SAN MATEO COUNTY COMMUNITY COLLEGES FOUNDATION

Online Fundraising Collaborations: Processes and How-To for Peer to Peer Fundraising

- ***Peer-to-Peer Fundraising with Blackbaud's JustGiving platform (please allow two weeks for the entire process)***
  - **Below is a list of sections required to set up a JustGiving campaign; please provide the elements listed below for each section of your JustGiving campaign**
    - **Graphics should be provided at the correct sizes listed below, ready for upload**
    - **The Foundation reserves the right to edit any copy provided – you will have the opportunity to review any copy that is edited**
  - Campaign Overview:
    - Campaign Title: Max 100 characters
    - Campaign Description (a brief summary that will appear in search): Max 250 characters
    - Fundraising Target – optional (target may be hidden, if you choose)
    - Event Details – if your campaign is associated with an event (see details below)
    - Fundraising Pages – would you like to allow fundraisers to connect their fundraising pages to your campaign (we recommend a default of "yes")
    - Donor Thank You Message: Max 500 characters – the Foundation has the following default message; you may use the default or create your own:

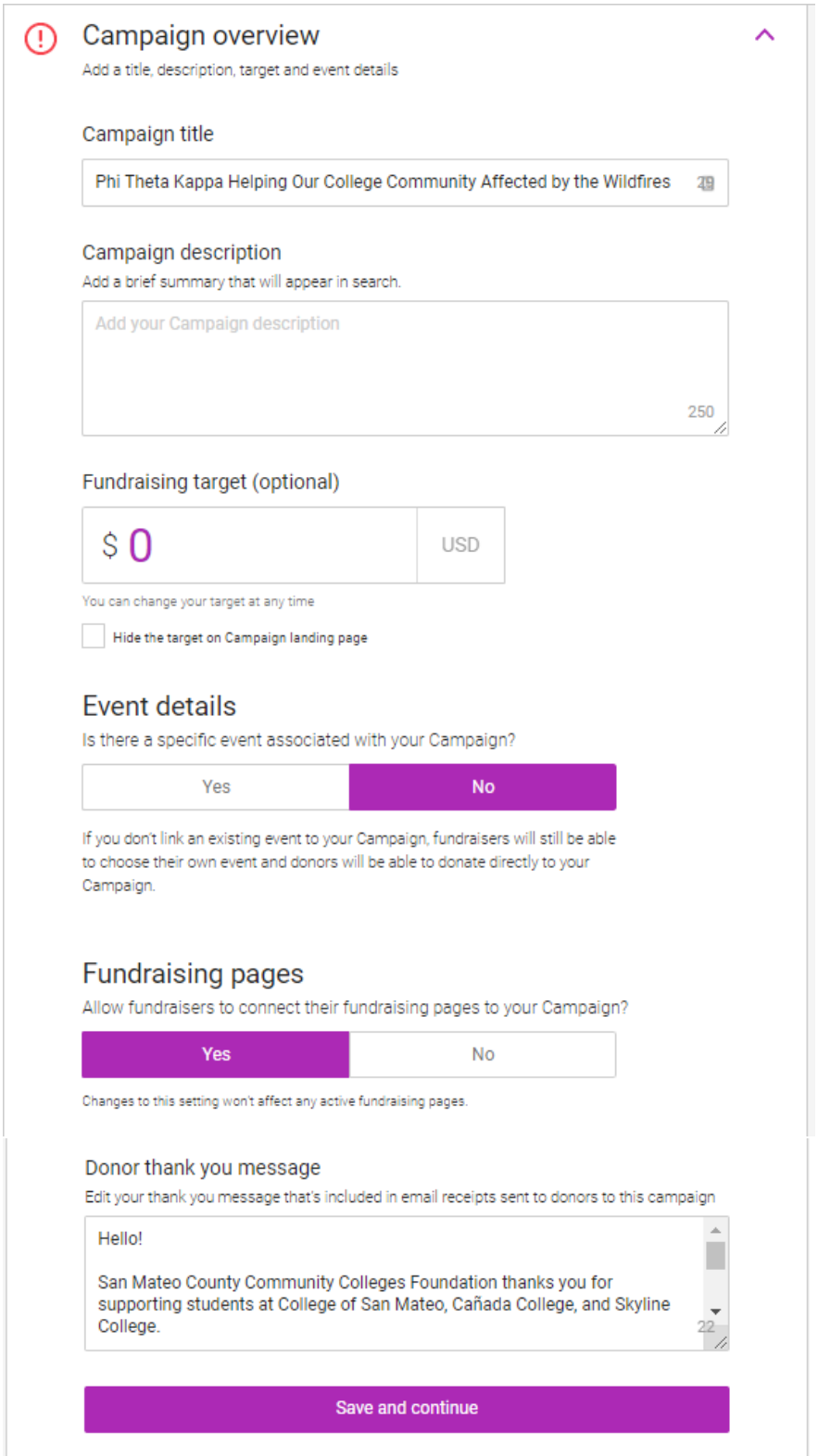
      Hello!

