



Chimp Campaign Setup Guide

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Setting Up Your Chimp Campaign Page

A guide to what you'll need to launch your campaign

Creating a Chimp campaign is easy - with a little preparation. This guide outlines everything you'll need to create an engaging and effective campaign.

The Campaign Landing Page

The Chimp Campaign Landing Page is where you have an opportunity to tell your story, share your goal, and invite supporters to join your fundraiser.

Custom Cover Image

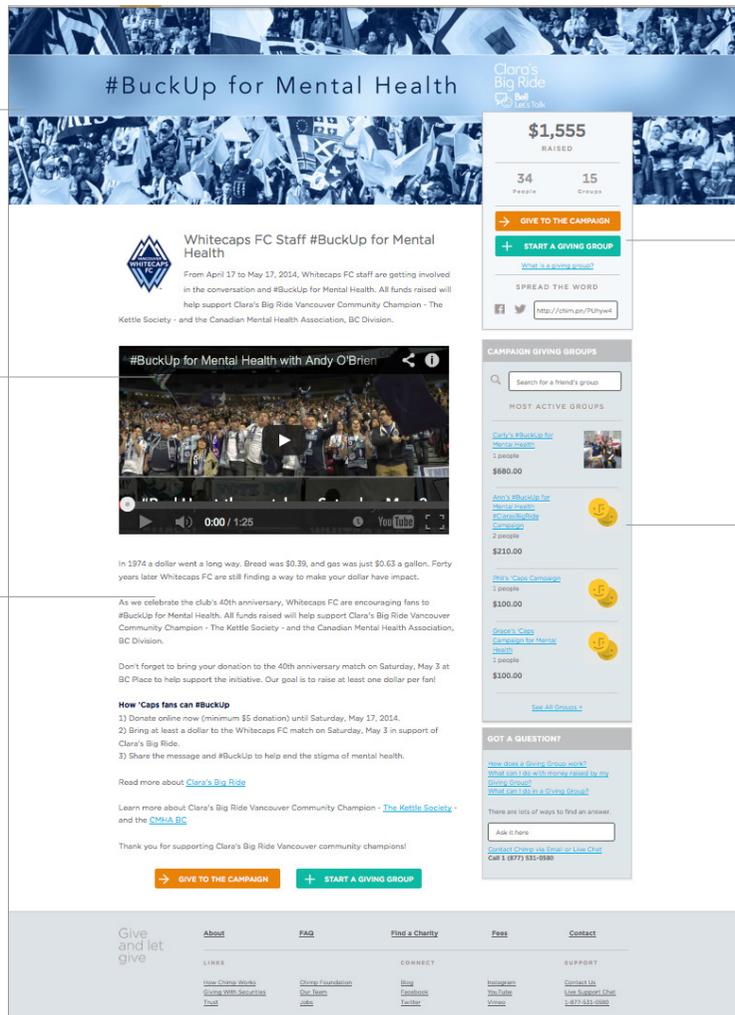
Use a large banner image to brand the page and add character to your campaign.

Video

A great video about your cause can engage visitors and inspire them to take action

Custom Rich Content

You can add custom rich content like images, links, and font colours directly into your campaign copy. This is optional and will take a bit of basic HTML knowledge to set up.



Campaign Actions Module

Keeps your important metrics and calls to action all in one place. This module lets visitors know the status of your campaign and what actions they can take.

Giving Groups Module

Highlights the most active Giving Groups associated with your campaign and allows visitors to connect with them.

Campaign Content

The Chimp Campaign Landing Page features the following content.

*Required content is noted in blue.

Name*

Your campaign name. This will also become your URL, so try to keep it short.

Logo*

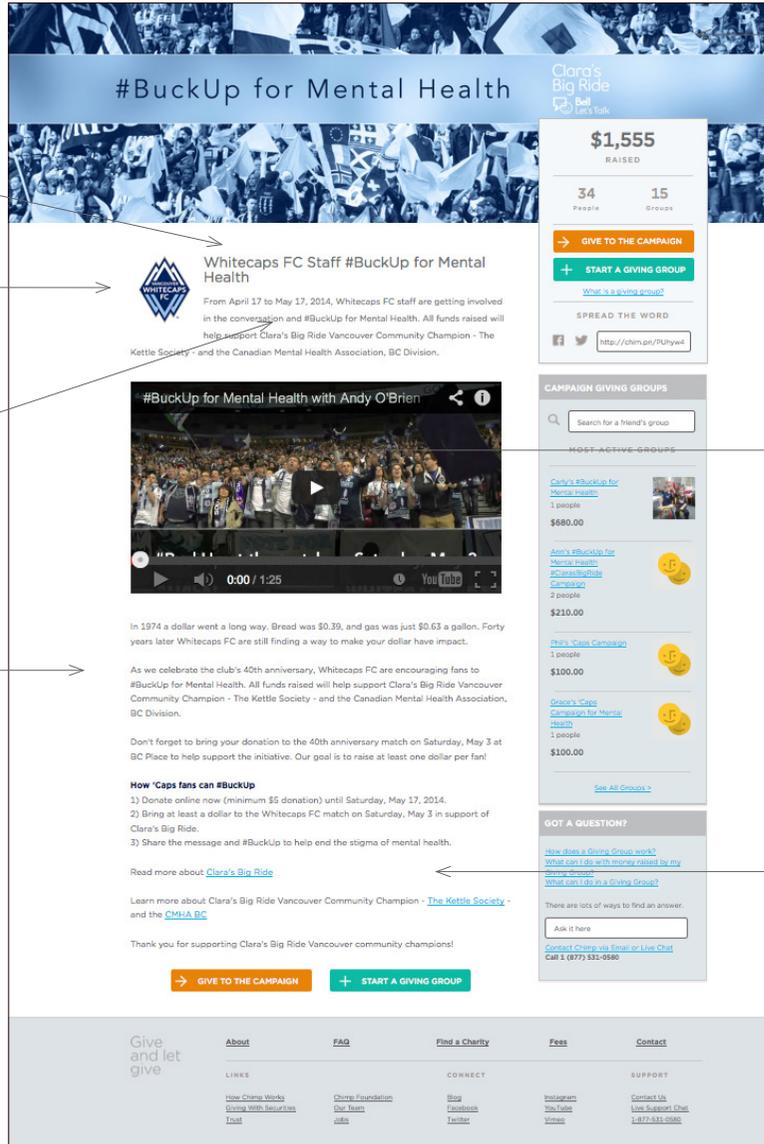
Your organizational or campaign logo (128px x 128px).

