My Fundraising Badge

Real-time Fundraising Progress Badge for Participant E-mails

Introduction

raisin's email badge is an exciting feature that allows organizations to highlight their brand and enhance their event awareness while allowing participants to run highly effective fundraising campaigns. Using My Fundraising Badge allows participants to communicate their fundraising success graphically in emails sent through the Participant Centre. When sending emails, participants will have the option to include a badge that is completely branded by the organization and contains a live thermometer with their fundraising efforts to date. My Fundraising Badge is a tool that is timely and up to date that gives recipients a great sense of the participant's fundraising campaign. And best of all, recipients are only one click away from the Personal Page to make a donation. All they need to do is click on the Fundraising Badge.

Enabling Participants to Use My Fundraising Badge

Organizations can upload an image with a white space on it to be used as the Fundraising Badge. The system automatically finds the white space and uses it for the thermometer. The badge shows the goal set by the participant, the amount achieved, the progress thermometer and the percentage of the goal achieved. In addition to uploading the image used as the badge, organizations can choose the colour for the foreground font and progress bar. The font type, size and colour are preset and cannot be altered. The percentage always appears in the middle of the progress bar space.

Settings for Event Administrators:

To access the setup page, click on Edit Content in your Pledge Event. Under Email Badge, select Participant Progress.
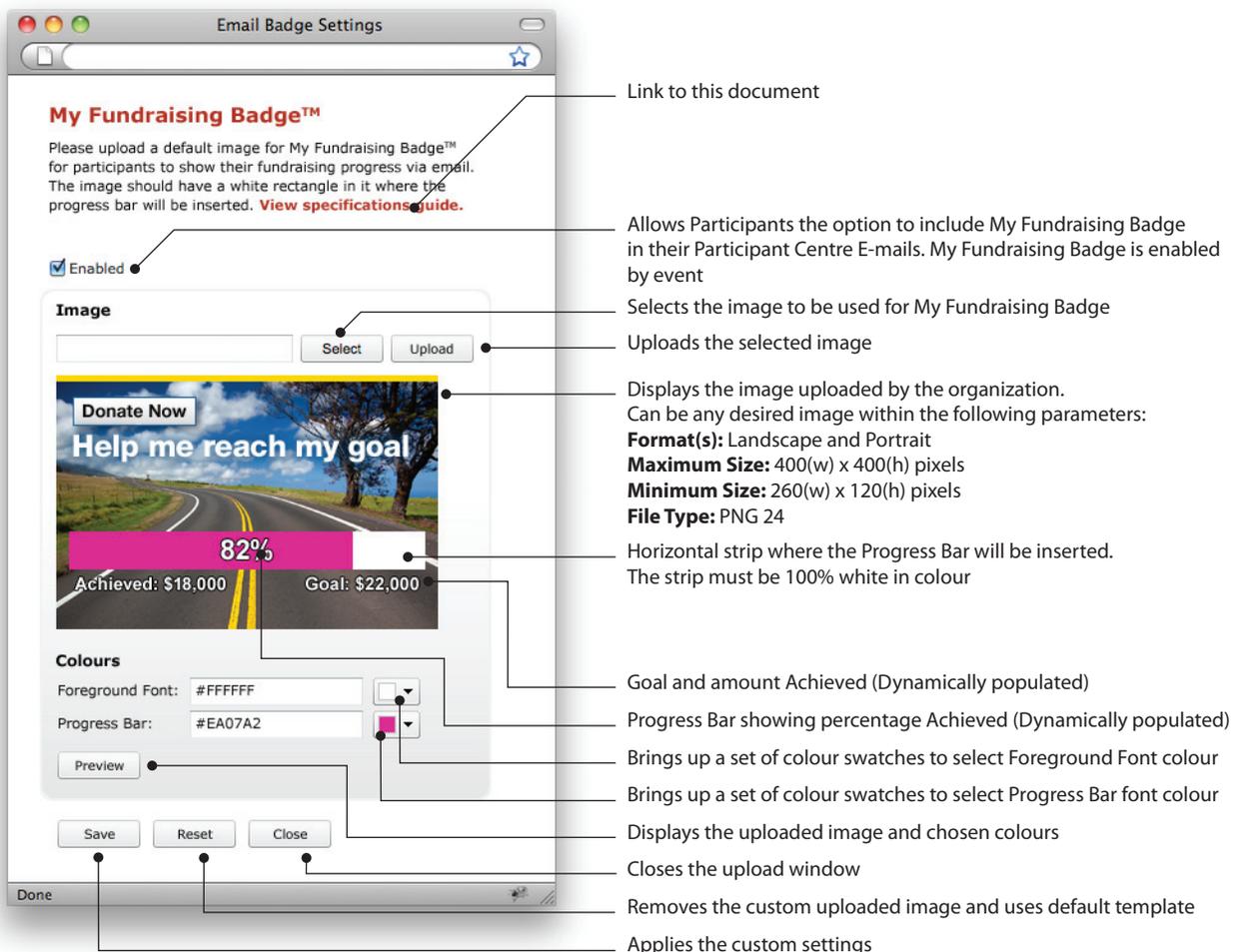
Link to this document