      San Mateo County Community Colleges Foundation thanks you for supporting students at Cañada College, College of San Mateo, and Skyline College.

      The mission of the Foundation is to make sure that quality, affordable higher education is available to every member of our community. We provide funds to meet the most critical needs of students as they prepare for careers, transfer to four-year universities, and pursue lifelong learning goals.

      Thank you for your support!

    - Below are screenshots of the information required for this section:


Campaign overview
Add a title, description, target and event details
Campaign title
Phi Theta Kappa Helping Our College Community Affected by the Wildfires
Campaign description
Add a brief summary that will appear in search.
Add your Campaign description
250
Fundraising target (optional)
$ 0
USD
You can change your target at any time
Hide the target on Campaign landing page
Event details
Is there a specific event associated with your Campaign?
Yes
No
If you don't link an existing event to your Campaign, fundraisers will still be able to choose their own event and donors will be able to donate directly to your Campaign.
Fundraising pages
Allow fundraisers to connect their fundraising pages to your Campaign?
Yes
No
Changes to this setting won't affect any active fundraising pages.
Donor thank you message
Edit your thank you message that's included in email receipts sent to donors to this campaign
Hello!
San Mateo County Community Colleges Foundation thanks you for supporting students at College of San Mateo, Cañada College, and Skyline College.
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Save and continue

- Campaign Branding – logos, colors and background
    - Header Logo
        - Current default is the Foundation logo
        - Logo may be changed to your department/college logo + the Foundation logo
        - File formats: gif, png, jpg
        - Max size: 3MB
        - Actual image displayed is 110px x 35px
    - Campaign logo: you may add a logo specific to your campaign. It may be your department or college logo
        - Square is best
        - Minimum 50px x 50px
            - Actual image displayed is 92px x 92px
        - Max size: 4MB
        - File formats: gif, png, jpg
    - Color settings for your campaign totals, donate buttons, and amounts raised and donated
        - Default color is: Hex #2E1C57
    - Background - (only visible on large screens, not on mobile devices)
        - You can choose an (optional) image or a color
            - Image
                - File format: gif, png, jpg
                - Minimum dimensions: 1600px x 1200px
                    - Image will be resized to 2000px x 2000px
                - Max size: 4MB
            - Color – please provide a hex color

