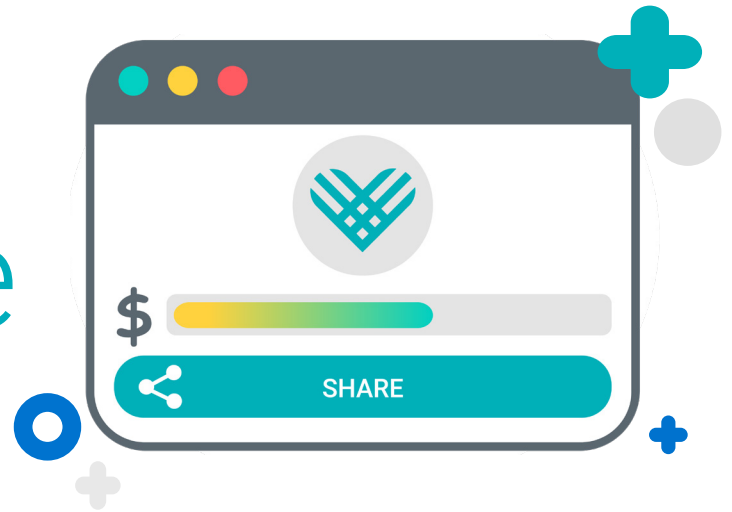**communitybrands**®

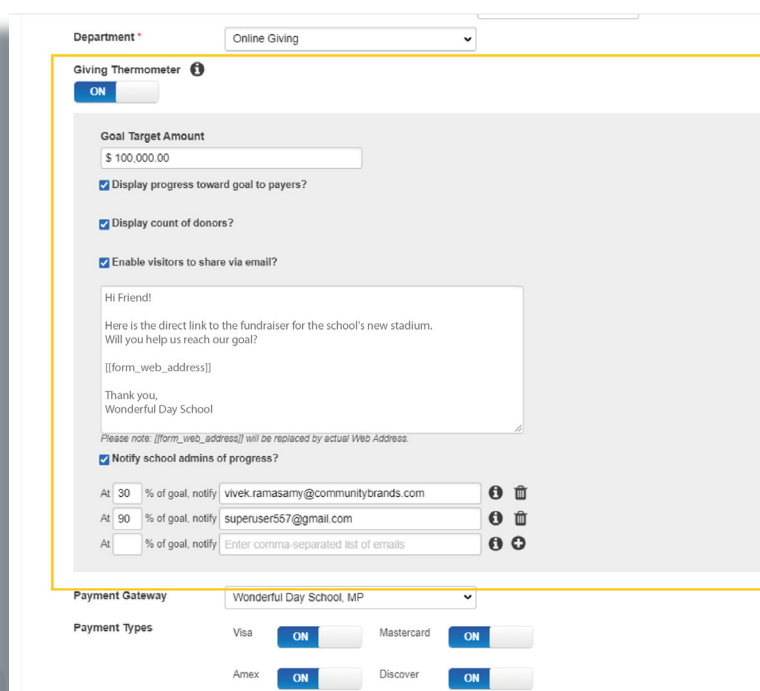**DIAMOND® MIND**

Maximize Your Online Giving

Show donors how a campaign is tracking the goal to encourage participation

Goals give us a job to do – there's no denying it. So when there's a community goal to achieve, it only makes sense to share that goal with your community. Tracking the progress of your fundraising goal where others can see will motivate donors and increase giving to your cause.

The Diamond Mind team is eager to help make your giving campaigns a success, which is why a Giving Thermometer has been added to CampusPay forms. The new thermometer makes your goals clear for everyone to see, improving your rate of success.

You're in control

As a school admin, you're in control. As you set up the thermometer, you decide which features work best for your campaign.

During the set-up process, schools can:
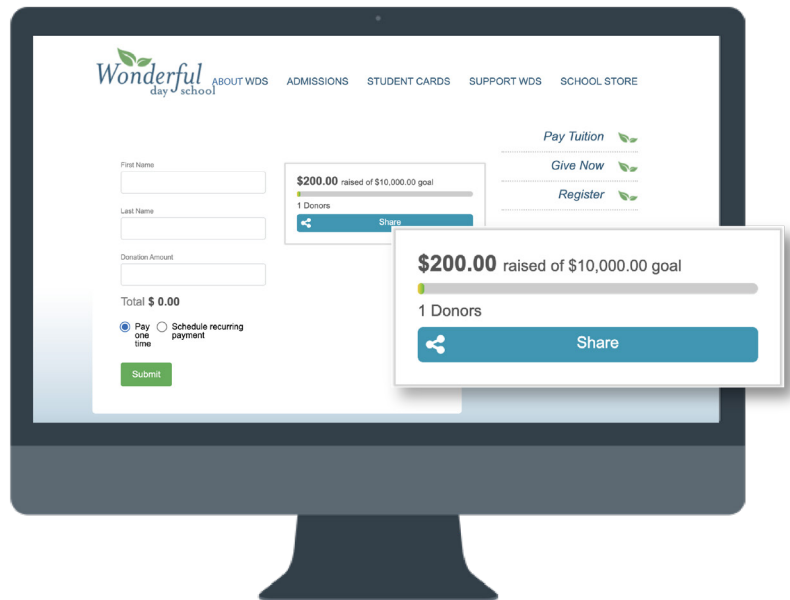
- Specify the target amount needed to reach the campaign goal.

- Indicate what's visible on the giving form, including progress towards goal and donor count.

- Give donors the option to easily share the campaign via email.

- Craft the email message that is sent when donors share the campaign with friends.

- Choose to automatically notify school admins of progress made towards goal.

The Donor Experience

Once your form has been published, donors will see the campaign goal and how things are tracking as soon as they land on your form page.

If you've enabled visitors to share your giving form, parents, alumni and other participants can choose to share the campaign by simply clicking the "Share" button at the bottom of the thermometer widget.

When "Share" is selected, a new email is created in a separate window. The message you crafted in the CampusPay admin portal is automatically populated in the body of the email. The Giving Thermometer is also included. All that the donor needs to do is enter their recipient(s) email address to compete the process.

Encourage more donations with a visible goal everyone can rally behind!

Tip: If you would prefer not to display your goal until funds have already started rolling in, you can wait to activate the Giving Thermometer. The thermometer can be switched on for a campaign already in progress.

Hi friend!

Here is a direct link to the fundraiser for the school's new stadium. Will you help us reach our goal?

https://campuspay-uat.diamondmindinc.com/20003/WDSstadium

$32,000.00 raised of $100,000.00 goal

3 Donors

Share

Thank you,
Wonderful Day School

How to add a Giving Thermometer to your form

Ready to add a Giving Thermometer to your upcoming campaign form? When creating or editing a form, follow these steps to get your goal tracker up in no time.

1 On the "Form Setting" screen, look for the "Department" field. From the dropdown menu, select "Online Giving."

2 After you choose "Online Giving" for the department, you will see the option to turn on a "Giving Thermometer." Move the toggle to the ON position.

3 Once the thermometer is turned on, complete the additional fields to set the goal and configure your settings.

4 Continue building the form as you normally would. Don't forget to "Preview" your form to ensure the thermometer appears how you would like.

5 Hit "Publish" and apply the form's unique link to your website as normal.

Let the donations roll in!

The new Giving Thermometer in CampusPay gives you an easy way to boost engagement, and ultimately, funds raised! Start sharing your campaign goals today.

If you have any questions, please reach out to k12payments@communitybrands.com.

For more information
diamondmindinc.com