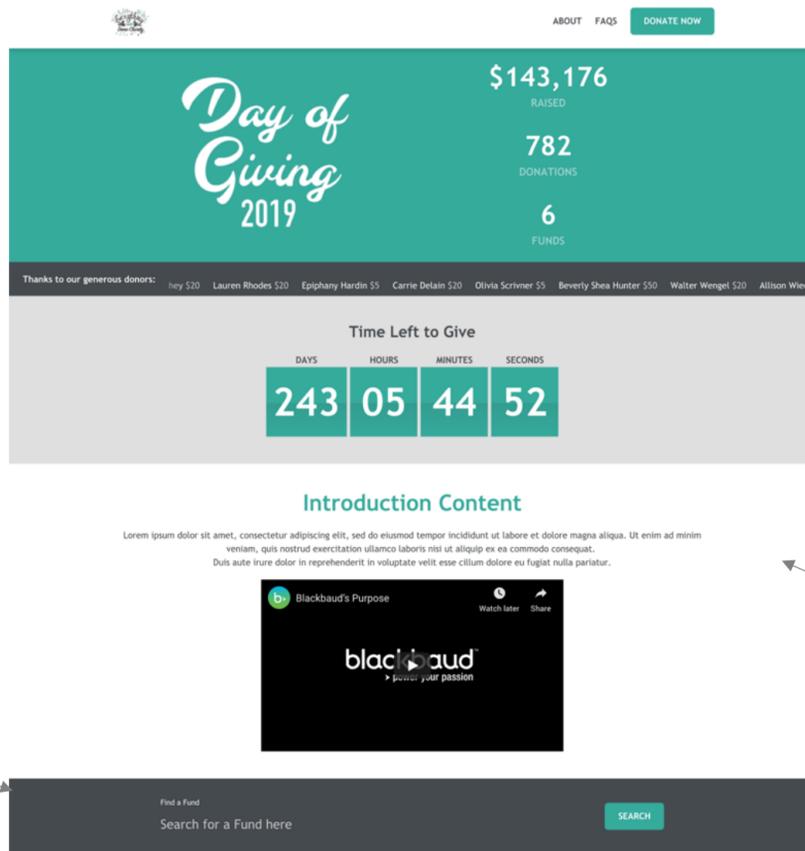


ANATOMY OF A GIVING DAY PROJECT



Logo/Fundraising Branding

Header logo that remains at the top of the page as visitors scroll down the site.

Banner or Logo Image

Your top banner or Giving Day logo is a powerful way to inspire donors, while tying the online giving community to your organization's online look and feel. Full width banner images is 1480px wide; flexible height. Logos (as appears here) are best when square (500px x 500px)

Countdown

Add drama to your Giving Day with a countdown of time left to give.

Project Search

Help your community find a project that they are passionate about. Individuals may type the name of their project to better find a link to the project page. This is a great option if you have a lot of projects listed on the page.

Sticky Header Navigation

Header navigation allows users to connects to up to 3 subpages of other content (such as about, FAQ, or fundraising tips).

Fundraising Metrics

Highlight your fundraising efforts with how much has been raised, how many donations have been made, and/or how many projects people may support.

Donor Scroll

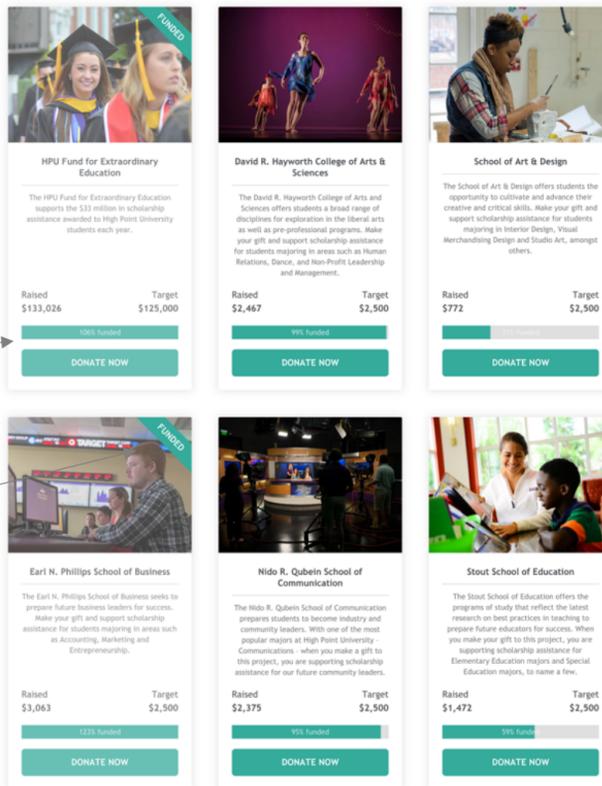
Recognize your donors with a scroll of donor names (optionally with their gift amount).

Giving Day Content

Inspire people to get involved in your Giving Day. Share your mission and how donations support your work.

Embedded Video

Share a video message about how Giving Days support your organization. Make it personal and inspirational!



Project Photo

Project Title and Story

Project Progress Bar

Track amount raised OR number of donations towards a goal.

Funded Banner

Dynamic 'Funded' banner appears when project has reached it's goal.

Call to Action Button

Button to read 'Donate' to direct supporters to the project donation page.

Project Tiles

Gifts are designated to your organization's funds, areas of support, locations, or departments through the creation of Blackbaud Peer-to-Peer Fundraising projects. Each project includes

- A photo.
- Title and description to tell the project story.
- Goal to track amount raised or number of donation.
- A call to action button to Donate

Background Image

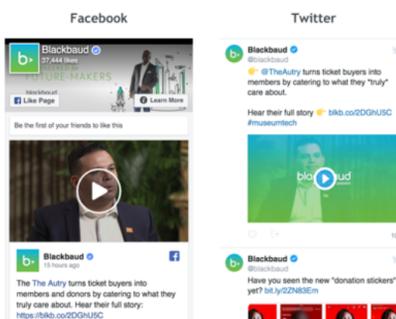
Optional background image is only visible on large screens, and is not shown on mobile. 2000px by 2000px will provide best viewing experience (.jpg or .png).

Project Leaderboard

Inspire competition while recognizing what projects/funds are fundraising well with a leaderboard of giving.

Fund Leaderboard				
	PROJECT NAME	RAISED	GOAL	% TO GOAL
1.	HPU Fund for Extraordinary Education	\$133,026	\$125,000	106%
2.	Earl N. Phillips School of Business	\$3,063	\$2,500	123%
3.	David R. Hayworth College of Arts & Sciences	\$2,467	\$2,500	99%
4.	Nido R. Qubein School of Communication	\$2,375	\$2,500	95%
5.	Stout School of Education	\$1,472	\$2,500	59%
6.	School of Art & Design	\$772	\$2,500	31%

Follow Us on Social Media



Social Media Feeds

Pull in your Twitter and Facebook feeds to generate awareness and pick up followers.

Social Sharing Buttons

Social sharing buttons encourage visitors to share page.

Platform Footer

Includes JustGiving branding and any additional content you would like.