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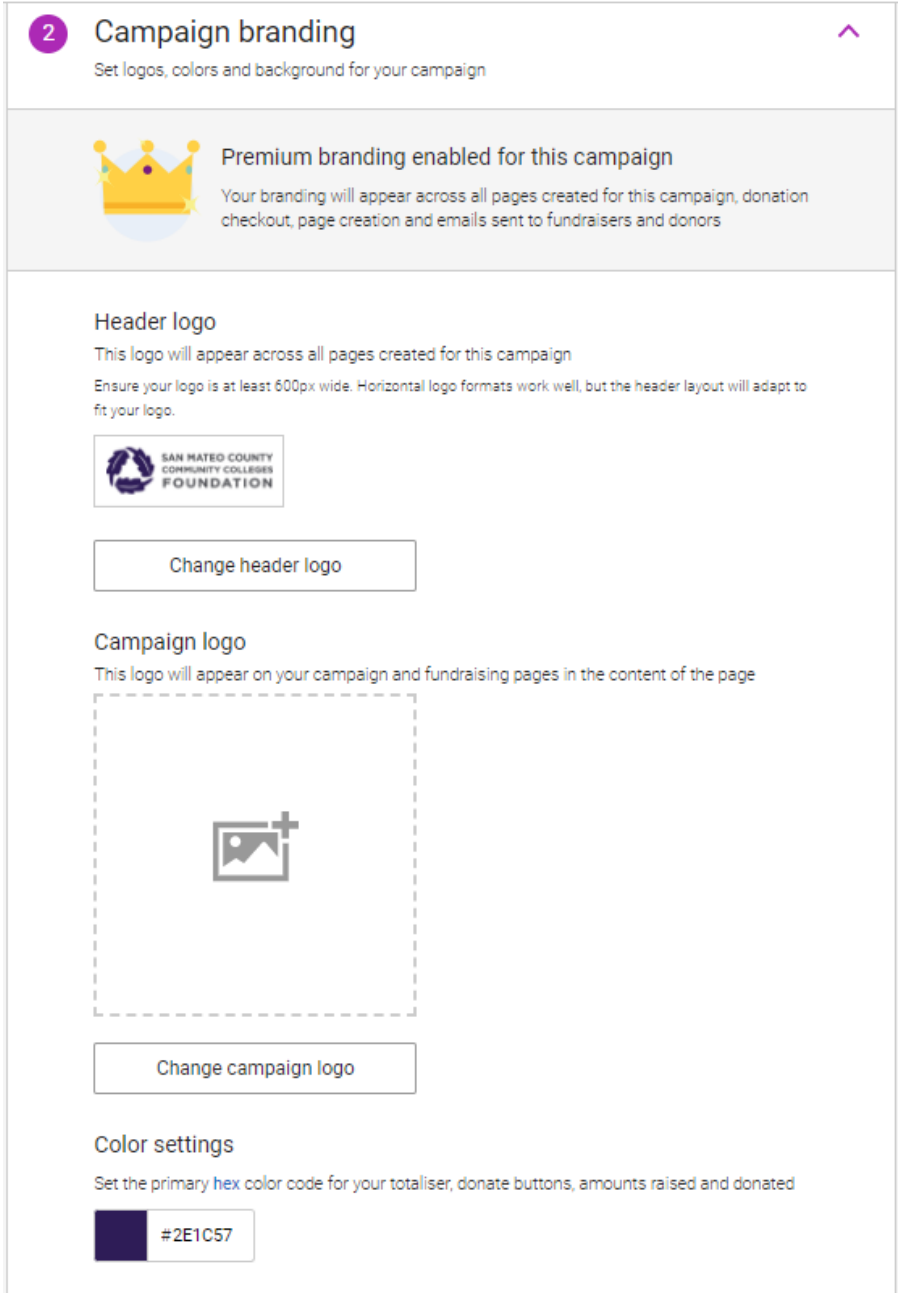

