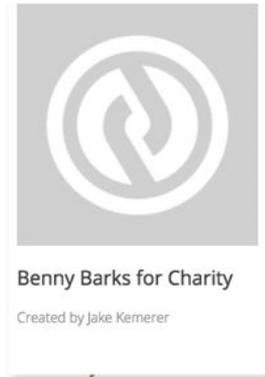


How to customize your campaign

It's important to customize your campaign and make it stand out of the crowd. Doing so will engage your donor base and help them connect with your cause.

Your Campaign is Live

You've successfully created your CrowdRise page.



Now it's time to start crowdraising. That means raising a lot of money for your cause.

[Go to Your Fundraiser](#)

Your campaign is live... now what?

You'll want to customize your page with text, pics and a video to make your page compelling and convert those donors to give.



Dashboard view

Click “**Edit**” on the lefthand sidebar to begin customizing.

The screenshot shows the CrowdRise dashboard for a user named Jake Kemerer, who has been on the platform since 2012 and has earned 32,100 points. The dashboard is for a campaign titled "Benny Barks for Charity".

Left Sidebar:

- My Fundraisers
- Dashboard** (highlighted)
- View
- Edit
- Team
- Advanced

Main Content Area:

- Welcome to CrowdRise:** This is your new campaign dashboard. Use it to get the word out, post updates, see your donations, thank donors, and more.
- Navigation Tabs:** Raised, Donations, Traffic, **Set Up** (active).
- Progress:** A pie chart shows 60% complete.
- Write a Description:** Write something that explains exactly why you're so passionate about your cause and where the money is going. A "Write a Description" button is present.
- Choose Charity:** A dropdown menu with a checkmark.
- Description:** A text input field.
- Photo:** A button to upload a photo.
- Share:** A button to share the campaign.
- Set a Goal:** A button to set a goal, marked as optional.

Right Panel: Benny Barks for Charity

- A placeholder for a campaign cover image with the text: "A cover on your campaign makes all the difference". A "Upload a cover" button is visible.
- Share Buttons:** Email, Twitter, and Facebook.
- URL:** <https://www.crowdrise.com/benny-barks-for-charity/fundraiser/jakemerer>



Change fundraiser title

Enter a new name and click “**Save**” to the right

Edit campaign info

Title

75



Add pics and video

You can add up to 10 photos and one video to display in the photo slideshow on your campaign page. To add a photo, click the green “Add Photo Box.”

Adding photos is an excellent way to tell your campaign’s story visually. We recommend adding photos that are emotionally powerful and demonstrate the tangible impact of your campaign.

Upload pics and videos

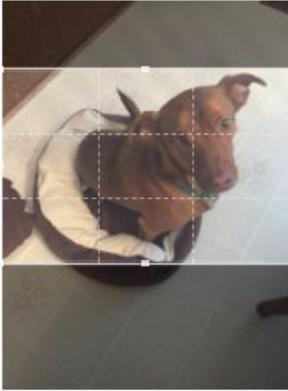
Slide show order

✚ Drag and drop thumbnails to rearrange order



Add a YouTube or Vimeo link

Crop Your Photo



Crop

Slide show order

✚ Drag and drop thumbnails to rearrange order



Crop tool

Sometimes your photo doesn't quite fit perfectly-- that's okay. Use the nifty crop tool to make sure your photo looks its best.

Then, drag and drop your slideshow photos in an order of your choosing.

Add video

We highly recommend adding a video to your campaign. Visitors are way more likely to watch a video than to read story text so keep your video short, sweet and compelling.

To upload your video, insert the link in the blank space. Your video must be in YouTube or Vimeo format.

Hit the save button to finish.

Tips for success: You can even make the video appear first on your campaign slideshow by selecting **“Make campaign cover”** box.

Add a YouTube or Vimeo link

Save

Current video

Remove this video to upload a new one



Make campaign cover

[remove video](#)



Campaign goal

To add a goal, input a number and hit Save. You can change your goal at any time during your campaign.

Tips for success: *Keep your goal in the sweet spot between ambitious and realistic. A goal that is too low doesn't do much to propel your campaign forward, while a goal that is too high may deter donors and seem unattainable.*

Campaign goal

Goal (optional)

\$	2000	Save
----	------	------

Campaign story

Tell your story

H B I 

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Cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia. Accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo. Sed ut perspiciatis unde omnis iste natus error sit voluptatem. **Lorem ipsum dolor sit amet, consectetur adipiscing elit.** *Et harum quidem rerum facilis est et expedita distinctio.* Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem.

