blackbaud

Blackbaud Peer-to-Peer Fundraising™

powered by JustGiving™

Free Templates: DIY Birthday Campaigns

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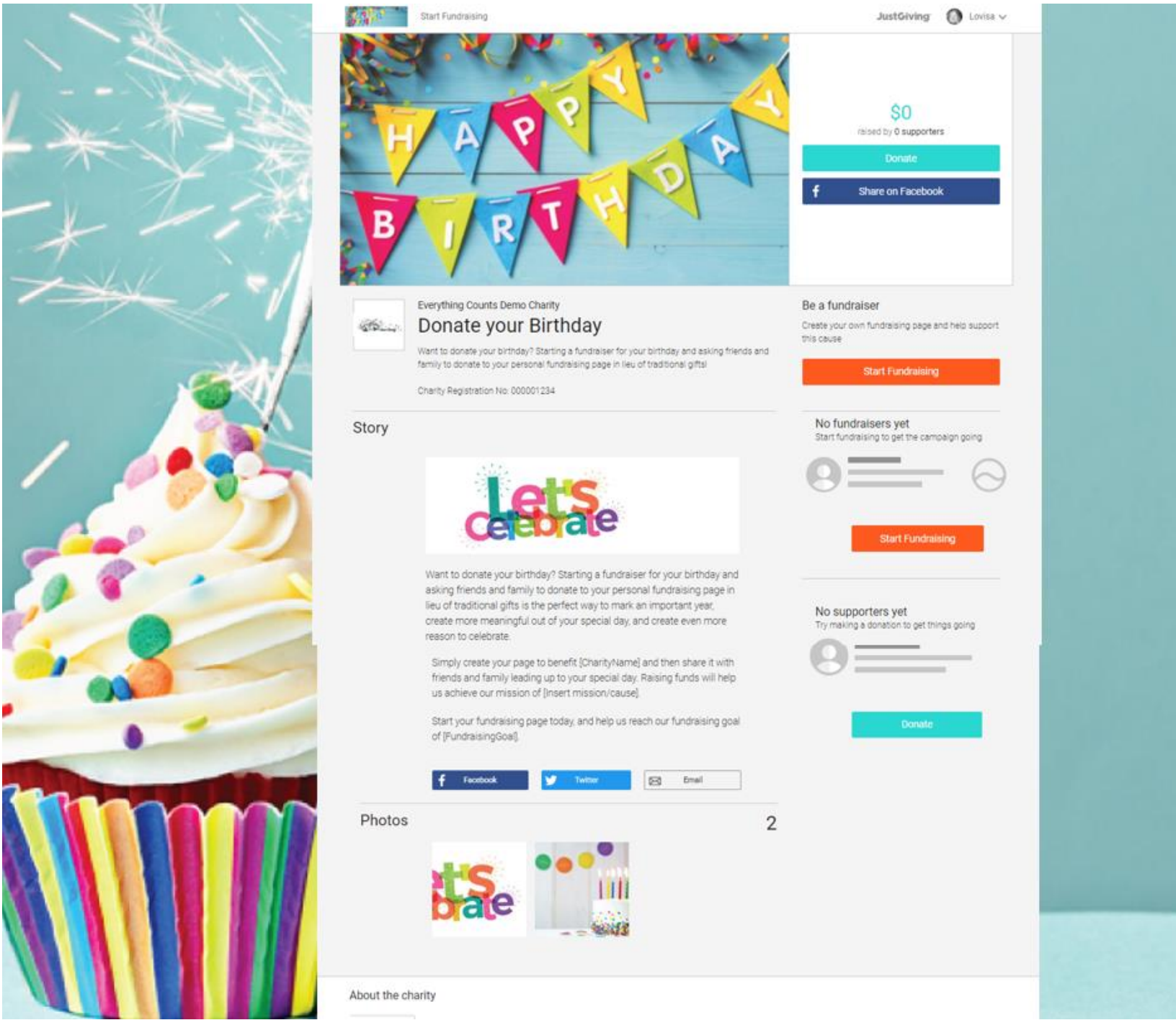
Here's something to celebrate! With Blackbaud Peer-to-Peer Fundraising, powered by JustGiving you can create unlimited campaigns, and now we have free templates you can use to create your next campaign!

More and more individuals are deciding to donate their birthday to their favorite cause, collecting donations in lieu of birthday gifts. It's a wonderful way to commemorate a milestone year. Now you can easily equip your supporters with the tools they need when they want to celebrate by making a difference for your cause.



Below are three different *fun* birthday themed templates. First things first, choose a template, (click the image to download the images), copy and paste the content below for your landing page content and supporter page story... and you'll be on your way.

HAPPY
BIRTHDAY

A few tips on using our birthday templates:

- Log in to your charity account
- **Go to the Campaigns tab** and click on **Create a campaign**
- Add a campaign title: *i.e., Donate your Birthday to [charity_name]*
- Add a **campaign description**, this will be the content that is pulled through to social media when you share your campaign: i.e., *Want to donate your birthday? Starting a fundraiser for your birthday and asking friends and family to donate to your personal fundraising page in lieu of traditional gifts.*
- Toggle the **Fundraising page creation** switch to enable your supporters to fundraise for this campaign.
- In the **Campaign Branding** section, use one of the images as a background image. You can also add a header logo, campaign logo.
- Choose one of the following hex codes #808080, #E62f91 (template 1), #00AAA0 (template 2), #15A549 (template 3) in your color settings for your buttons and front colors.
- In the **Campaign Landing Page section** use the one of the Landing Page images we've provided for a cover photo.
- Add the **Campaign Landing Page Story** from below.
- In the **Fundraising Page Content** section, you have the option to add a default fundraising page title and target.
- Use one of the banner images as a default fundraising page cover photo.
- Copy and paste the default **Supporter Page Story** from below.
- Customize your campaign page URL to make it memorable and easy to share. Please note this can't be edited once the page has been activated, so choose wisely!
- Once you have completed all the fields click on 'Publish Now' or 'Schedule Campaign' for a later time.

Landing Page Story Copy:

Want to donate your birthday? Starting a fundraiser for your birthday and asking friends and family to donate to your personal fundraising page in lieu of traditional gifts is the perfect way to mark an important year, create more meaningful out of your special day, and create even more reason to celebrate.

Simply create your page to benefit [CharityName] and then share it with friends and family leading up to your special day. Raising funds will help us achieve our mission of [Insert mission/cause].

Start your fundraising page today
and help us reach our fundraising goal of [FundraisingGoal].

Supporter Page Story

I've created this page because I want to make a difference for my birthday! I'm inspired by the work of %{charity_name} and wanted to support them by raising money for my birthday. Please help me help them by giving a whatever you can using the 'Give Now' button. The more people that know about %{charity_name}, the greater their impact, so please also spread the word by sharing my page with your friends and family. Thank you in advance for your generosity, it means a lot!

Attached Files

- Birthday Template 1 Landing Page
- Birthday Template 1 Supporter Banner
- Birthday Template 2 Landing Page
- Birthday Template 2 Supporter Banner
- Birthday Template 3 Landing Page