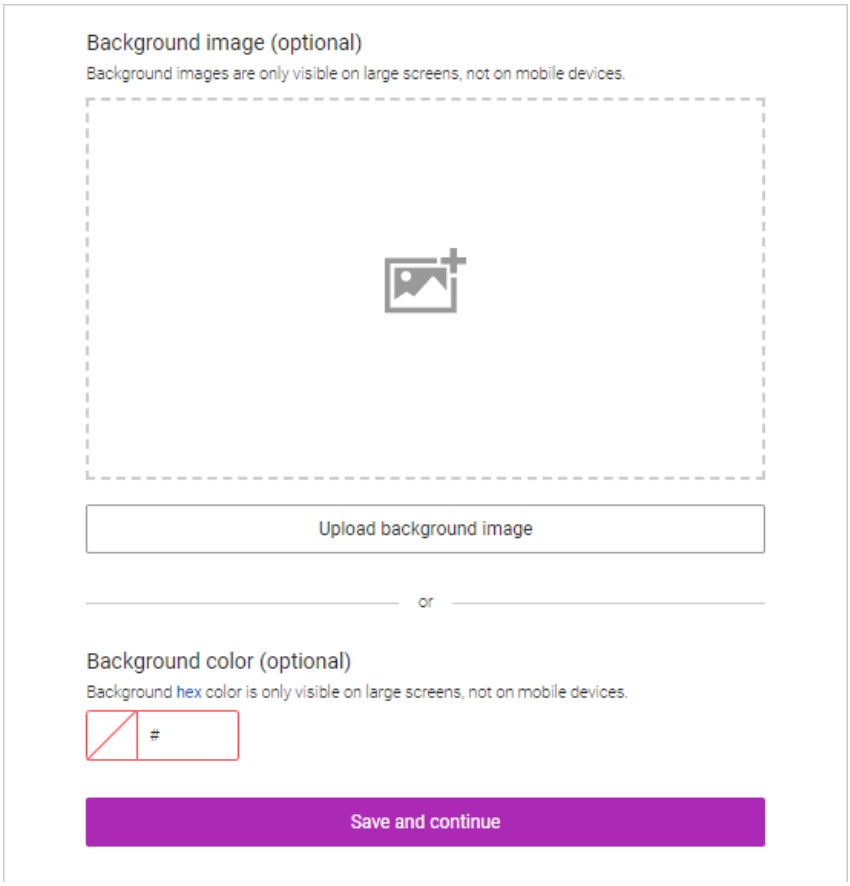

- Campaign Landing page
  - Cover photo
    - Format: tif, png, jpg
    - 16:9 ratio
    - Minimum 415px x 235px
      - Actual displayed size is 815px x 460px
    - Max size: 4MB
  - Story
    - May be edited later
    - May include pictures, videos (YouTube link), quotes, and links
    - Max 2,000 characters
  - Campaign gallery (optional) – supporting images
    - Max size: 800px x 600px and no larger than 4MB

