



Campaigns in Virtuous CRM+

What is a Campaign?

In Virtuous CRM+, a Campaign is a **group of efforts** used to raise funds.



How is it structured?

Campaigns are broken down into three "levels" in order to form a **set hierarchy**.



The Campaign Hierarchy Structure:

CAMPAIGN:

A **coordinated outreach** effort or way to capture fundraising efforts

CAMPAIGN Communications:

A **method** of communicating (ex. direct mail, an event, or SMS) that allows for donation

SEGMENTS:

A **version** of a communication that is responsive to a specific audience

Campaigns will vary depending on the size and type of organization, but they will always follow the **same structural hierarchy**.

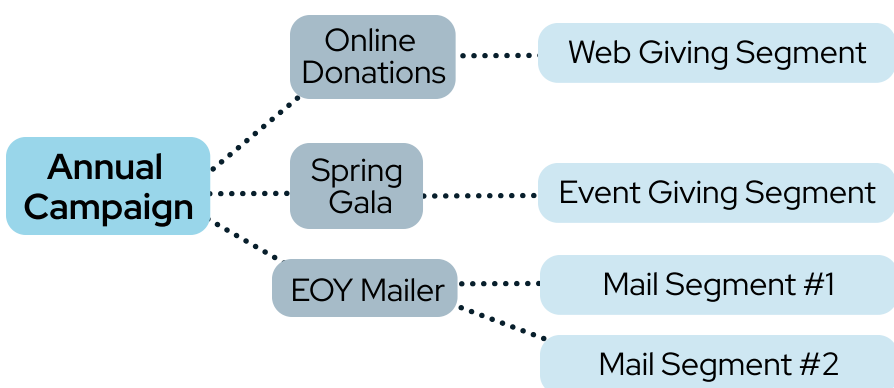
The Campaign structure can be **adapted** for any organization:



PRO TIP: there is no right or wrong way to structure a Campaign.



Just consider your reporting needs & remember to always **track your activity!**



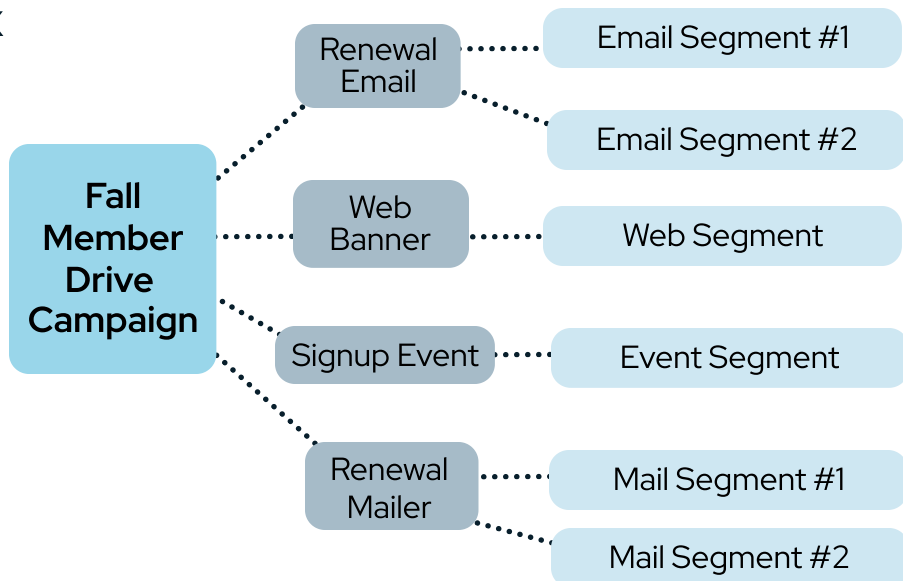
For Smaller Organizations:

There might be three main fundraising methods that fall under the year long "Annual Campaign": online donations, a spring gala event, and an EOY mailer (which is targeted to different segments).

For Larger, More Complex Organizations:

There may be several Campaigns run throughout the year, so the structure would look different to allow for more Communications, but would still follow the same hierarchy.

In this example, the "Fall Membership Drive" is just one of the many Campaigns that will be run during the year.



Where do segments come from?



Running **segmentation** allows you to break contacts into groups so the message can be targeted & customized.

SEGMENT #1
Major Donors

SEGMENT #2
New Donors

SEGMENTATION

Contact 1
Contact 2
Contact 3
Contact 4

Contact 5
Contact 6
Contact 7
Contact 8



For more product help:
support.virtuous.org

