

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.

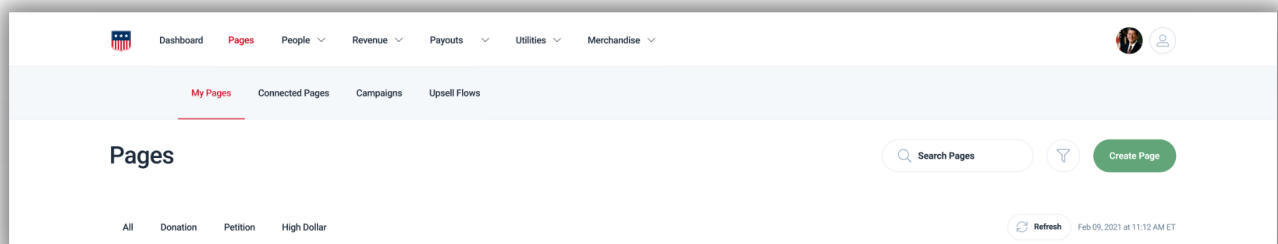
How-To:

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.



Building Donation Pages

- 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.

Enter a slug to give your page a unique URL.

Give your page a publicly viewable title.

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](#))

The screenshot displays a customization interface for a donation page. It is divided into several sections:

- Form Colors:** Allows customization of the form colors. It includes a "Primary Color" field with a red color swatch and the hex code #D0021A, and a "Secondary Color" field with a blue color swatch and the hex code #023D7B. Descriptions indicate that the primary color affects main buttons and links, while the secondary color affects amount and checkbox buttons.
- Mobile Image:** A section for uploading an image to display on the page. It includes a dashed box for the image and a "Choose Image" button with a plus icon. A note specifies the recommended image size is 600x600.
- Desktop Logo:** A section for uploading a logo to display on the page. It includes a dashed box for the logo and a "Choose Image" button with a plus icon. A note specifies the recommended logo size is 300x300. A gear icon is visible in the top right corner of this section.
- Display Logo on Mobile Devices:** A toggle switch to determine if the logo is displayed on mobile devices. It has "Yes" and "No" options.
- Form Steps:** A section for selecting whether the form will be single step or multistep. It includes "Multi-Step" and "Single-Step" buttons.
- Form Layout:** A section for selecting the form layout. It includes "Floating" and "Double" buttons.
- Form Position:** A section for selecting the form position. It includes three buttons with different icons representing different positions.

- 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.

Building Donation Pages

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.

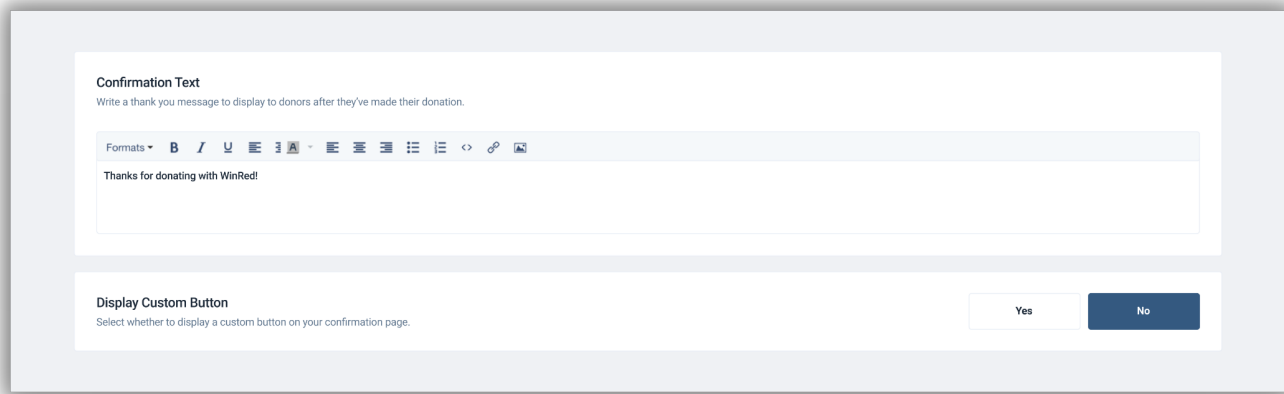
The screenshot shows a configuration interface for donation pages, divided into two main sections:

- Donation Amount Buttons:** This section allows customizing suggested donation amount buttons. It features a list of input fields, each with a dollar sign icon, a text input field, and a delete 'x' icon. The preset amounts shown are \$25, \$50, \$100, \$250, \$500, \$1450, and \$2900. Below this list is an "Other Amount" field with a toggle switch that is currently turned on.
- Recurring Donation Button:** This section asks whether to display a recurring button on the page, with "Yes" and "No" radio button options.
- Add Money Pledge:** This section includes a search bar labeled "Search money pledges..." and a link to "Create a new one here".

- 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.



The screenshot shows a user interface for editing a confirmation message. At the top, it says "Confirmation Text" and "Write a thank you message to display to donors after they've made their donation." Below this is a rich text editor with a toolbar containing icons for bold, italic, underline, link, unlink, bulleted list, numbered list, indent, and outdent. The text area contains "Thanks for donating with WinRed!". At the bottom, there is a section titled "Display Custom Button" with the instruction "Select whether to display a custom button on your confirmation page." and two buttons: "Yes" and "No".

- 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.