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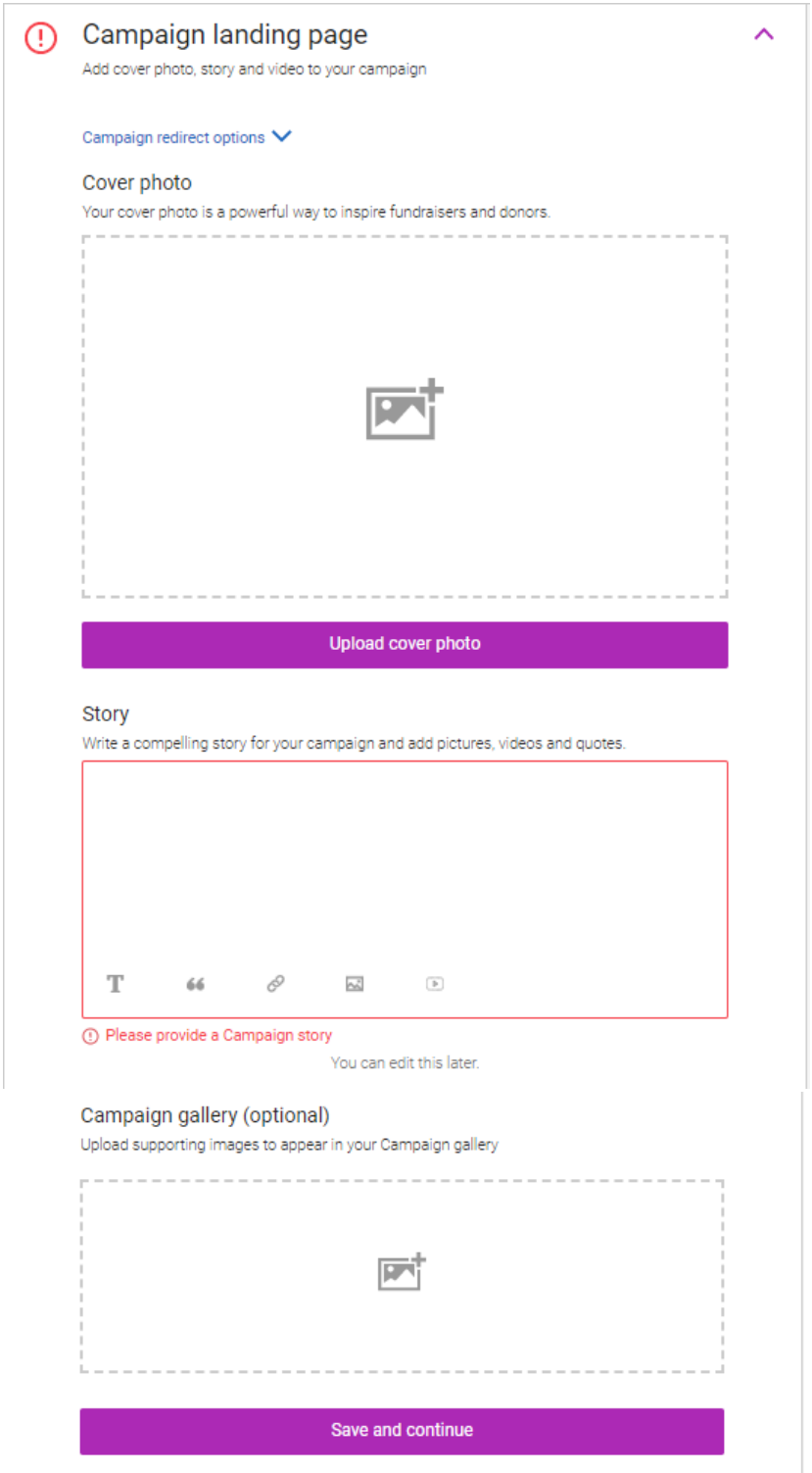
