

ANATOMY OF A CAMPAIGN

Campaign Page

Premium Branding
Header logo carries across campaign, fundraising pages, donation forms and confirmation emails. Horizontal or square logo is best. Maximum width 600px max height 30px (.jpg or .png).

Cover Photo
Your cover photo is a powerful way to inspire fundraisers and donors, expressing your fundraiser in images. Image should be a minimum 411px by 231px (.jpg or .png).

Campaign Logo
The logo will appear on your campaign and fundraising pages. Square logo is best. 50px by 50px (.jpg or .png)

Campaign Title & Description

Campaign Story
Write a compelling story for your fundraisers and add pictures, videos and quotes. This may include a mission statement, how people may get involved, how fundraising is important to the work you do, stories or quotes of people that you help!

Social Sharing Buttons
Social sharing buttons encourage visitors to share page.

Gallery
Add additional images to your campaign.

Organization Branding
Your organization's logo and description appears here, with a link to your Profile Page.

Platform Footer
Includes platform Terms of Use, Privacy Policy, and link to donor support

The screenshot shows a campaign page for 'Save The Chimps In Borneo' on the JustGiving platform. The page features a large cover photo of a chimpanzee, a progress indicator showing 14% raised (\$1,350 of a \$10,000 target), and a 'Start Fundraising' button. Below the cover photo is the campaign title and description, a video story, social sharing buttons, a photo gallery, and a list of fundraisers. At the bottom, there is a 'Donation summary' table and a footer with platform information.

| Total raised | Direct Donations | Donations via Fundraisers | Offline donations |
|--------------|------------------|---------------------------|-------------------|
| \$1,350.00 | \$50.00 | \$1,000.00 | \$300.00 |

Header Navigation
Header navigation allows users to log in or sign up.

Target and Totalizer
The totalizer tracks progress towards the your campaign fundraising goal.

Donate Button
Prominent Donate button directs supporters to donation form. The button carries your campaign primary color.

Start Fundraising
Orange "Start Fundraising" button is featured if you've turned fundraising option on for campaign.

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).

Fundraiser Leaderboard
Your top 5 individual fundraisers are featured here. Show more button reveals more fundraisers.

Donor Recognition
Features the most recent donors to donate to directly to your campaign online.

Donation Summary
Campaign summary shows total raised, direct online donations, online and offline donations from fundraisers and offline donations.