [log out](#)

My ActiveGiving HQ | **Customize My Webpage** | [Send Emails](#) | [View Reports](#) | [Track Offline Donations](#) | [Fundraising Tips](#)

[Edit Campaign Details](#) |
 [Change Layout Design](#) |
 [Set Color Schemes](#) |
 [Custom Headers](#)

Change Layout Design shows you a screenshot of each web page layout option. Click the radio button above the screenshot that best matches your web page needs and preferences.

Choose a Template

Based on your images and welcome message, please select a template format that best suits your needs. Remember, you need to click on "save & finish" before changes will take effect.

Classic

Navigator

Elegant

Descriptive

Ionic

Simple

Note: Click **Save & Finish** at the bottom of the page to ensure all your changes are stored. You can also click **"Preview"** to see how your modifications have affected your campaign page.

Set Color Schemes



Set Campaign Colors gives you complete control over the colors and fonts shown on your campaign page. Select a color tile and the palette will show up. If you know the hexadecimal color code you desire, enter the code in the space provided.

- **Color Schemes:** ready prepared color themes for your whole webpage (ex. America, Boot Camp, etc).
- **Preview:** a real time preview of your modifications, but the updates will not be permanent until you save the changes.

Set Campaign Colors

Customize the colors and fonts for your campaign web page below. Find color codes by clicking on the swatch or select one of the preset color schemes from the box below.

Color Schemes: Select Color Scheme

Primary Color: #2E2E2E

Secondary Color: #E7E7FD

Background Color: #FFFFFF

Goal Bar Color: #990000

Box Title Font Color: #FFFFFF

Box Content Font Color: #000000

Title Font Color: #000000

Title Font: Arial

Title Font Size: 14

Tagline Color: #000000

Tagline Font: Arial

Tagline Font Size: 12

General Text Color: #000000

General Text Font: Verdana

General Text Size: 10

Preview - click here to view full screen. | **Save** - click here to save your changes.

Home Page | Become A Fundraiser | Invite Others To Contribute

Find a fundraiser to support: First Name Last Name Search

or simply click 'Search' to view a list of all fundraisers

ACTIVE network | giving

ActiveGiving Sample Campaign
The Ultimate Campaign

This is a sample fundraising campaign page established to demonstrate the functionality of the ActiveGiving sites. We hope the many campaign tools suit your fundraising needs. Enjoy!

Make a Contribution

White \$30.00

Blue \$65.00

Gold \$100.00

Other: \$

Continue

Total Donations: \$0

Goal: \$3,000

\$0 0% \$3,000 Goal

exit without saving | save color scheme | preview | save

Note: Click "Save" at the bottom of the page to ensure all your changes are stored.

If you need further assistance please contact our Client Support team at clientsupport@activenetwork.com or call 888.620.8717 (option 2).