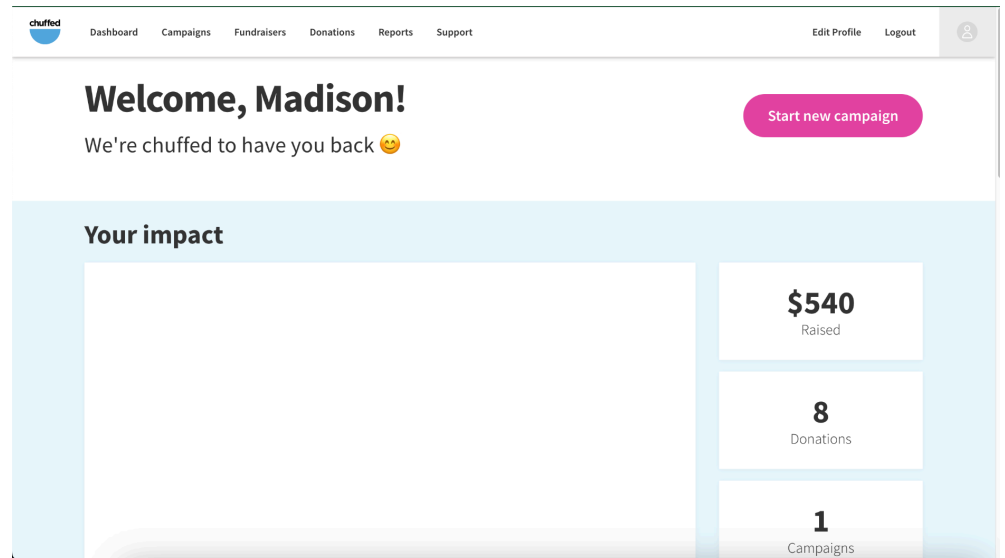
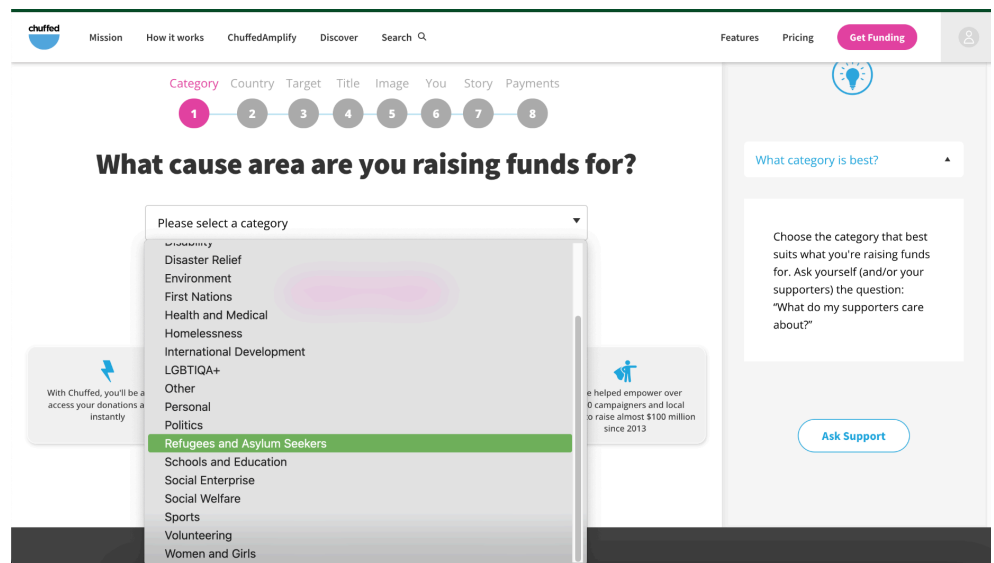


