



Social – Pitching In Campaigns

Introduction

As a way to market your organization (or to demonstrate that you are a good citizen of your community), you may on occasion want to offer a gift card to be raffled by a worthy business in the community. In turn, that business may advertise your organization through their own marketing channels (be they on social media or otherwise).

If you feel that your own membership would like to **Pitch In** and help with this effort, the Community Gift Cards platform allows them to pledge a dollar value towards that gift card.

To access this functionality, you will need to go to the Social section of the dashboard.

How does it work ?

Similar to the Rewards system and other features in the system, your membership will **not** be “out of pocket”. Instead, any pledges they make will simply be deducted from disbursements that would normally be deposited into their accounts when gift cards are used at their place of business in the future. Note that pledges don't actually count until the campaign has reached its target or its end date (see below).

Settings

- Target: This is how many dollars you're trying to raise for this campaign
- Missed Target Mode: If the campaign did not successfully reach the target, you can choose whether you still want to create a gift card or not.
- Allowed OVER target: if you specify Yes to this setting, this means that you're willing to accept pledges even after the campaign has reached its Target.
- Maximum target: If you're allowing extra pledges to be made beyond the target (see above), then this setting is the absolute maximum target.
- End Date: If you run a successful campaign with no extra pledges allowed, the End Date will be ignored (the system will stop the campaign when the target is reached). However, if either the target was too lofty (pledges did not get to the target), or you are allowing the campaign to go beyond the target, the system will automatically stop the campaign on the End Date specified.
- NOTE: Every campaign will eventually stop (whether the target was reached or not), and when the campaign does stop, any pledges will be tracked and a gift card will be created (unless the Missed Target Mode specifies that you don't want a card created when the pledges don't reach the target).

How do you notify your membership ?

After you've created your campaign, the system determines if any locations/businesses have not been sent an e-mail notice, and will display a “Send e-mails” button next to the campaign (you will always be able to RE-send e-mails as well). Clicking on that button allows you to select which Location(s) in your network (or all of them) should get the e-mail, and the e-mail will contain a link that your member business owners can click on (from a registered device) to show all open campaigns. The screen will display their current pledge level, and they will be able to change their pledge amounts (if the campaign hasn't already stopped).

Another way to advertise these campaigns to your membership, is through the use of the Pitch-In widget (see the Widgets section of the dashboard). This widget should be placed on a page on your web site that is targeted to your own membership.