GIVESMART PLATFORM USERGUIDE

SETTING UP YOUR NEW CAMPAIGN

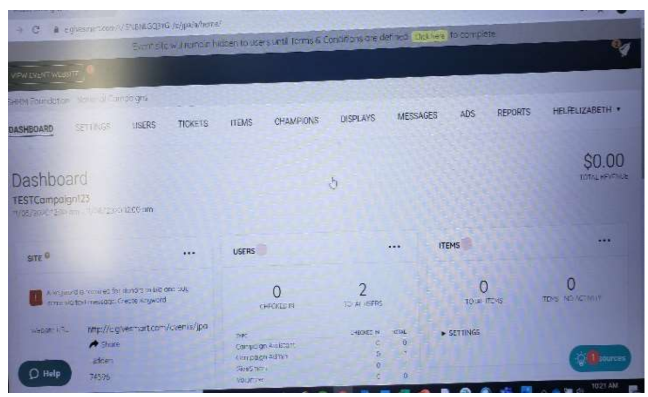
First, you need to get to your campaign. You can click through once you created your new campaign to your campaign page OR log into givesmart.org and see your campaign listed on your initial landing page and click through there which will take you to your campaign dashboard.

<u>Housekeeping Item: </u>On the top of page you will see a gray bar with the words: *Event Site will remain hidden to users until Terms & Conditions are defined. Click here to complete.* Please click through and take care of for compliance purposes. After you use the back arrow to get back to your dashboard screen

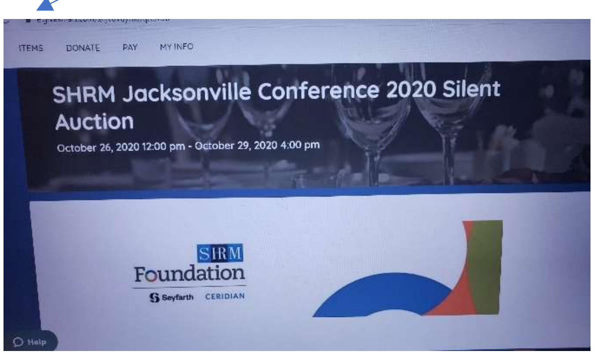
The Dashboard provides a real-time overview of your campaign site with access to settings, tools, and reports.

[Dashboard Overview Video]

It is your go-to site for set-up, track status and multiple other features.

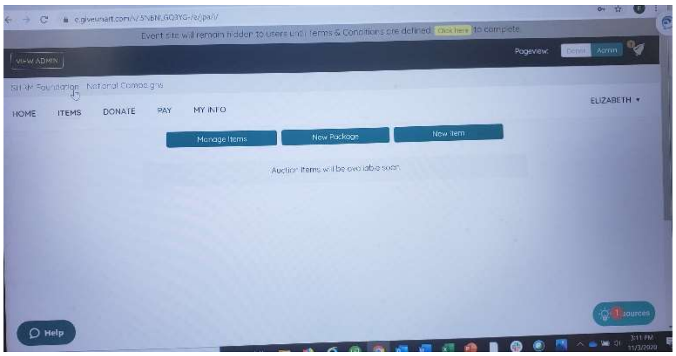


Click on View Event Website which will take you to your event landing page. Click items to begin adding items.



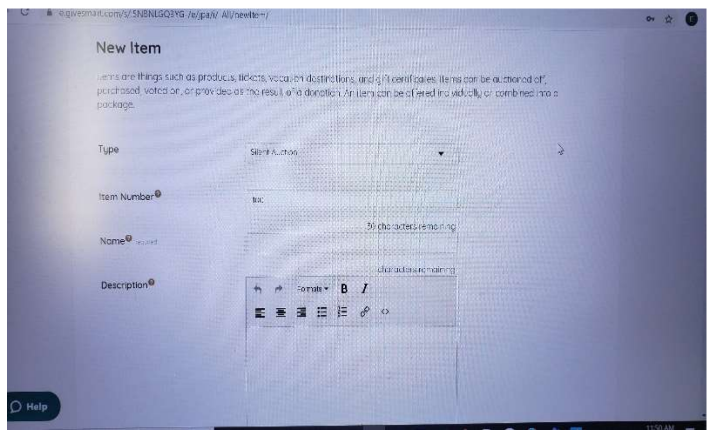
ADDING NEW ITEMS

Step 1: Once in items, click on new item.



Step 2: Populate New Item

> ***Troubleshooting Tip***
> Before you populate, review Campaign Details on next page in it's entirety for additional information and Best Practices before selections.
>
> Scroll through the entire screen and clock on the small ? if you have questions. It will give you the big picture before you start on the details.



You will need to repeat for every item which seems daunting but after the first few, there is a rhythm and will go quicker than you expect. All items do not have to be added at the same time so you can budget blocks of time as well or as you acquire them.

CONGRATULATIONS!
You have just completed the most time-consuming task in the platform

NEW ITEM DETAILS, DROP -DOWN SELECTIONS

Time Saver Tip: Create a folder with all the items you plan to have in your campaign including any pictures, descriptions before you start this process.

Reminder: Don't be intimidated by the number of drop-downs, not all are necessary for you as a SHRM State Council or Chapter. If you are unsure, leave blank if not required for now or make your best guess. There is the question mark on items you can click through, the bottom of every screen has a RESOURCE button you can click through. You can also reach out to the SHRM Engagement Support Team or the GiveSmart Help Desk.

TYPE

- ***Item Number***
- ***Name:*** Maximum 30 character
- ***Description:*** Here is where you get to channel your inner marketing genius.
- ***Categories:*** You can create different groups to organize items
- ***Procurement Status:*** In hand, pledged
- ***Visibility:*** Preview; Hidden or Live: Choose Hidden as you are first setting up so you can check your work once for editing etc. Preview will be if you plan on teasing what will be coming or making an item only available on one day.

DONATED BY

- ***Type of Donor***
- ***User Account***
- ***Display on Item:*** ex: Marriott

SOLICITOR

- ***Type of Solicitor***
- ***User Account***

PRICING, COST & VALUE

- ***FMV (Fair Market Value) REQUIREMENT FOR SHRM GIVESMART USE***
- ***Starting Bid***
- ***Bid Increment***
- ***Acquisition Cost***
- ***Buy Now Price***
- ***Surcharge***
- ***Item Certificate***

Peer -to-Peer Ideas

SHRM Jacksonville thought about items in terms of shopping or services people cannot do right now. They acquired and organized their items into services or potential holiday gifts to increase interest in their raffle.

INSERT ANY IMAGES & VIDEO

DON'T FORGET TO HIT SAVE ON BOTTOM RIGHT!!