# Mogive Central HOW-TO GUIDE

# **Crowdfunding - Express Setup Guide**



#### STEP 1: How to get started

Standard GiveCentral administrator login: https://givecentral.org/login.

On the GiveCentral sidebar menu choose option > Express Setup > Crowdfunding.

Describes the different features of Express setups.

- Click : Manage your events to manage your ongoing events create a new event.
- Click : Learn More to read about all features in depth.



#### **STEP 2: Event Setup**

- Add An Event Image
   Upload an event image to go with the event background.
- Start Date and End Date
   Date range the crowdfunding event should be active for donations.
- Goal Amount
   Target amount you want to raise with this event; will appear as the goal on the tracker page.
- Credit Card and ACH accounts
   Merchant bank account where donations will be deposited.
- Tax Deductible
   Status and percentage if donations are tax-deductible for donors
- Create Event or Click on Advanced Settings to perfectly meet your needs.



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Create Event	Share Event Link	Personalise	d Email Templates	Personalised Giving Page	
t's create your event.					
d basic information about your event.			Event Setup Guide	O Quick Help	
			Event Background Upload an event to go wit the image should be in 1:1	h the event background. The size of ratio.	
+Set Event Image			Event Name Helps identify which event you are raising funds for. Also helps you track event data easily at later stages.		
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### **STEP 3: Web Link to Share**

- Direct your supporters directly to your campaign with a unique shareable link for your campaign.
- Generate a shareable link for your campaign to share across various social media platforms and on your website.

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Setup a C	rowdfunding event and share your	vent details with donors in a very simple way.	
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### **STEP 4: Communication**

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- Setup customized communications for your campaigns in easy steps.
- Choose the lists you want to include, add the right subject line and choose a fitting template that suits your campaign's theme.



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#### **STEP 5: Resources**

Documents and guides for a successful crowdfunding event. Select to open and download or print:

- How to run a paddle-raise with your new crowdfunding event.
- Organizing virtual teams for your crowdfunding event competition.
- See sample crowdfunding and tracker pages.
- How to run reports for this event.
- Difference between Crowdfunding Express and Advanced setup.
- Guide to Crowdfunding Express setup
- Guide to Crowdfunding Advanced setup

Admin Panel 🆀

#### **Quick Help**

**Guide to Crowdfunding Express Setup** 

crowdfunding events. Watch optional video

for more information. Click: Get Started to

Describes the two different types of

begin express setup...

Read More

# Difference between Express and Standard setup

This guide describes the difference between the two methods that can be used to create a crowdfunding campaign.

#### Read More

#### Click to view gallery of sample pages.

If you're looking for some ideas for creating a fundraising page here's a gallery of some crowdfunding pages. Click here to view the gallery.

## Strategies for successful crowdfunding

"The lord provides technology to accomplish its purposes." – Brother Randall L. Ridd. It is pretty apparent that technology has gradually...

Read More

#### Guide to Crowdfunding Advanced Setup

How you can use the advanced setup option for a Crowdfunding Campaign. Customize the whole campaign with an extended set of options.

Read More

## Ideas for promoting your crowdfunding event

Before you embark on a crowdfunding campaign, know what the drivers for success are and how to best use it for your benefit.

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#### How to run reports for this event

What reports to run for your event? How do you run the reports? A comprehensive guide about how you can effective track the performance of your event.

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