

# Campaign Launch Checklist

## Payments and Donations

- ☐ Connect and activate your payment gateway (Stripe or Paypal)
- ☐ Complete a test donation in an incognito window using a test credit card.
- ☐ Check that donation options and amounts display as intended.
- ☐ Confirm donor information is recorded accurately in your dashboard.
- ☐ Open the PDF receipt from your test donation email and verify formatting.

## Campaign Website (or Donation Page)

- ☐ Review every campaign page for missing or incomplete content, including text, images and buttons.
- ☐ Test all navigation menu links and buttons to confirm they work correctly.
- ☐ Click your campaign logo to ensure it links to the homepage.
- ☐ Check that padding and margins are consistent across all pages.
- ☐ Verify that typography and text styles are used consistently.
- ☐ Confirm that all images are high-resolution and display clearly on a full HD screen.
- ☐ Compress images to reduce file size for faster page loading.
- ☐ Preview your campaign on a mobile device and check that all elements display correctly.
- ☐ Set up a custom domain for your campaign if desired.

## Other Settings

- ☐ Verify that all integrations (e.g., CRM, accounting, analytics) are functioning and data syncs correctly.
- ☐ Confirm all team members are added and have set up their accounts.
- ☐ Review and set appropriate permissions for each team member.

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## Peer-to-Peer Campaigns

- ☐ Complete a test signup, including team creation and self-donation if relevant.
- ☐ Check that fundraiser information and profiles are recorded and displayed correctly.
- ☐ Click through the campaign site as a test fundraiser to identify any user experience issues.

## Messages

- ☐ Set up a custom sending domain and update sender details for all campaign messages.
- ☐ Test all automated and custom messages, ensuring merge fields and branding display correctly.
- ☐ Double-check audience targeting, sender names, emails, and subject lines for each message.
- ☐ Preview your campaign on a mobile device and check that all elements display correctly.

### ☒ Ready to go live?

- ☐ Toggle the Accept Live Payments switch to set your campaign live.

### Need more guidance?

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