

# Go! Air!

## Go! Templates – Navigating the Waters

Campaign Walkthrough



# Today's Topics

- Program Goals
- Go! Modes of Thinking
- Go! Template Commonalities
- Walkthrough
  - Monthly Communications
  - Housefile Building
  - Sustainer
- Next Steps



## Goals:

1. *Increase online fundraising activity and results, ultimately increasing net new revenue.*
2. *Further engage our constituents in a meaningful relationship with us*

# Today's Topics

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# Modes of Thinking

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Planning

Building

Launching

Reporting

# Today's Topics

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# Go! Template Commonalities

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Monthly Project

Stationery

Email Message

Housefile  
Building

Stationery

Email Messages  
5 messages

Landing Pages:  
Survey & Rules

Ecard

Campaign  
Promo Graphic

Sustainer  
Campaign

Stationery

Email Messages  
3 messages

Donation Form

Campaign  
Promo Graphic

# Today's Topics

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- Program Goals
- Go! Modes of Thinking
- Go! Template Commonalities

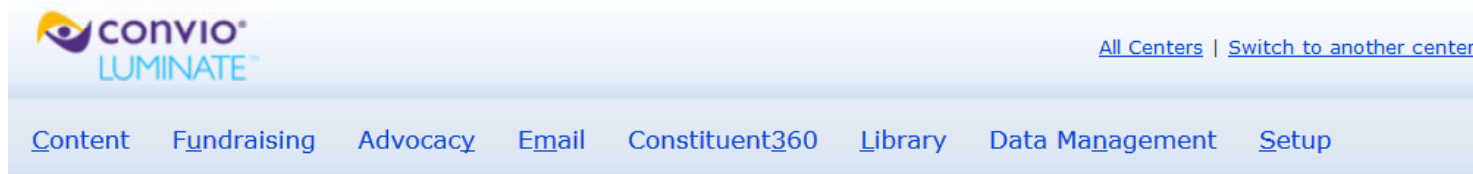
- Walkthrough
  - Monthly Communications
  - Housefile Building
  - Sustainer

- Next Steps

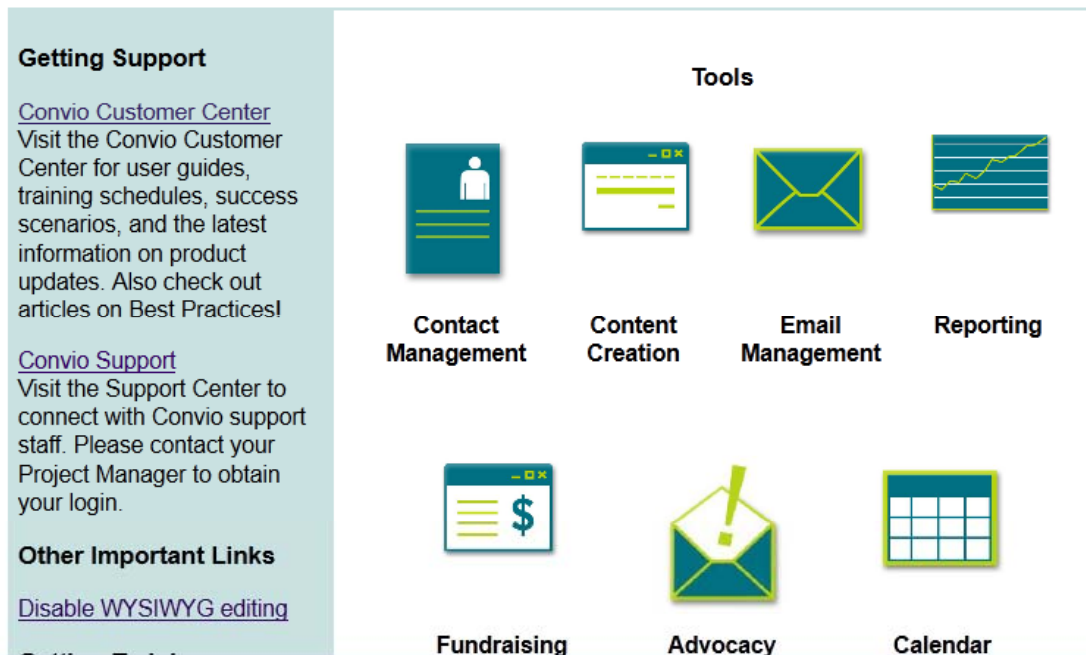


# Walkthrough

## ■ Login and walkthrough admin backend



### Administrator Home Page



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# Monthly email communications – How to Manage

