



Featuring: Refugee Crisis

Overview

With content and images created for you in this Cause Kit, your team will be able to seamlessly set up a refugee crisis campaign supporting the Center for Disaster Philanthropy, in 15 minutes or less. This particular Cause Kit is for organizations interested in supporting a nonprofit that addresses the following cause areas: disaster relief, human rights, global issues and advocacy.

Notes:

Campaigns can be used for multiple purposes, including:

- Volunteer campaigns
- Conducting drives
- Donation campaigns (for employees only; not for public-facing fundraisers)
- Fundraising campaigns (for employees AND public-facing fundraisers)


In this Cause Kit, we will be using the campaign tool to create a donation campaign.

Requirements to Get Started:

You must have "Site Admin" or "Community Leader" permissions in order to create a fundraising campaign.

Step 1:

1. Log into your site. Click on “Campaigns” and select “Create Campaigns.”
2. Enter the following information. Once you have entered all of this information, click “Save” to move on to Step 2.

Item:	Content to Use:
Banner	<p>Save the following graphic to your computer and upload it. (Optimal Banner size = 940w x 298h; 200KB max)</p>  <p><small>Bulent Kilic/AFP/Getty Images</small></p>
Campaign Name: (60-character limit)	Address the Global Refugee Crisis
Campaign Short Summary: (200 character limit)	Help provide water to families impacted by the global refugee crisis.
Start Date:	March 21, 2017
End Date:	April 21, 2017
Campaign Type:	Select “Campaign” from the list
Calls-to-Action for Campaign:	Select “Donate Money” from the list. (NOTE: Once you have published your campaign, you cannot change the call-to-action)
Set Campaign Goal:	<p>Select “Donating Money” from the dropdown menu and choose whichever goal best matches your objective:</p> <ul style="list-style-type: none"> • Number of donors (measures participation) • Total amount raised <p>For this example, we will select “Total amount raised” and will set our goal to \$18,000.</p>

	<p>How did we come up with that figure? \$180 can help provide emergency water to 3 refugee families for one year. If you have 100 employees, and each employee makes a \$7.50 recurring gift via payroll deduction for 24 weeks, that equates to a total \$18,000 raised. That means a year's worth of emergency water for 300 refugee families.</p>
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Step 2:

1. Enter the following information, clicking the "Save and continue" button when prompted.

Item:	Content to Use:
Description Header: (36 character limit)	About this Campaign:
Description Text: (In addition to text, you can also embed videos.)	<p>Refugees around the world are moving in record numbers. In fact, the unprecedented movement of people around the world has created the highest number of displaced persons since World War II. According to the United Nations Refugee Agency (UNHCR), a record 34,000 people a day – or roughly 24 people a minute – are displaced from their homes by conflict and violence. Children make up 51 percent of the world's refugees.</p> <p>While the politics and policy surrounding refugees continues to be disputed between governments, we can play a significant role in supporting the individuals and families impacted by the refugee crisis.</p> <p>Join us in our goal to raise \$18,000 to provide water for refugee families. If each of us donates \$7.50 via recurring payroll deduction (gifts will be deducted for 24 weeks for one year), we can provide water for 300 refugee families.</p>
Uploaded Files: (Not required)	If you upload any file(s), make sure you click the "Attach File" button and then click "Save and Continue."
Donation Section Title:	Provide refugee families with water!

Who We're Supporting:	In the "Search Nonprofits" box type in Center for Disaster Philanthropy (or enter their EIN 455257937) and select it when it displays.
Prizes:	If you are offering incentives to encourage employee participation, you can use this section to promote those incentives. For purposes of this campaign, we will leave this section blank.

Step 3:

After you have saved everything in step 2, scroll to the top of the page and click "Preview Campaign" to review everything you have entered and see how it will display.

- If you are happy with everything and ready to launch the campaign, scroll to the top and click "Publish Campaign."
- Click "Go back to edit" if you would like to make revisions. Then click on the pencil icon to edit a specific section. If you wish to update the campaign banner graphic or adjust the campaign period, simply hover over and select "click to edit this section" to make those updates.