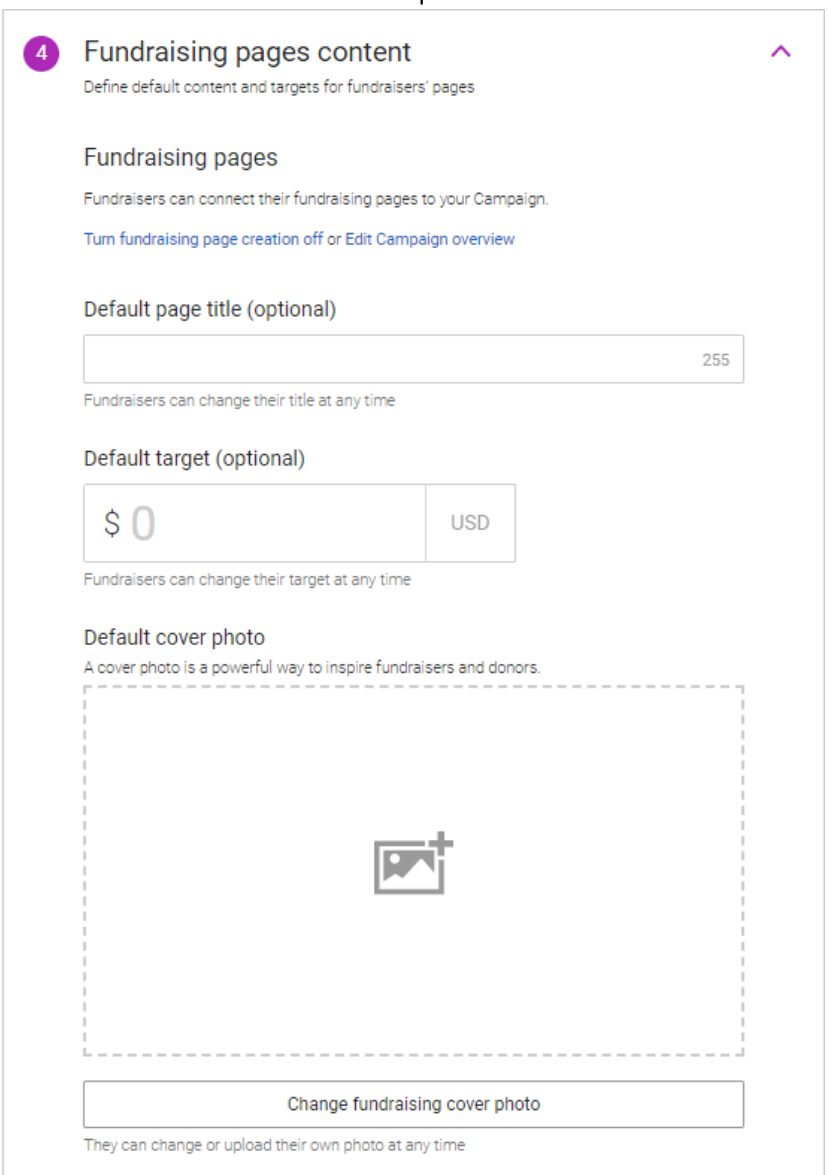
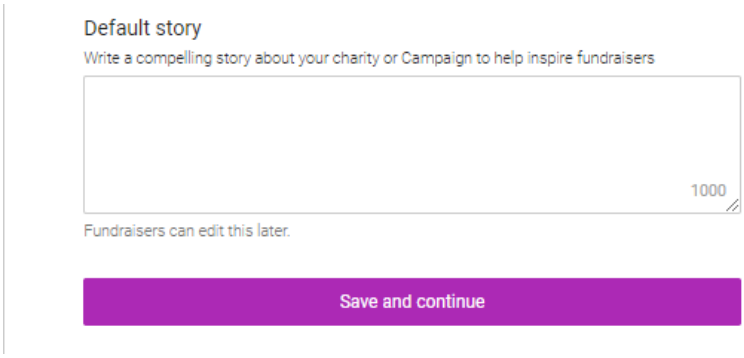
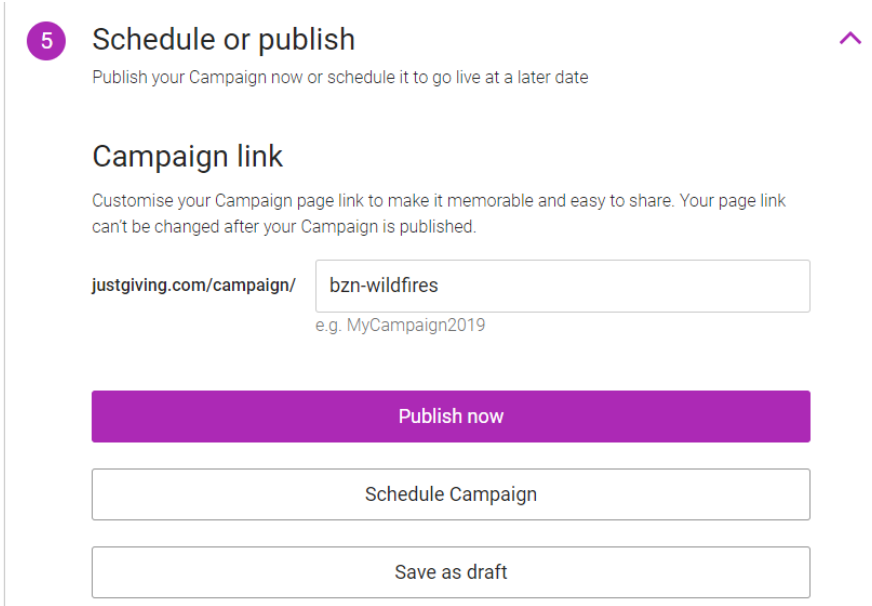