# Monthly email communications - Navigate

[Content](#) [Fundraising](#) [Advocacy](#) **[Email](#)** [Constituent360](#) [Library](#) [Data Management](#) [Setup](#)

Administrator Home Page

Email Campaigns

Quick Email

Email

Email Home

Email Calendar

Campaigns

Reports

Campaigns

Campaigns

Email

Email Home

Email Calendar

Campaigns

Reports

Campaigns

Create a new campaign

An Email Campaign groups related

- Email Campaign List -

3 Search for  
Convio Go!  
enews

4 Click "manage"

Convio Go! enews

Search

Campaign Name:

Actions

Manage  
Edit

onvio®

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# Housefile Building Campaign – How to Manage

# Housefile Building- Navigate Email Messages

[Content](#) [Fundraising](#) [Advocacy](#) **[Email](#)** [Constituent360](#) [Library](#) [Data Management](#) [Setup](#)

Administrator Home Page

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Email Calendar

Campaigns

Reports

Campaigns

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Email Home

Email Calendar

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Campaigns

Create a new campaign

An Email Campaign groups related

- Email Campaign List -

Convio Go! HFB

Convio Go! HFB

Search

Campaign Name:

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Edit

onvio®



3

Search for  
Convio Go! HFB

4

Click "manage"



# Housefile Building- Navigate stationeries

**1**

convio<sup>®</sup> LUMINATE™

[Content](#) [Fundraising](#) [Advocacy](#) **Email** [Constituent36](#)

Email

**eCard Campaigns** eCard Reports

Stationery

**2** Search for Convio Go! HFB


Stationery List -

Records 1 - 4 of 4 [First](#) | [Previous](#) | [Next](#) | [Last](#)

HFB

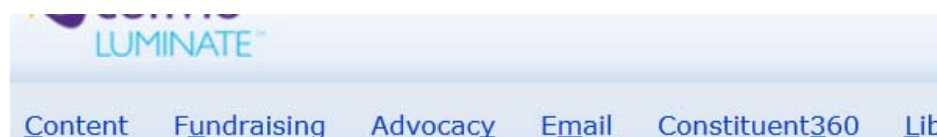
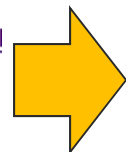
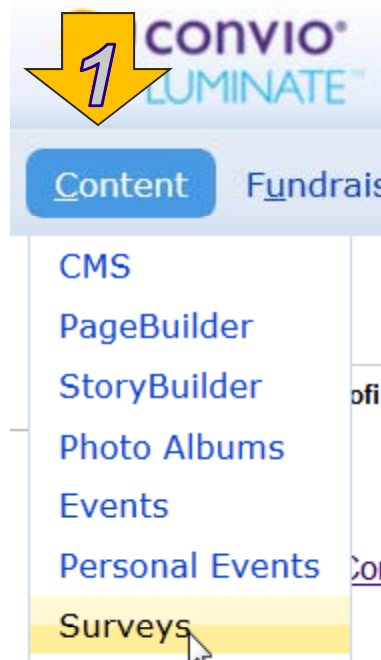
Stationery Name	Actions
<b>Convio Go! HFB eCard 2012 (Wisconsin)</b> Layout ID: 13285	<a href="#">Edit</a> <a href="#">Copy</a> <a href="#">Preview</a> <a href="#">Unpublish</a> <a href="#">Delete</a>
<b>Convio Go! HFB eCard 2012 - WI</b> Layout ID: 13621	<a href="#">Edit</a> <a href="#">Copy</a> <a href="#">Preview</a> <a href="#">Publish</a> <a href="#">Delete</a>
<b>Convio Go! HFB email 2012 (Wisconsin)</b> Layout ID: 13286	<a href="#">Edit</a> <a href="#">Copy</a> <a href="#">Preview</a> <a href="#">Unpublish</a> <a href="#">Delete</a>
<b>Convio Go! HFB email thank you 2012 (Wisconsin)</b> Layout ID: 13287	<a href="#">Edit</a> <a href="#">Copy</a> <a href="#">Preview</a> <a href="#">Unpublish</a> <a href="#">Delete</a>

**3** Click "edit"

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Fighting for Air

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# Housefile Building- Navigate Survey



2 Search for Convio Go! HFB

## Surveys

Survey List

Old Survey List

Survey List

Create a New Survey

This is a list of the surveys created for your site. Use the Actions to work with a specific survey. To

