# Online Giving Page Set-up

Navigating the Community Funded Platform to set up your Fundraising Page

Creating a Fundraising Page

A giving page is created on UConn's giving day platform, givingday.uconn.edu. Once your submission is approved, you will receive an email inviting you to log in to your account and begin setting up your team's project page. **The links in this email are time sensitive. Please click and create your account upon receiving the email.**
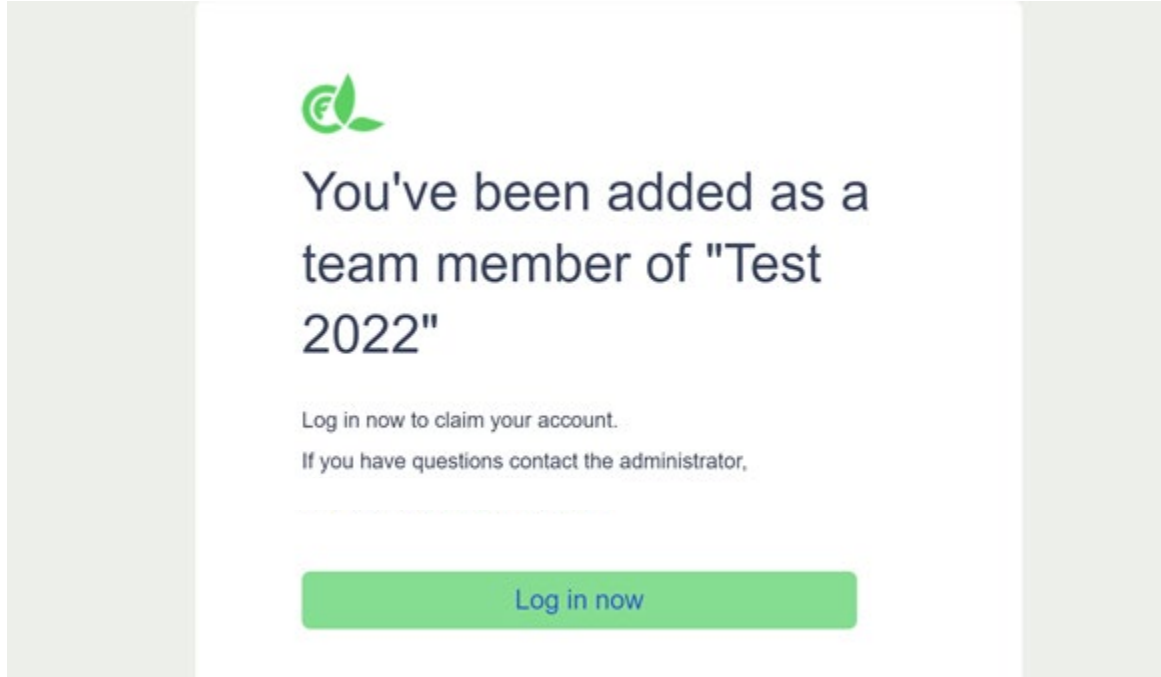

Click on the "Log in now" button to set your permanent password and begin creating your page. Once you have set a permanent password, you will need to visit my.communityfunded.com to log in.
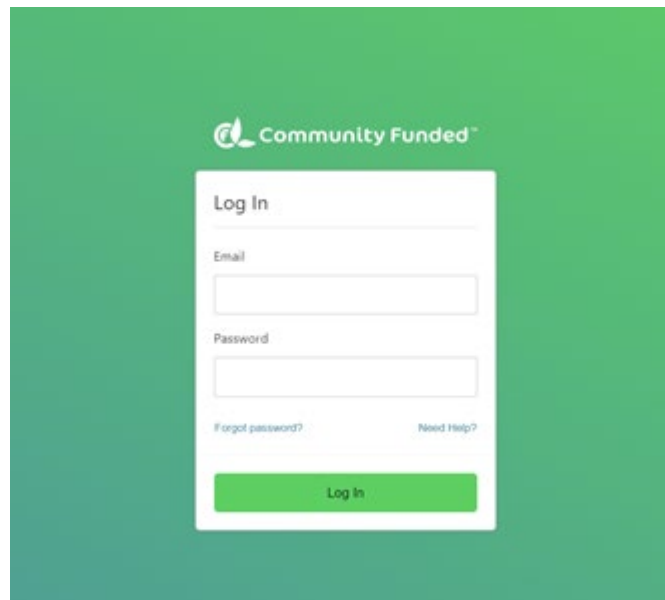
Please note: if you have participated in UConn Gives in previous years, you might already have an account. If you do not have your password, you can visit my.communityfunded.com and go through the steps to reset your password.

