

## Introducing Donation Campaigns

2021-12-03 - Zach W. - Product Updates

We're pleased to announce that the Donations module now supports creation of donation campaigns for your fundraisers, and to track performance!

### Campaigns

Campaigns allow you to better promote your different initiatives and direct your donors to specific goals and causes. Each campaign is customizable, allowing full control of all donation details and confirmation messages.

Donations

Donation Settings

Manage Campaigns

Settings & Customizations

Manage Email Templates

Reports & Analytics

Donation Analytics

Donation Report

Help

Support Articles

Donation Guide

### Donation Campaign List

Filter records:


+

Add

Title ^	Default ▾	Public ▾	Actions
Giving Tree	✓	✓	<div>Edit ▾</div>
Fun Run Donations		✓	<div>Edit ▾</div>
Healthy Heart Foundation		✓	<div>Edit ▾</div>
Members Donation Drive			<div>Edit ▾</div>

All public campaigns will automatically display on the new Donations listing page which you can publish on your website! Donors will be able to view the campaign name, description, as well as the amount of money raised and the number of donors.

## Make a Donation




### Giving Tree

♥ \$3292.25 Raised • 👤 142 Donors

Proceeds to our Giving Tree Foundation are distributed to those in need in our local community.

Donate now

Search Options




### Fun Run Donations

♥ \$600.00 Raised • 👤 25 Donors

Donations to the Fun Run help us continue to build our community!

Donate now



### Healthy Heart Foundation

Donate to our Healthy Heart Foundation. Proceeds are forwarded to our local cardiovascular clinics and hospitals!

Donate now

Each campaign features its own dedicated landing page, making it easy for your organization to direct users to the appropriate pages.

← View All Donation Campaigns

Fun Run Donations

Healthy Heart Foundation

**Giving Tree**

## Giving Tree

♥ \$3292.25 Raised • 👤 142 Donors

Proceeds to our Giving Tree Foundation are distributed to those in need in our local community.

Select an amount (CAD) \*

5.00

10.00

**25.00**

50.00

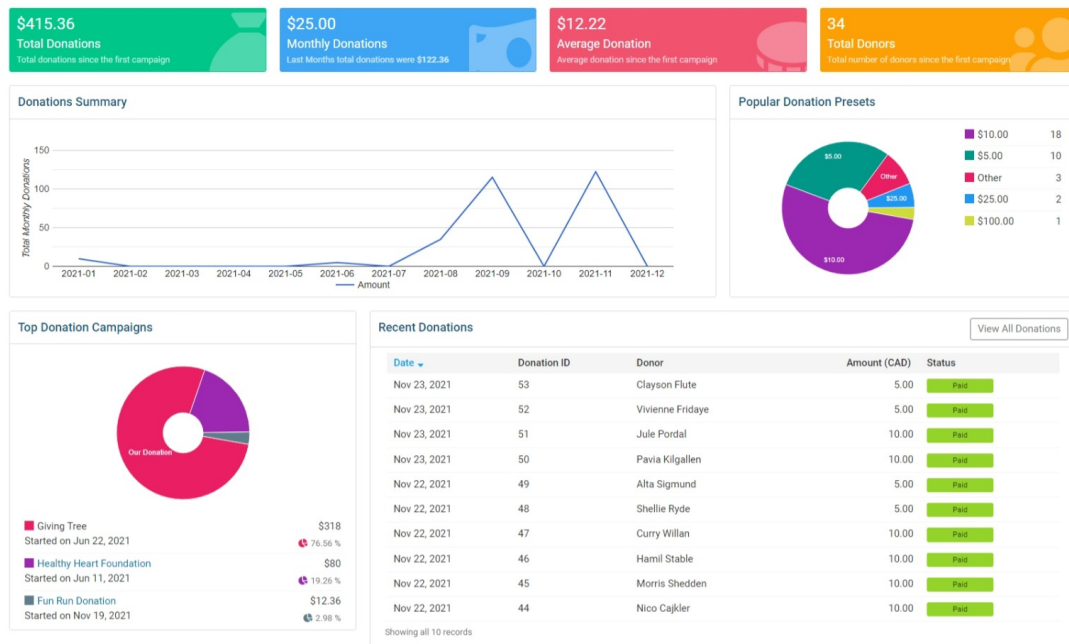
Other

Donate

## Reporting & Analytics

With campaign support comes better insights into your donations activity! You will now find a new Donations Analytics dashboard, which lets you track the performance of your campaigns and donations to date!

## Donation Dashboard



Each campaign has its own dedicated dashboard as well, allowing you to get insights on a granular level.

The donation reports also allows you to filter on individual campaigns and export your data.

## Donations

Date Custom

Date Range

to

Update Result

Donation Campaign

-- All --

Donor First Name

Amount Range

to

Donor Last Name

Its now easier than ever to identify which transactions relate to each campaign through Campaign Codes. Like MyEventRunner, these campaign codes will be used in the transaction details on your payment processor.

This update is available for all customers who are eligible to use the Donation module with our supported payment providers: Bambora & Sage/Paya. Ready to get started? Dive into our updated [Donations Guide](#) today!