### - Survey List -

Records 1 - 1 of 1 [First](#) | [Previous](#) | [Next](#) | [Last](#)

HFB

Search

Show All

Survey Name

Actions

Status

Convio Go! HFB - Upper Midwest

Preview  
Edit  
Find Responses  
View Report  
Download Survey Responses  
Unpublish  
Copy

Published

3

Click "edit"

# Housefile Building- Navigate eCard

**convio LUMINATE**

[Content](#) [Fundraising](#) [Advocacy](#) **Email** [Constituent360](#) [Library](#)

**Surveys**

**Survey List** [Old Survey List](#)

[Email Campaigns](#)  
[Quick Email](#)  
[Stationery](#)  
**eCards**

**eCard Campaigns** [eCard Reports](#)

**Create a new eCard Campaign**

You can create multiple eCard Campaigns to allow your constituents to create and send eCards. You can also configure the eCard Campaign to use the actual Stationery for the eCards. Use the Stationery application to create the actual Stationery for the eCards.

**- eCard Campaign List -**

Records 1 - 1 of 1 [First](#) | [Previous](#) | [Next](#) | [Last](#)

Convio Go! HFB

Name	Actions
Convio Go! HFB 2012 - Upper Midwest	<a href="#">Edit</a> <a href="#">Copy</a> <a href="#">Preview</a> <a href="#">Unpublish</a> <a href="#">Delete</a>

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# Housefile Building- Navigate Pagebuilder

**1** CONVIO® LUMINATE™

Content Fundrais

CMS

PageBuilder

**Page List**

Move Selected Pages: -- Please Make a Selection -- Move

Expand All Collapse All

All Pages

Records 1 - 2 of 2 [First](#) | [Previous](#) | [Next](#) | [Last](#)

2012\_ Search Show All

<input type="checkbox"/>	Page	Actions
<input type="checkbox"/>	2012_contest_rules_uppermidwest	Preview Manage Edit Content Edit Attributes Copy
<input type="checkbox"/>	2012_entry_page_uppermidwest	Preview Manage Edit Content Edit Attributes Copy

**3** Click "manage", then "edit"

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# Sustained Giving Campaign – How to Manage

# Sustainer Campaign – Navigate Email Messages

[Content](#) [Fundraising](#) [Advocacy](#) **Email** [Constituent360](#) [Library](#) [Data Management](#) [Setup](#)

Administrator Home Page

Email Campaigns

Quick Email

Email

Email Home

Email Calendar

**Campaigns**

Reports

Campaigns

Campaigns

Email

Email Home

Email Calendar

**Campaigns**

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Campaigns

Create a new campaign

An Email Campaign groups related m

- Email Campaign List -

Records 1 - 1 of 1 [First](#) | [Previous](#) | [Next](#) | [Last](#)

Convio Go! Sustain

Search

Campaign Name:

Actions

- Email Campaign List -

Records 1 - 1 of 1 [First](#) | [Previous](#) | [Next](#) | [Last](#)

Convio Go! Sustain

Search

Show

Campaign Name:

Actions

Manage

Edit

cific)

Manage

Edit

onvio®



# Sustainer Campaign – Navigate Donation Form

**1** Click **Fundraising**

**2** Search for Convio Go! Sustain

**3** Click "manage"

convio LUMINATE

[Content](#) **Fundraising** [Advocacy](#)

[Donation Management](#)

[TeamRaiser](#)

[Donation Classic](#) [Pending Contributions](#) [Sustaining Gifts](#) [Design](#)

[Create a New Campaign](#) [Upload Many Campaigns](#)

This is a list of Donation Campaigns configured for your site. Use the action to access the list of donation campaigns configured for a campaign

**Campaigns** **All Donation**

Records 1 - 2 of 2 [First](#) | [Previous](#) | [Next](#) | [Last](#)

Name	Actions	Status	Category
<b>Convio Go! Sustaining Campaign 2012</b> Campaign ID: 11781	<a href="#">Manage</a> <a href="#">Edit</a> <a href="#">Copy</a>	Active	General

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# Next Steps

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- Sustainer campaign build out for individual charters
- HFB campaigns should start to run: turn in your revisions if you have not yet done so
- Monthly Projects
- Next Webinar: **Stewardship & Tracking Housefile Building Success** - Wednesday, April 11 at 11am CT (12pm ET)

# Q & A

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