Allows Participants the option to include My Fundraising Badge in their Participant Centre E-mails. My Fundraising Badge is enabled by event

Selects the image to be used for My Fundraising Badge

Uploads the selected image

Displays the image uploaded by the organization. Can be any desired image within the following parameters:
Format(s): Landscape and Portrait
Maximum Size: 400(w) x 400(h) pixels
Minimum Size: 260(w) x 120(h) pixels
File Type: PNG 24

Horizontal strip where the Progress Bar will be inserted. The strip must be 100% white in colour

Goal and amount Achieved (Dynamically populated)

Progress Bar showing percentage Achieved (Dynamically populated)

Brings up a set of colour swatches to select Foreground Font colour

Brings up a set of colour swatches to select Progress Bar font colour

Displays the uploaded image and chosen colours

Closes the upload window

Removes the custom uploaded image and uses default template

Applies the custom settings

Image: My Fundraising Badge **Settings** window for Event Administrators

My Fundraising Badge Preview

Clicking the Preview button lets the user see what the badge looks like with custom settings applied to it.

Closes Preview window

Displays a typical Progress Bar and percentage value of amount Achieved in the custom-selected colours

Displays a typical value for the Amount Achieved in the custom-selected colours

Displays a typical Goal value in the custom-selected colours
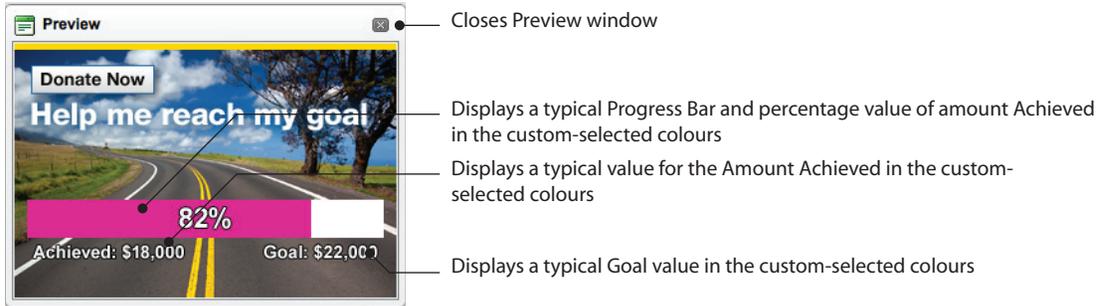
Image: My Fundraising Badge **Preview** window for Event Administrators

Preparing Artwork for the Badge

The following considerations are to be kept in mind when placing the white strip on the badge:
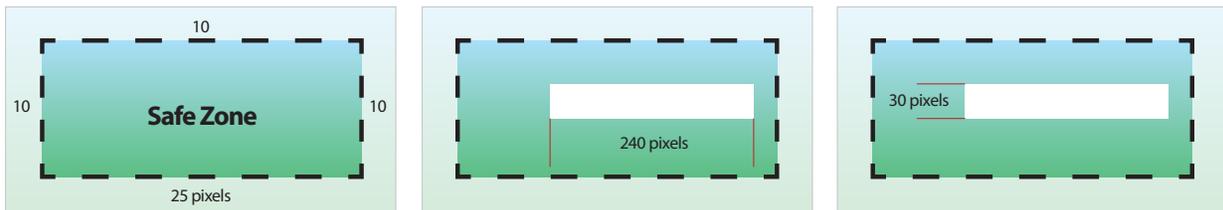
Safe Zone is the area where the white strip can be placed

