

Leaderboards

One of the major components of social fundraising is competition — between fundraisers, teams, and more. Competition motivates users to participate more, to be more active, and ultimately, fundraise more. As such, leaderboards are a central piece of all Neon Fundraise campaign sites.

On the Homepage

Every campaign site comes with leaderboard widgets that can be enabled on the homepage via [Site Builder](#). Each leaderboard widget displays the top five participants and teams, respectively, though some templates may display a different number.

The fundraiser leaderboards display the top fundraisers and teams, respectively, in order of amount raised. At the top of each widget is a "view all" link that directs to a full list of participants or teams in that campaign, ordered by amount raised (see below).

The endurance leaderboards display the top participants and teams, respectively, in order of endurance progress completed. At the top of each widget is a "view all" link that directs to a full list of participants in that campaign, ordered by endurance progress (see below).

Leaderboard Pages

Every campaign site comes with leaderboard pages for both fundraisers and teams. There are two leaderboard page styles: list and cards.

The "list" leaderboard page presents fundraisers or teams in a list style. At the top of the page is a "Sort by" dropdown that allows users to sort by amount raised, endurance progress, and name. Additionally, the page can be pre-sorted upon load by adding corresponding URL parameters to the web address: `?sort=FirstName`, `?sort=LastName`, `?sort=Raised`, and `?sort=Endurance`. Team pages can also be sorted by captain name using the parameter `?sort=CapName`. The list leaderboard pages are accessed by appending `/static/fundraiser-list` and `/static/team-list`, respectively, to your campaign URL (the particular text to add could change depending on the template and value of certain site terms).

The "cards" leaderboard page presents fundraisers or teams in card style. The page loads 48 cards at a time, with a "Load more" option at the bottom of the page to load the next 48 cards, etc. These pages can also be pre-sorted in a similar way as above, by adding URL parameters to the web address. The cards leaderboard pages are accessed by appending `/static/find-a-page` and `/static/find-a-team`, respectively, to your campaign URL.

Any of the above pages can be added to the campaign site's navigation menu via [Site Builder](#), by selecting "Add an existing page" in the navigation menu flow, and then choosing the relevant page.

Dynamic Leaderboards

To take your leaderboards to the next level, Neon Fundraise offers dynamic leaderboards as homepage widgets, that can be configured to display top fundraisers dynamically in various configurations. These configurations include time-based limits, either rolling (e.g., most raised in the last week) or refreshed (e.g., every week a new contest begins to see who can raise the most in the next week), and the ability to compete for donations received in addition to amount raised. With dynamic leaderboards, you can display leaders in creative ways, such as:

- A rolling leaderboard of most raised in the last week. This allows for the leaderboard to reflect current activity, where, for example, a fundraiser who raised a large amount very early in the campaign would be featured at that time, and if someone raises a large but smaller amount a few weeks later, they would be featured as the top fundraiser at that time.
- A leaderboard that refreshes every month and displays the most donations received in that month. You can then run a contest for every month of the campaign to see who can get the most donations in that month. In May the top fundraisers might be a completely different list than that of April. A similar contest could be run for amount raised each month.

To configure dynamic leaderboards for your campaign, please contact us.