

Champion "Parent" Campaigns

Champion Campaigns allow fundraisers to create full-fledged campaigns within which they can accept donations, promote and sell tickets to an event, and even invite friends and family to fundraise around that event. This encourages advocates to bring in their acquaintances, who in turn include their own acquaintances for exponential growth.

In this article we'll discuss how Champion Campaigns affect the fundraising page of the Champion in a parent campaign. A "Parent campaign" refers to a campaign that is configured to allow its fundraisers to create Champion Campaigns.

Champion Term

Different organizations may want to present Champion Campaigns differently, so we've created a global term that determines what Champion Campaigns are called throughout the parent campaign. This can be modified in the Admin Panel, under Settings > Campaign Dictionary > Global - Champion Term. As with all global terms, this term will be available to be used dynamically with the placeholder:

```
{{Campaign.Terms | term_by_name: "Global_ChampionAdjective" | to_title_case}}
```

How Champion Campaigns and Numbers are Displayed

Parent campaigns recognize activity on Champion Campaigns in many ways, including the following:

- Champion Campaign cards are displayed on the fundraiser's page. Optionally, Champion Campaigns of team captains or members can be configured to display on team pages, and those of captains can be displayed on all team members' pages. To configure any of these settings, please contact us.
- The parent campaign website will display funds raised from itself and all its Champion Campaigns in:
 - Progress bars
 - Amounts raised
 - Leaderboards
 - In the Fundraiser Dashboard:
 - Donations graph
 - Recent Donations list
- Champion Campaign funds will be included in admin views as well:
 - In the Org Admin campaigns list, the parent campaign will display funds raised from itself and Champion Campaigns housed within it
 - The home screen of the parent campaign's Admin Panel will display two amounts: the amount raised on the parent alone and the amount raised on the parent plus Champion Campaigns
 - In member/fundraiser/team grids, two amounts will be displayed: the amount raised on the parent alone and the amount raised on the parent plus Champion Campaigns
- Amounts raised will also include Champion Campaigns functionally, in the following ways:
 - When a captain sends an email to all team members who have not raised any amount, it only sends to fundraisers who have not raised on the parent or Champion Campaigns
 - Triggers and auto responders that are triggered when a specified percent of a goal is reached will include Champion Campaigns in the amount raised calculation (in other words, if a Champion Campaign contributes to a fundraiser reaching their goal, the auto responder will be sent)
 - For placeholder raised amounts, there is an option to include or exclude amount from Champion Campaigns: the default, "{{Fundraiser.Amount_Raised}}", includes Champion Campaign funds, while "{{Fundraiser.Amount_Raised_Without_Champion}}" returns the amount raised on the parent campaign excluding funds from Champion Campaigns.
- Custom triggers can be created on, and applied to, the parent campaign based on the Champion Campaign end date (for example, send an email two days after a Champion Campaign has ended). To configure a custom trigger like this, please contact support.