Short Description (300 chars max)*

Briefly describe the purpose of your campaign.

Long Description*

You can expand on your short description here. Use this space to inspire people to get involved and donate to your campaign.



Custom Cover Image

Use a large banner image to brand the page. (1680px x 420px)

Video URL

Embed your Vimeo or YouTube video.

Photo Gallery

Upload up to 10 photos to illustrate your campaign and provide visual inspiration.

Giving Group Content

When supporters create Giving Groups associated with your campaign, information about your campaign will be displayed on their fundraising pages. You can build visibility for your campaign, and help your Giving Group leaders get started quickly, by providing some key content.

*Required content is noted in blue.

Purpose

Description of the group's background and purpose, provided by the Giving Group manager.

How to Help

Call to action for Giving Group participants, provided by the Giving Group manager.

Description

(300 chars max)
Short description of the group's goal, provided by the Giving Group manager.

Sidebar Logo*

This should be your campaign logo.

Sidebar Title*

This should be your campaign name.

Sidebar Body*

This should briefly describe your campaign and inspire people to get involved.

Creating an Engaging Campaign Page

How to make your page stand out and drive action

The purpose of your campaign page is to inspire supporters to donate or to start a Giving Group fundraising page. Here's a look at how to achieve that with content.

Writing Your Description

Visitors to your campaign page will need to know what it's all about and how to get involved. Provide the following information to encourage engagement and inspire action.

CAMPAIGN GOAL

Outline what you hope to achieve with your campaign - whether it is a fundraising goal, number of participants, or general awareness for your cause. Be specific about your intended results.

ABOUT

Describe your organization and the purpose of your campaign.

HOW YOU CAN HELP

Tell supporters how they can help the campaign reach its goal. This can include (but is not limited to):

- Start a fundraising page (called a Giving Group) to raise money for the campaign
- Donate money to the campaign
- Spread the word through online and offline networks

Feel free to copy those points exactly and paste them to your page.

CONTACT INFO

Be sure to include a way for people to get in touch with you - a phone number or email is best.

TIP:

- Try writing it all out in a Word document or other text editing program, then copy it into Chimp.
- Keep it short, sweet, and to the point.

HTML Styling

Make your text scannable so readers can access information quickly. You can achieve this by using inline rich html editing – don't worry, it's not as scary as it sounds! Below we'll walk you through a few simple but effective ways you can organize your text on the page.

CREATING HEADLINES

Want your short headline to stand out? Here's how you do it:

HTML code:

```
<span style="font-size:16px; font-weight: bold">Your Headline Here</span>
```

Example:

```
<span style="font-size:16px; font-weight:bold">How You Can Help Our Campaign </span>
```

You can copy the exact code above, place it right into the field above your body copy and simply replace the headline text. You now have a headline that is bigger and bolder than the rest of your text! You can also change the "16px" to a larger or smaller font size, if you like.

ADDING LINKS

It's a good idea to link to your organization's website, to the charity or charities you want to support, and to informational resources. Here's how you do it:

HTML code:

```
<a href="link">text</a>
```

Example:

```
<a href="http://websitename.com">Click here to find out more information.</a>
```

Simply copy the code above and replace the URL and descriptive text with your own.

ADDING VIDEO

Adding video is also easy! Just place this code into your text wherever you want the video to appear (most likely, at the top of your campaign page).

HTML code:

```
<iframe src="http://www.example.com"></iframe>
```

Simply replace the URL with that of your YouTube or Vimeo video.

Cover Image

CHOOSE A COVER PHOTO

Your cover photo has the biggest visual impact on your page, and it's a great opportunity to set the tone for your campaign. We strongly recommend that you use one of your own images - it's more personal and specific to your cause. If you don't have any suitable photos available, however, here are a few resources to get you started.