## Chuffed How To

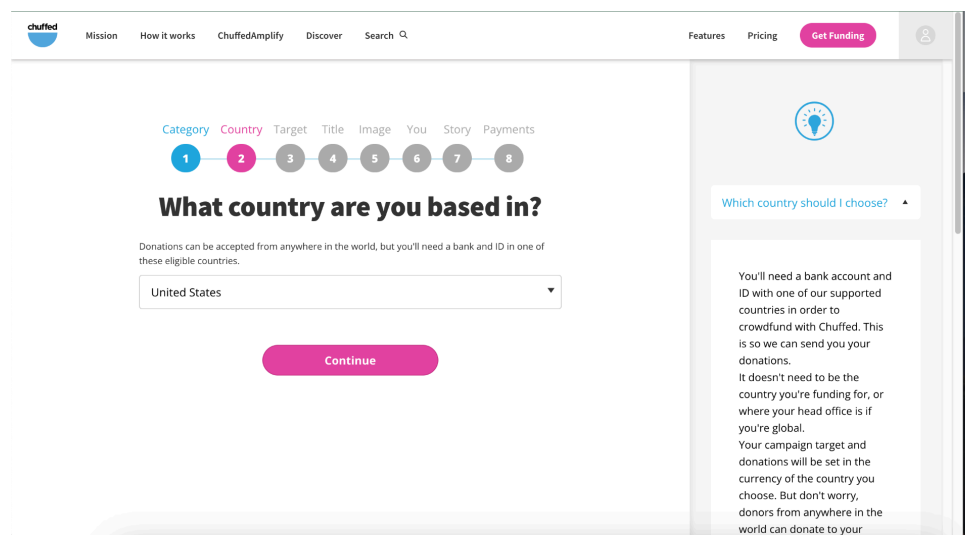
Step 1: Create a Chuffed account, then “Start a new campaign”



Step 2: Choose the category. For folks in Gaza I choose “Refugees and Asylum Seekers”



Step 3: Choose a country. The country you chose will be the currency of the campaign. Notably, these countries are supported: Australia, Canada, Hong Kong, New Zealand, Singapore, United States, Most countries in Europe.



Step 4: Choose a campaign name. This will also be the default URL, but the URL can be changed later.

The screenshot shows the Chuffed website's campaign creation interface. At the top, a progress bar indicates the current step is 'Title' (step 4 of 8). The steps are: 1. Category, 2. Country, 3. Target, 4. Title, 5. Image, 6. You, 7. Story, 8. Payments. The main heading is 'What will you call your campaign?'. Below it, a note says 'Don't worry, you'll be able to change this later'. A text input field contains the text 'Help my children survive this genocide, and rebuild our lives!'. A pink 'Save and Continue' button is at the bottom. On the right sidebar, there's a section titled 'What titles work?' with a lightbulb icon. It explains that the title is the first thing donors see and should be short, snappy, and easily recognizable, recommending 3 to 5 words and less than 75 characters. It lists examples: 'Project Piggy Paradise', 'Save Sawtell Cinema', and 'Duke's Place Called Home'.

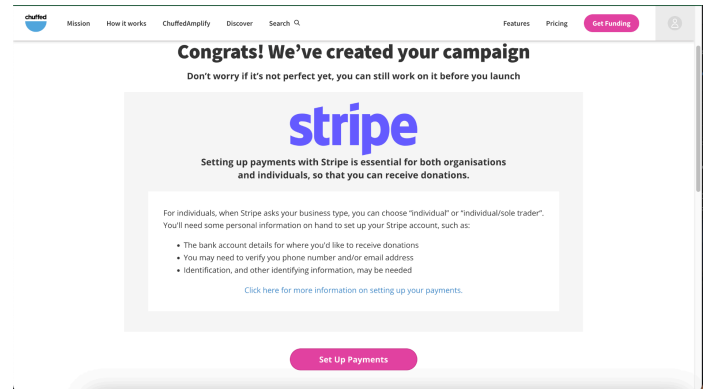
Step 5: Ensure you are logged in, or have an account. This is intended for the person hosting the campaign.