Establish the essential details of your fundraising page.

Once you have logged in, navigate to the "Stories" page using the menu on the left-hand side. Here you will see a list of any projects tied to your account.
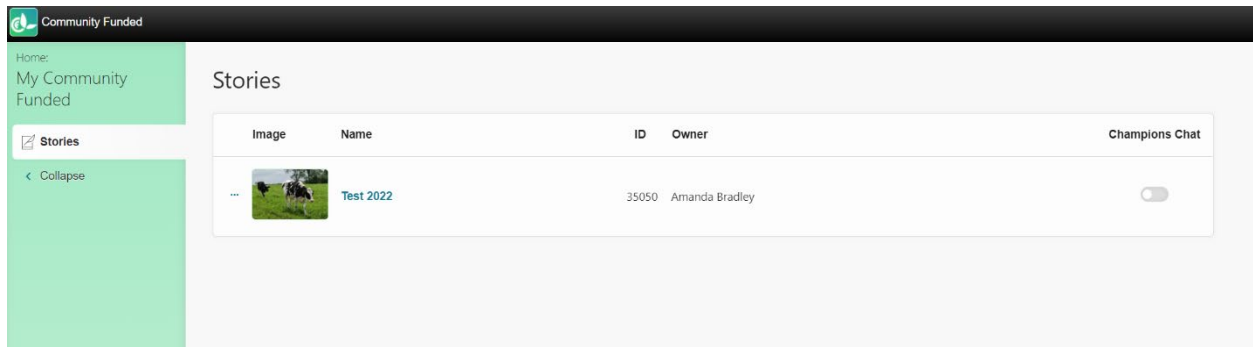
To begin editing, click on the name of your project or the "…" next to the project photo and select "edit." Complete the steps below to set up your giving page:

Details Tab
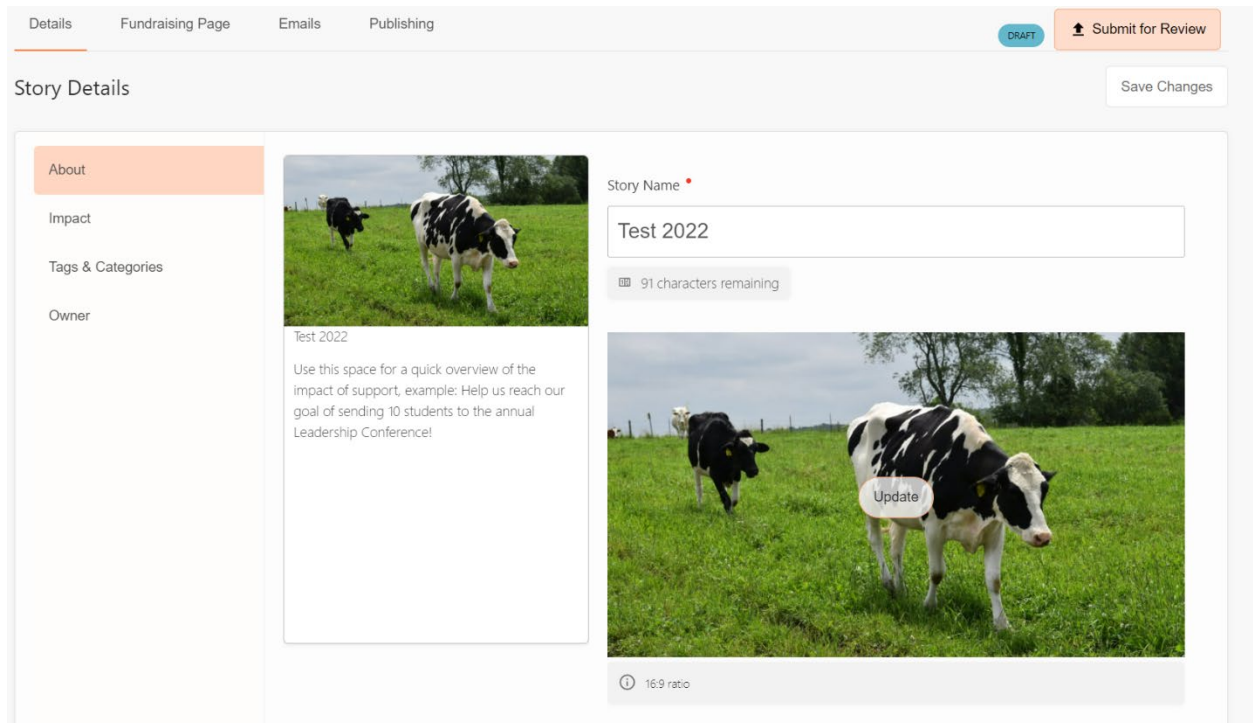
- **About Tab**
  - Under the About tab you have the option to update your Story Name, add an image and add a quick overview in the Summary space. This is what will appear

