GiveSmart®

Donation Only Guide

Execute Your Event! Optimize the logistics of the donor experience.

Remember to promote!

- ● Promote the campaign far and wide! The more you promote your site, the greater the amount of traffic which will increase your fundraising potential.

- ● Share your GiveSmart URL via social media or upload a list of users and send SMS text messages or emails via the campaign. Remember you can find your shareable URL on the Dashboard.

Set-up revenue displays to visually engage guests in the action.

- ● Be sensitive to potential donor's feelings when considering whether or not to display bidder/donor names alongside dollar amounts.

- ● Embed the display in a custom section on your Home Page to provide recognition for funds raised.

Assign an Admin to orchestrate your Communication Plan.

- ● For drafted, unscheduled text messages, ensure an admin is tasked with sending out the message and knows what queues to look for.

- ● Consider scheduling text messages to automatically send.

Efficiently checkout guests

- ● Enable Self-Checkout in your global settings for guests to easily checkout on their phone.

- ● Ensure credit card processing fees have been set to the desired setting. Optional for Purchaser is our recommended setting, however the fees can also be set to Paid by Purchaser or Paid by Organization. It's important to discuss with your team how to set the fees, since this does impact the user experience.

- ● For donation only campaigns, ensure guests are directed to the donate now section on the Home Page to ensure payments are collected immediately.

If you need additional help integrating GiveSmart into your fundraising plan, check out GiveSmart's service offerings at www.givesmart.com/plans.