Objective: Build a donation page on the WinRed fundraising platform.

Donation pages are critical for raising money for your campaign. It is important to understand the basic steps to creating a donation page and being able to share the link in your fundraising emails and via your social media accounts.
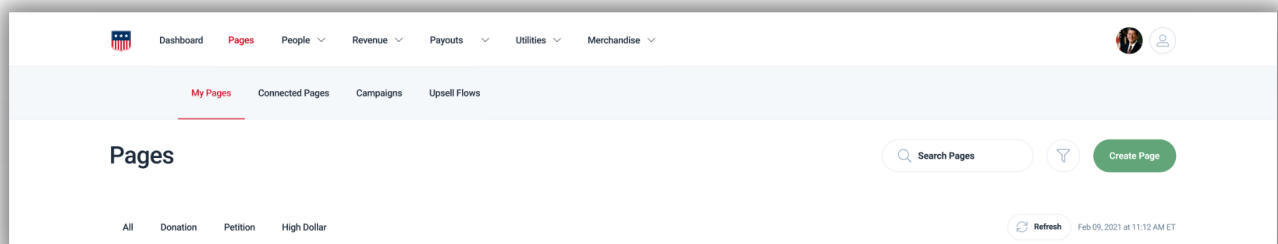
How-To:

Step 1) Sign up for a WinRed account

- The first step in the onboarding process is signing up for an account. You can do this by going to winred.com/register. You'll receive an email confirming that you've signed up and that you will hear from WinRed team shortly regarding the next steps.

Step 2) Create a WinRed donation page

- After your account has been approved, you will be able to sign in and access the Dashboard. Once you're signed in, click on the green Create a Page button, followed by the Donation Page option in the drop-down menu.

- WinRed requires you to make selections on a few settings for every page you create (most settings are optional):

  - Internal Name: A non-public name for your page to help you keep track of it.

  - Public Title: The title of the page that donors can see.

  - Slug: This gives each page a unique URL that it lives at when you publish it.

Page Details

Give your page an internal name. This name is not publicly viewable.

Example WinRed Page

Enter a slug to give your page a unique URL.

secure.winred.com/mike-morris/   examplewinredslug

Give your page a publicly viewable title.

Public Page Title
Example WinRed Page Public Title

Building Donation Pages

Step 3) Customize your Creative and Layout

- Go to the "Creative" section on your donation page to edit your form colors. The primary color adjusts the page's main buttons and links. The secondary color adjusts the page's amount and checkbox buttons. Remember to keep your branding consistent (See: Graphic Design, Level 1)

- Here is where you can also upload a mobile image and a desktop logo. The logo or background image can either be a GIF or a regular photo. If you click the gear icon, you will be able to decide if you want the logo on or above the form.

- You can set the background to be a solid color or add an image. If you would like to upload a video to your donation page, you can enter the embed code from the following providers: YouTube, Facebook, or Twitter. Lastly, don't forget to edit the page layout and positioning to match your optimal view.

Step 4) Change Form Fields to Set Donation Amounts

- Be sure to add suggested donation amounts to allow your donors to select a preset donation amount. You can remove the "other field" if you decide not to allow donors the option to enter in their own custom amount. We recommend keeping this option for donors who don't want to contribute one of your preset amounts.
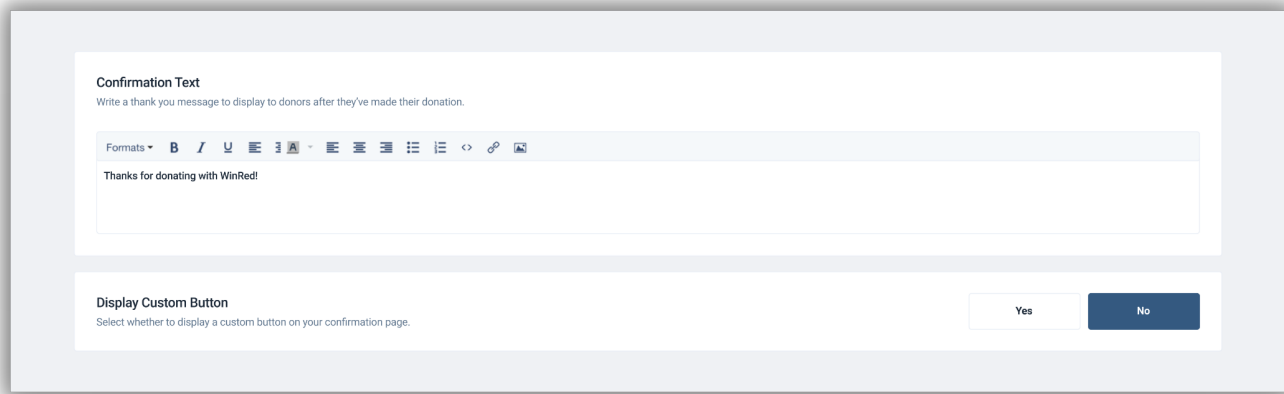

- To add text descriptions to the donation amount buttons, click the gear icon in the right hand corner. Once you click that, you'll be able to edit the Amount Label.

- If you scroll down further, you'll be able to choose which fields you would like display on your page, such as shipping details, employer information, or employer name and occupation. You can collect a mobile field as well as allow users to opt into receiving SMS messages from your committee. If you're selling a product, you can also collect shipping information for your donors.

Step 5) Edit Your Confirmation Reply

- Add a custom "Thank You!" message that will appear once they've completed their donation. You are also able to add a custom button to your page that will link out to a URL of your choosing.

- When you are finished, remember to click save after making any changes. You can always preview what your page looks like by selecting the Preview button, located at the top right-hand corner of your screen.

What's Next?

1. Create a Landing Page with a CTA that links to your WinRed donation page. See "Landing Pages, Level 1."

2. Draft a fundraising email that includes a link to your WinRed donation page. See "Email, Level 1."

If you need services like data and email delivery for online fundraising, or more advice from the WinRed experts at Raconteur, please email data@raconteur.com.