Free*

[Unsplash](#)
[Picjumbo](#)
[Gratisography](#)

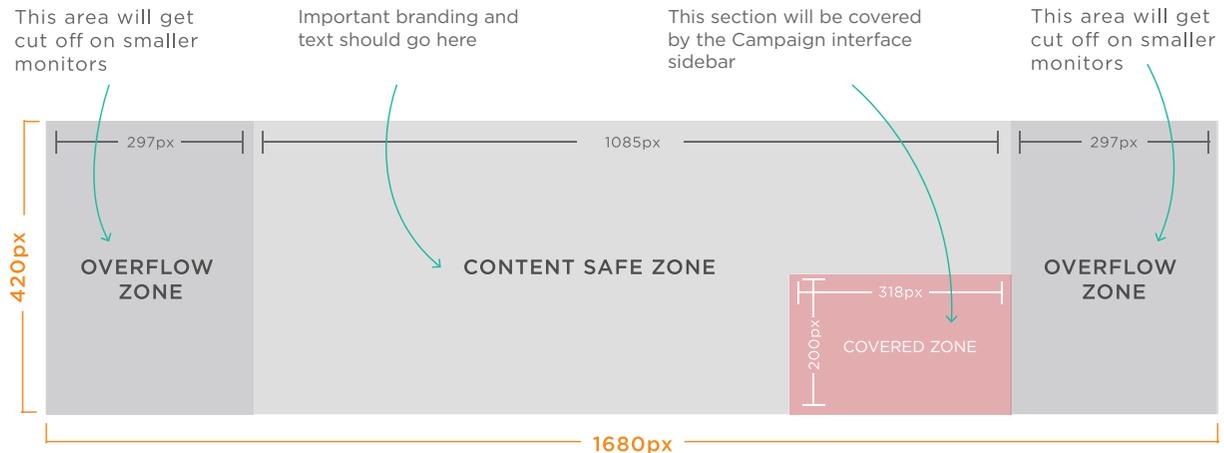
Paid*

[Veer](#)
[iStockPhoto](#)
[Alamy](#)

**Whether you use free or paid sources, make sure you've read and are abiding by the usage limitations.*

RESIZE YOUR COVER PHOTO

Once you've selected a good-looking photo, the next step is to size it for optimal use on the page. Below, we've illustrated how the cover photo will appear on the campaign page. **The most important thing to remember is the total width and height of the image (1680px by 420px).**



BASIC PHOTO EDITING TOOLS:

- [PicMonkey](#) is a free online photo editing tool that is easy to use.

PHOTO EDITING TOOLS FOR THE ADVENTUROUS:

- [Canva](#) helps you design and create cover images for a variety of online platforms - just use their custom size tool and set your dimensions to those provided above.
- If you have a pre-designed Photoshop file you want to edit, [PhotoPea](#) is a free online tool to edit PSD files.

ADD TEXT TO YOUR COVER PHOTO (OPTIONAL)

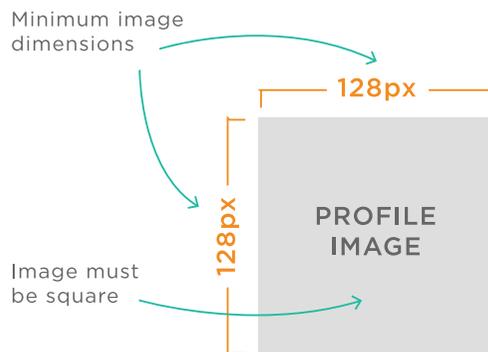
If you like, you can add text to your image in your photo editing program. A compelling quote, mission statement, or other detail might give more context to your campaign page, but this is optional. If you do include text on your image, just be sure that it is large enough to read, and that it stays within the Content Safe Zone as described on the previous page. It is also a good idea to keep it as short as possible.

TIPS:

- Look for images that are not too busy
- White space can help keep the focus clear
- Keep it positive and empowering

Campaign Profile Picture

Your campaign profile picture will appear on your campaign page, and will also be the default photo for any Giving Group page that is part of your campaign. Your profile photo can be a logo, a photograph, or any other graphic. Size it using the dimensions below.



TIPS:

- Keep it simple and clear
- Try not to rely on text; logos or images are best

Inspiration

Here are some good examples of campaign pages that are concise, visual, and engaging:

[Whitecaps #BuckUp for Mental Health Campaign](#)

[Clara's Big Ride for Bell Let's Talk](#)

Just remember, clarity and brevity are key. Be clear about the campaign's purpose, and how people can get involved, but don't worry about explaining every last detail.

We're Here To Help!

If you have questions about setting up your Campaign page, please get in touch. We would be happy to help.



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Campaign Page Setup Checklist

CAMPAIGN LANDING PAGE CONTENT

- Name
- Logo
- Short Description
- Long Description
- Cover Banner
- Video (optional)
- Photo Gallery (optional)

ASSOCIATED GIVING GROUP CONTENT

- Sidebar Name
- Sidebar Logo
- Sidebar Description