The screenshot shows the Chuffed website's campaign creation interface. The progress bar indicates the current step is 'You' (step 6 of 8). The steps are: 1. Category, 2. Country, 3. Target, 4. Title, 5. Image, 6. You, 7. Story, 8. Payments. The main heading is 'Tell us about yourself'. Below it, a link says 'Not you? Logout'. There are three input fields: 'FIRST NAME' with the text 'Madison', 'LAST NAME' with the text 'Mordaunt', and 'EMAIL' with the text 'madifatty2x4@gmail.com'. A pink 'Save and Continue' button is at the bottom.

Step 6: This is the bulk of the web page. Tell donors about the campaign, a story of the person or family and some of what they have been through. You can put here what donations will be for. I encourage more broad terms like "Necessary items for survival" similar terms.

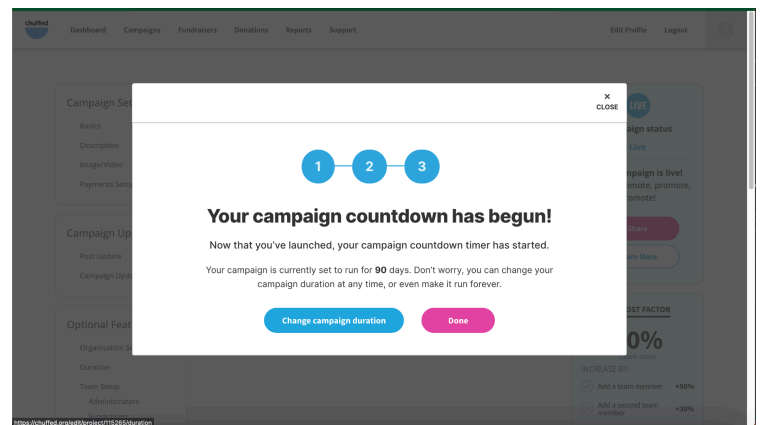
The screenshot shows the Chuffed website's campaign creation interface. The progress bar indicates the current step is 'Story' (step 7 of 8). The steps are: 1. Category, 2. Country, 3. Target, 4. Title, 5. Image, 6. You, 7. Story, 8. Payments. The main heading is 'What are you raising funds for?'. Below it, a note says 'Tell donors about your campaign. You should include background about the issue, who you are, what you're doing and why you're doing it; what you're spending money on. The best campaign descriptions are around 2,500 characters (or 500 words) long. Don't worry, you can always change this later.' There is a rich text editor with a toolbar showing 'Paragraph', 'B', 'I', 'A', and a link icon. The editor is empty. At the bottom of the editor, it says 'Press ⌘C for help' and '0 characters'. On the right sidebar, there's a section titled 'The best campaign stories' with a lightbulb icon. It explains that this is the chance to tell donors who you are and what you're doing, and that the best campaign descriptions are 300-500 words long and are written from a person's perspective, rather than an organisation. It encourages donors to edit their campaign story later if they don't get it perfect now.

Step 7: Set up a payment option and link it to the account. Stripe works in most countries, and takes a very minimal fee, which you can set up to come out of the donation, be paid fully by the donor, or split.



Step 8: Once your campaign is live, here are the customization options I would recommend:

A- Change Campaign Duration – You can chose a length of time for the campaign to run, or you can run the campaign indefinitely.



### Duration

#### CAMPAIGN DURATION

Do you want your campaign to run for a fixed length of time (up to 90 days)? Your campaign duration starts from when you launch the campaign (not from when you submit it for approval). Donations will only be accepted from your launch date, for the number of days you enter. After you launch, you can extend your campaign (up to a max 90 day total length), or you can switch it over to run indefinitely. If you want your campaign to run indefinitely, toggle off the option to set a campaign length below.

