

# Create Additional Campaigns (Events)

Last Modified on 06/15/2023 10:44 am EDT

**Note:** Available for org admins (for GiveSmart Events only customers) or Global Admin (for GiveSmart Events + Fundraise customers) once the deposit is paid or the annual subscription is paid.

Signing a GiveSmart contract provides you a twelve-month subscription to the technology to expand your fundraising throughout the year. Fundraise through in-person or virtual fundraisers, online outreach, ticket sales, or monetary donation ask. Each campaign is accessible from the hub and can be located by your organization name, campaign keyword, event name, or site ID.

**Tip:** Campaigns for contracted fundraisers listed in the agreement are auto-created.

## Watch a video

## GiveSmart Events Only - Create a New Campaign

If your organization has a contract for GiveSmart Events only, the following steps will apply.

### + New Campaign Site

1. Go to Org Hub > Campaigns
2. Click the '+New Campaign Site' button.
3. Complete the 'Campaign Detail Form'.
4. Select 'Save'.

**Note:** Once a campaign is created in your org hub, it cannot be deleted.

Visit [Campaign Types](#) and [New Campaign Form](#) for more information.

## GiveSmart Events + Fundraise - Create a New Event

If your organization has a contract for GiveSmart Events + Fundraise, the following steps will apply.

### + New Event Site

1. Go to Org Hub > Event Sites
2. Click the '+New Event Site' button.
3. Select the GiveSmart Fundraise campaign to link the event activity.

- Don't have a campaign created yet? Learn how to create one [here](#).
4. Enter **Google Analytics** tracking code. (Optional).
  5. Select Continue to GS Events.
    -

**You've selected an activity that will be managed with GiveSmart Events.**

GiveSmart Events allows you to host and track online, hybrid, or in-person fundraising events that include activities such as live or silent auctions, raffles or merchandise sales, tickets with the option to create seating assignments, and much more.

Connect this new activity to an existing campaign. Please select:

Select a campaign

Do you want to track activity using Google Analytics? If so, paste your ID below.

 Google Analytics

e.g G-XXXXXXXXXX

Paste your Google Analytics 4 Measurement ID

Cancel

6. Complete the 'Event Detail Form'.
7. Adjust recommended settings.
8. Select 'Save and Continue' to be taken to the dashboard of the new event site.

**Note:** Once an event is created in your org hub, it cannot be deleted.

Visit Creating a [GiveSmart Events Activity](#) for more information.

## Re-assign Keyword

If you would like to re-assign a keyword that was assigned to one of your prior campaigns, you're able to do so by using the re-assign keyword tool.

1. Go to Org Hub > Campaigns
2. Locate the campaign that has the keyword you would like to re-assign
3. Click Re-assign Keyword

08-24-2018	Sports Teams Demo	Deposit Paid	sportsteams	\$0	<input type="button" value="View Campaign"/>
	<a href="#">Re-assign Keyword</a>				<input type="button" value="Copy Campaign"/>

4. A pop up will appear
5. Select the campaign that you would like to re-assign the keyword to

## Re-assign Keyword

Keep the same site URL from campaign to campaign by re-assigning a keyword from a previous campaign to a current or future campaign. This makes it easier for your supporters to know where to find you!

Re-assign the keyword "sportsteams" by selecting a campaign listed below.

04-30-20 Sports Team

Cancel

Re-assign Keyword

6. Select Re-assign Keyword

**Note:** Do not remove or modify a keyword from an active campaign which is currently being used for fundraising. Only re-assign keywords from old, inactive campaigns and apply to new campaigns which do not have a keyword assigned yet.