The white strip should not be less than 240 pixels wide

The white strip should not be less than 30 pixels high
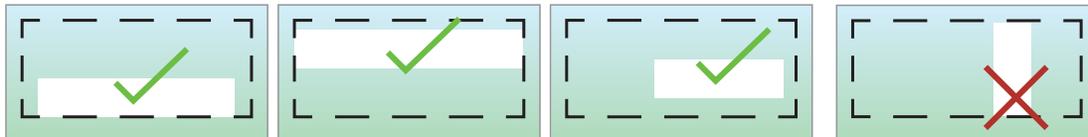
The strip can be placed anywhere on the Badge within the Safe Zone

The strip must not be vertical

Sample Badges

The examples below are meant to show the flexibility of My Fundraising Badge. The organization can upload any image they desire and the possibilities are not restricted to those shown below:

Example 1:
Branded graphic image in portrait orientation

Example 2:
Partially branded photographic image in landscape orientation in English and French

Example 3:
Event branded image in landscape orientation

Using My Fundraising Badge

Settings for Participants:

Participants can set up their E-mails to include My Fundraising Badge through the E-MAIL CENTRE in their Participant Centre...

and turn on the option below:

Provides a description of My Fundraising Badge
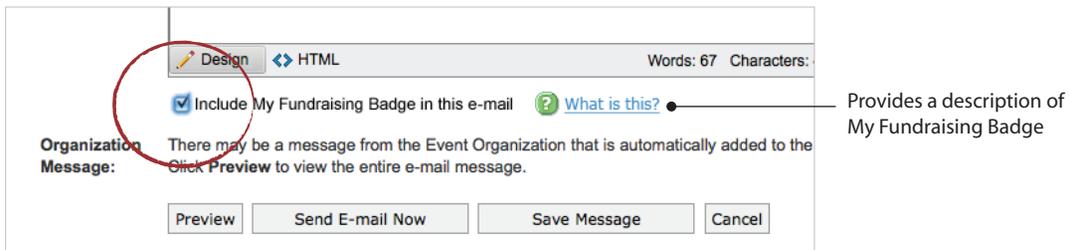
Clicking the Preview button displays a preview of the participant's E-mail message with a real-time version of My Fundraising Badge with custom settings applied to it, embedded in the body of the E-mail.
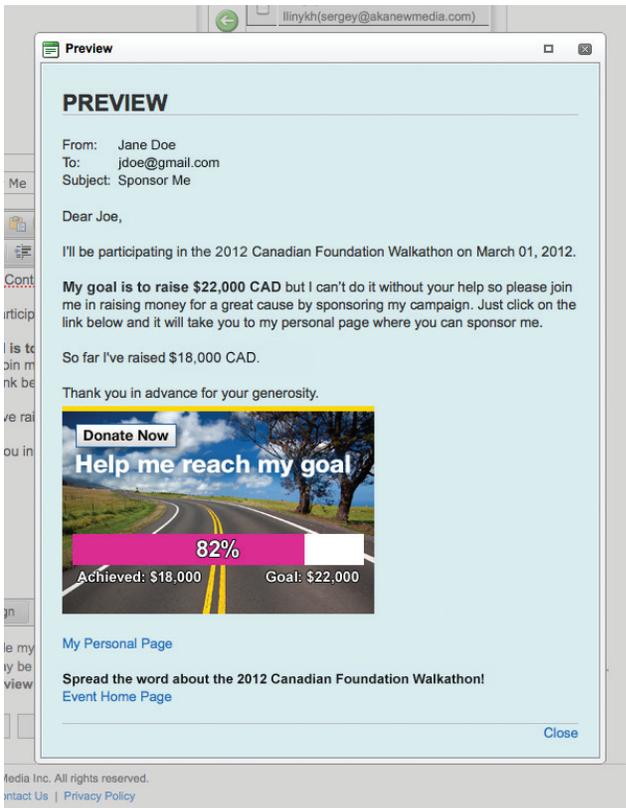
Image: My Fundraising Badge **Preview** window for Participants