

Online Gift Landing Page Planner

Create a landing page to collect online donations.

Please submit your completed form to setonhall.mojohelpdesk.com.



These pages allow visitors to make an online donation to the University. Use the **Call to Action** to draw attention to the gift form. Use **Page Body** to offer campaign details as well as — very importantly — making the case for why the visitor should make a gift.

Your Name and E-mail:

Promotion Name:

Client (Department or Office):

Launch Date:

Close Date:

Summary: a one sentence description

Keywords/Tags:

Optional Vanity URL:

Web Team Only: Page Name:

Seton Hall University

Search:

[About SHU](#) [Admissions](#) [Academics](#) [Offices & Services](#) [Athletics](#) [News & Events](#) [Catholic Mission](#) [Give to SHU](#) [Alumni](#)

Title:

Secondary Brand:

Page Body:

Call to Action:

Gift Info:

Fund Codes:

Appeal Codes:

Preset Amounts:

Allow Other Amount?

Allow Other Designation?

Allow Anonymous?

Submit

Confirmation E-mail Form

Please submit your completed form to setonhall.mojohelpdesk.com.



The confirmation e-mail allows you to provide additional information and links to people who made a gift. The confirmation also provides you the opportunity to present additional cross-promotions to drive visitor interest.

Sender Name:

Sender E-mail:

Subject:

Seton Hall University

Message:

Link 1:

Link 2:

Contact Phone:

Contact E-mail:

Rich Text Formatting:

You can use some rich text formatting in the message field.

Bold:

Ctrl + B (Win)
Cmd + B (Mac)

Italics:

Ctrl + I (Win)
Cmd + I (Mac)

Alternatively you can draft text in Microsoft Word and paste it into this form. Most formatting will be preserved.

Web Team Only: CMMMC Encoded URLs

Arbitrary Links

Link Title	URL	Encoded URL
<input type="text"/>	<input type="text"/>	<input type="text"/>

Notes or Special Instructions:

Instructions

1. Required fields have **red** labels.
2. Complete all required fields. The request will be returned to you otherwise.
3. Submit the completed form to setonhall.mojohelpdesk.com along with any artwork or photography. Do not e-mail the files.

Required Gift Form Field Descriptions

- **Summary:** a one sentence description beginning with an active verb. The summary is **extremely important** for optimum search engine ranking.
Example: Learn more about Professor Newton's lecture on spacetime theory.
- **Keywords:** a comma-delimited list of keywords. The keywords are **extremely important** for optimum search engine ranking. For best results, be sure to include the keywords in the page body (in a natural, human readable way).
Example: newton, space, time, spacetime, cosmology
- **Title:** the page title.
Example: Professor Newton Lectures on Spacetime Theory, Oct. 2, 7-9 p.m.
- **Secondary Brand:** the name of the sponsoring organization
Example: Department of Physics
- **Page Body:** details of the event, concept or promotion. Consider including speaker bios, publications, key message points and cross-promotions.
- **Call to Action:** a summary for the detail field.
Example: Event Details or Purchase Tickets through SOPAC
- **Fund Codes:** the ID of the fund in Raiser's Edge that will receive donations. Separate multiple codes with commas.
- **Appeal Codes:** the ID of the appeal code for this campaign.
- **Preset Amounts:** the preset gift levels. You can also provide an optional name.
Example: Winners' Club \$50; Champions' Club \$100
- **Allow Other Amount:** check to allow the donor to set their own gift amount.
- **Allow Other Designation:** check to allow the donor to designate their gift for a fund other than those listed in the *Fund Codes* field.
- **Allow Anonymous:** check to allow the donor to make an anonymous gift.

Required Confirmation E-mail Field Descriptions

- **Sender Name:** the full name of the person the e-mail should appear to come from, e.g., Joe Pirate.
- **Sender E-mail:** the e-mail address the e-mail should be sent from, e.g., info@shu.edu.

- **Subject:** the subject line of the e-mail. Try to keep your subject to 25 characters (including spaces and punctuation) and certainly less than 45. Start your subject line with an active verb, e.g., Learn about... or Register for..., or with an imperative, e.g., Last Chance...
- **Message:** the full content of your e-mail.
- **Link 1 and Link 2:** links to pages on the University Web site.
- **Contact Phone:** a phone number should recipients have questions regarding the content of your communication.
- **Contact E-mail:** an e-mail address should recipients have questions regarding the content of your communication.

Frequently Asked Questions and Common Scenarios

How do I put bold, italics, links and other formatting in the Page Body field of my landing page?

Text can be formatted through normal formatting commands, such as Control+B or Control+I for bold and italics, resp. Macintosh users can use Command (the apple key) plus the appropriate key. You can also draft your content in Microsoft Word and paste into the appropriate field. **Please note that links will not be preserved.**

To include a hyperlink, quote the text you want linked and type or paste in a URL after it. Example:

'Seton Hall University' <http://www.shu.edu> is 14 miles from New York City.

This statement would appear in final form as: "[Seton Hall University](http://www.shu.edu) is only 14 miles from New York City." Note that only the **Policy** field can display links.

How do I create a multi-channel campaign?

If you want your landing page to be the destination in a multi-channel campaign, i.e., links to the page through site promotions, e-mail campaigns, online advertising or other acquisition channels, you need to contact the Web team to obtain the necessary forms. Multi-channel campaigns are relatively easy to plan and complete, but you'll need to give us advanced warning so that we can reserve production time for your campaign.

How do I handle a special request you haven't covered?

Type the request in the **Special Instructions** field. If we have questions or can't accommodate you, we will contact you.