on your project card on the homepage of UConn Gives. Click the orange "Save Changes" button in the right-hand corner before moving forward.

- Impact Tab
  - Under the Impact tab, add your Impact Summary, which will be part of the thank you message your donors receive. Add your dollar goal and donor goal in the Goals section. Select "Total Donors" for how to count participation. Click the orange "Save Changes" button in the right-hand corner before moving forward.
- Tags & Categories Tab
  - Under Tags & Categories you can add search terms to your page. Click on "Add New Tag" to add a search term or phrase that donors might use to find your project. Select the most applicable category from the list provided. If none of the categories fit your group leave this section blank. Click the orange "Save Changes" button in the right-hand corner before moving forward.
- Owner Tab
  - You can change the owner to yourself or leave as the current Foundation administrator.

Fundraising Page Tab

Go through the expandable sections on the right to edit details of your page. The preview will update live so you can review your changes. Customizable fields include:

- Title & Actions
  - Page Title: This should reflect the fund your group is supporting
  - URL String: This will override the default of you URL
  - Donate Button Label: Set this as Give Now
  - Pledge Label: Toggle off. We do not accept pledges during UConn Gives
  - Share Button Label: Leave this as Share
- Media

- o Banner Image: please note the minimum dimensions allowed. This image does not have to be the same as what you previously used in the Details tab.
  - o Video Link: This will play over your banner image.
- Statistics
  - o Funding Stats: Leave as Show Total vs. Goal
  - o Participation Stats: If you have a participation goal, change to Show Total vs. Goal
  - o Time Left Stats: Select Show Countdown Timer
- Story Content
  - o Open Text Editor: Tell others why they should support your project. This needs to include how funds raised will be used. Provide information that will motivate visitors to give to your group. This is the meat of your team's project page and should bring the need 'to life' for your donors. Here you can cover your history, mission statement and any other important information you feel your donors should know.
- Community
  - o This is your donor wall. Use the toggles at the top to show or hide information in this section.
  - o Under Section Title, change "Community" to "Donors"
- Challenges and Matches: Leave as is
- Rewards: Delete this section
- Story Updates: If you plan to provide updates on your page throughout the 36 hours, leave as is. If you do not plan to utilize this feature, delete this section.
- Heroes: Delete this section

Click the orange "Save Changes" button in the right-hand corner before moving forward.

This section can be used to schedule an automated email to be sent to your donors immediately after they complete their donation. This email will be sent in addition to the automated email with receipt information all donors receive from the platform.

To activate an automated email, toggle the Enabled button at the top of the page. Add your custom From Name and Reply To Address. After adding your text, click the orange "Save Changes" button in the right-hand corner before moving forward.

Once you are happy with your page, you need to submit for approval. Click on the orange "Submit for Review" button in the top right corner.

A member of the UConn Foundation team will review your page and either approve or send a message letting you know what needs to be edited. Your project page will not be live until approved by the UConn Foundation.

