

Creating a Christmas Collectin App Campaign

1. Login to Give A Little at givealittle.co
2. Navigate to 'Campaigns'
3. Click 'Add New', then tick 'App Campaign' and then 'Next'
4. Choose the 'Background' layout
5. Fill in the details following the campaign style you would like to do

For the 'Heart of Christmas' Campaign

For the background use the 'Heart Main' file then leave the 'heading' and 'message' sections clear.

Use the following codes for your colour profile:

Primary: cc6d6c

Accent: 3d6b73

For the 'Standard Christmas' Campaign

For the background use the 'Xmas Main' file then leave the 'heading' and 'message' sections clear.

Use the following codes for your colour profile:

Primary: 1a421f

Accent: aa0000

Add app campaign

Campaign details

Background

Heart Main.png

Upload complete

Heading

30 characters remaining

Message

70 characters remaining

Primary colour

cc6d6c

Accent colour

3d6b73



6. Click 'Next' to get to the Donor Options
7. You can choose the amounts you think are suitable but we encourage you to have at least four options with one at £20 or higher
8. Choose the 'Top' button position and make sure you have the "Choose your own amount" toggle switched on. Click 'Next'
9. You will then have options for Gift Aid and Contact info, choose your options then click 'Next'
10. On the 'Thank You Screen' delete the text in the 'Thank you message' box.
11. For the 'Heart of Christmas' campaign upload the 'Heart Thank You' file as the background, or for the 'Standard Christmas' use the 'Xmas Thank You'
12. Click 'Next' then name your campaign
13. One final 'Next' and your campaign is ready to go live