Excepteur sint occaecat cupidatat non proident, sunt in culpa. Sed ut perspiciatis unde omnis iste natus error sit voluptatem. Totam rem aperiam. Excepteur sint occaecat cupidatat non proident, sunt in culpa.

1. Corrupti quos dolores et quas molestias excepturi sint occaecati.
2. Do eiusmod tempor incididunt ut labore et dolore magna aliqua.
3. Ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat.

Cancel

Save

Add campaign story

Keep your story short, sweet and to-the-point. Use spacing, bolding and italics to make it easier to read. Only include relevant and meaningful info related to your campaign.

Tips for success: *People don't read long blocks of text. Try to keep it short and concise. If you have a lot of text, try to break it up using paragraphs and lists to keep your donors and fundraisers' attention.*



Add a Campaign Theme

Campaign Theme



Header Logo



Set the color and theme on your campaign page. Click the buttons and enter the hex code associated with the color(s) to match your logo or pictures.

Theme Color: This button allows you to change the button colors throughout the campaign. The 'Donate', 'Join the Team' and social share buttons will reflect the hex code you enter.

Header Color: This button allows you to change the color of the top bar on the campaign page. You can leave it white or add contrast to the page.

Header Logo: Enter your campaign or organization logo here. It will appear in the top left corner of your page.



Advanced setting section

Campaign settings

- I want other people to help me fundraise
- Allow team members to enter offline donations
- Hide all donation dollar amounts
- Enable monthly donations

I want other people to help me fundraise

Choose this option if you want others to join your campaign and raise money alongside you, like your brother and your best friend.

Allow team members to enter offline donations

Choose this option if you want your teammates to enter money that was raised offline, like checks or cash.

Hide all donation dollar amounts

Choose this option if you don't want any dollar amounts to display on your campaign.

Enable monthly donations

Allows donors choose to give to your campaign every month, rather than just once.



Custom URL

When you launched your campaign, a default URL was created. You can change this URL under “**Customize your URL**”.

Tips for success: If you’ve already shared your campaign, changing it will *not* automatically redirect all old URLs. In this case, please contact us at nposupport@gofundme.com to redirect your old URL to your new one.

Customize your URL ▼

Keep in mind that if you've already shared your campaign URL, by changing it now you may break any shared links.

www.crowdrise.com/

Save



Setting campaign date

Set your campaign's Event Date and End Date by putting dates in the spaces below. Successful campaigns run between 4 and 8 weeks long.

By adding dates around your campaign, you can generate sense of urgency and need for donations within a certain timeframe. This can be used as a good messaging tool, especially in a campaign's final weeks.

If you still want to receive donations once your campaign is over, however, do not set an End Date. By setting an End Date, all Donate buttons on your campaign will disappear.

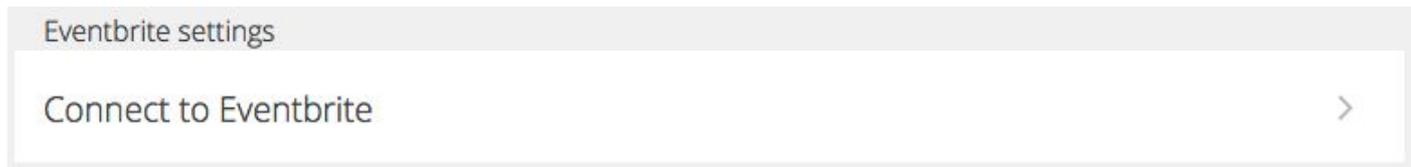
Campaign date 	<i>mm/dd/yyyy</i>
End date 	<i>mm/dd/yyyy</i>

By setting an end date your donate button will automatically be disabled after that date and you will no longer be able to receive donations.



Integration

CrowdRise offers fully-integrated registration through a handful of partners. EventBrite is a great tool if you're looking to supplement your fundraising with registration, ticket sales and event management. Click this button to link an EventBrite registration with your campaign on CrowdRise.



For assistance with these or info on other registration solutions please email success@gofundme.com.



If you need help...

If you've got a functionality question like how to add pictures or offline donations, you can reach out to our amazing Support Team at nposupport@gofundme.com. They're the fastest team ever and will be able to connect you to our FAQs or provide you with a solution.

If you've got questions on best practices, crowdfunding tips and tricks, or how to leverage CrowdRise to raise more money, you'll want to reach out to our awesome Success Team at success@gofundme.com.