Updates

You can add updates to your giving page through our storyteller account. Start by logging into your Community Funded account and select "Updates" from the left menu. Click on the "Add New Post" button in the top-right corner. Add in the text and an image if applicable and click on either "Save Draft" or "Publish." If you choose to publish your update it will be added to the Updates section of your giving page immediately.
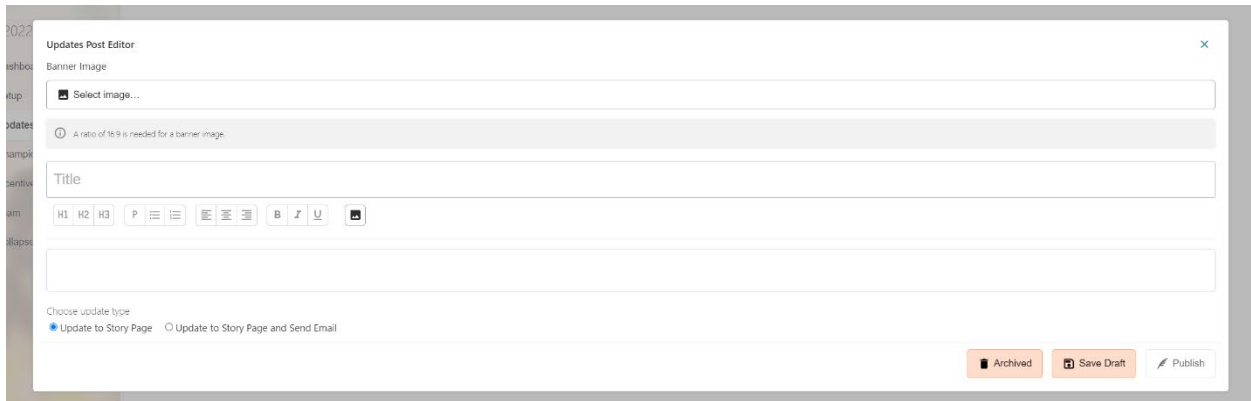
Champions

The Champions tab is where you can send out invitations to people you have identified as good ambassadors for your campaign. Review the Champion Recruitment Guide in the UConn Gives Toolkit to learn more about what makes a good Champion.

To invite a champion, click on the Invite Champions button in the top right corner. Please note, this button will only be activated once your page is published. You can choose to invite Champions individually or in bulk and provide a personalized message in their email invitation.
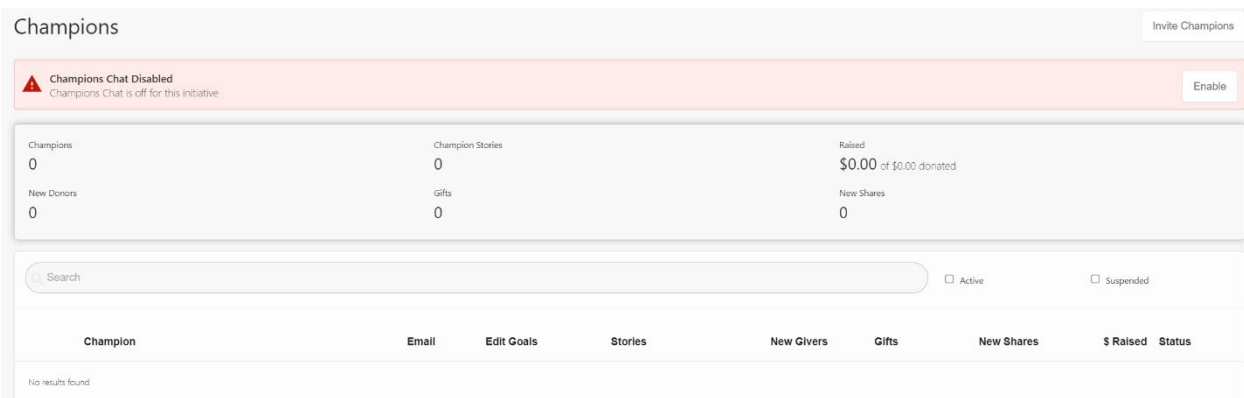
Incentives

The Incentives Tab is where matches and challenges can be added. Please do not add matches and challenges to this section. If matches and challenges are added at the story level, they will not appear on the UConn Gives homepage. If you have a match or challenge to add, please email details and a completed pledge form to abradley@foundation.uconn.edu.