☒ I want to set a campaign length

[Save & Continue](#)

### Duration

#### CAMPAIGN DURATION

Do you want your campaign to run for a fixed length of time (up to 90 days)? Your campaign duration starts from when you launch the campaign (not from when you submit it for approval). Donations will only be accepted from your launch date, for the number of days you enter. After you launch, you can extend your campaign (up to a max 90 day total length), or you can switch it over to run indefinitely. If you want your campaign to run indefinitely, toggle off the option to set a campaign length below.

☐ I want my campaign to run forever

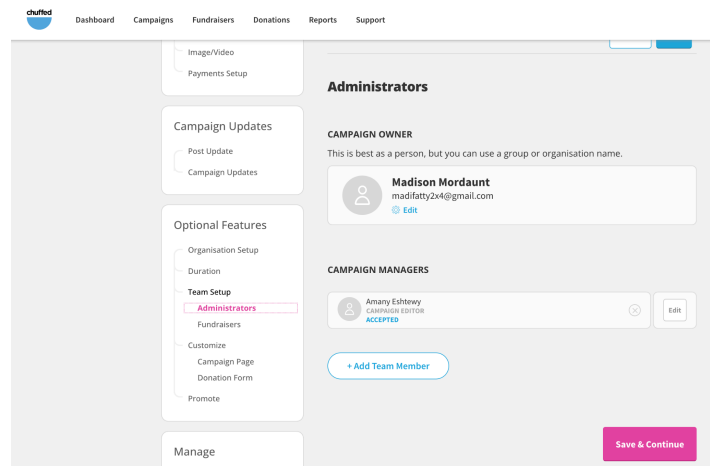
☒ No thanks, I don't need a donation form for my website

With Chuffed.org infinite campaigns, you automatically have access to a short, customisable donation form you can link to from your website's "Donate" button.

This form is designed for your website users who have read your story and are ready to donate. However, this form should not be used for moment-based or event-based crowdfunding as it does not include supporters, comments and other conversion-optimising features from our crowdfunding pages. [Learn more](#)

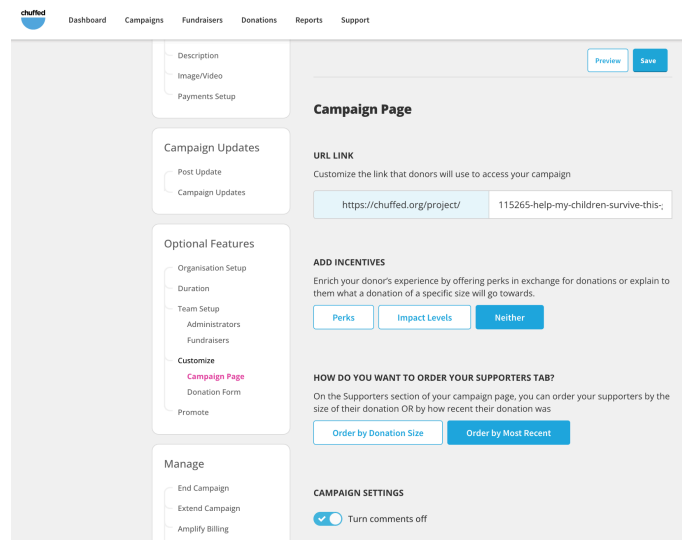
[Save & Continue](#)

B- Include Administrators and/or Fundraisers. Administrators have edit access to the campaign. Fundraisers can create teams with specific targets within the ultimate goal. They can have their own unique URL to keep track of the team's progress.



C- Under 'Optional Features > Customize > Campaign page' you can customize the URL. I recommend going with something easy and simple so you can remember it, in case you need to write it down for people. Be sure to check that it works by typing it into a new browser window.

Perks: You can add a perk, for a specific amount of money. Example: Donors who send \$100+ receive a sticker in the mail. You can set a limit to how many are available at all, or per person.



Impact: You can create impact levels to inform donors of what can be purchased for the amount raised.

D- add a Banner image, other images, and a video if you'd like.