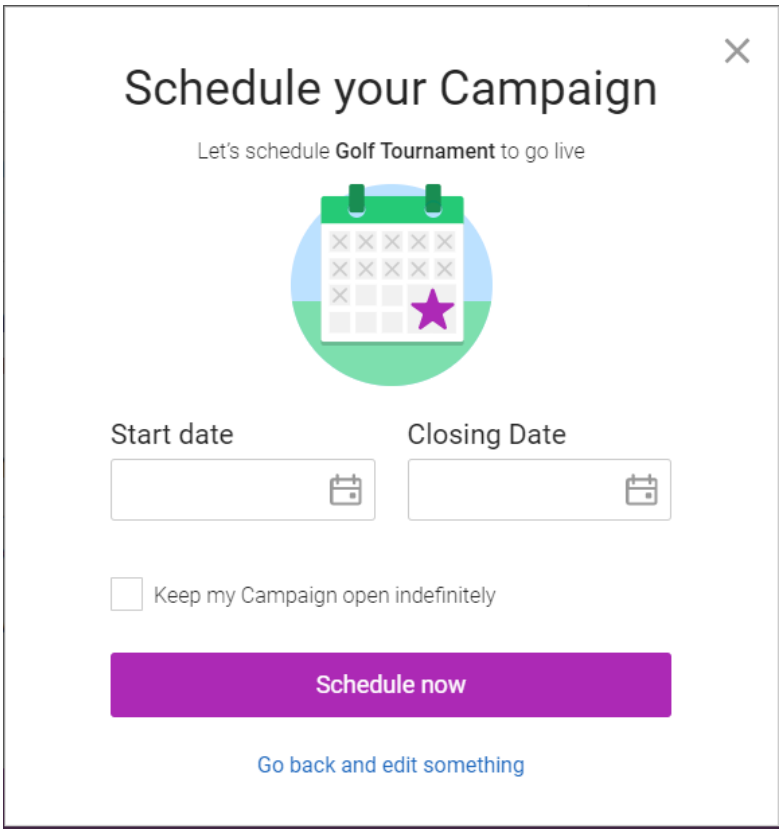
- Fundraising Pages Content: define default content and targets for fundraisers' pages – fundraisers for your campaign will be able to change any of these defaults
    - Default page title – optional (Max 255 characters)
    - Default target – optinal
    - Default cover photo
    - Cover photo
        - Format: tif, png, jpg
        - 16:9 ratio
        - Minimum 415px x 235px
            - Actual displayed size is 815px x 460px
        - Max size: 4MB
    - Default story (Max 1,000 characters)
    - Below are screenshots of the information required for this section:





- Schedule or publish
  - Your campaign will have a unique URL: justgiving.com/campaign/_____
    - You will provide the rest of the URL in the underlined section above
    - Create a URL that is short, unique, and memorable
    - If the URL is already in use, the Foundation will ask you for a new URL
  - Let us know the start date of your campaign and the end date (optional) so that we can schedule it
    - You can also choose to keep your campaign open indefinitely
  - Below are screenshots of the information required for this section:




Schedule your Campaign
Let's schedule Golf Tournament to go live
Start date
Closing Date
Keep my Campaign open indefinitely
Schedule now
Go back and edit something