



# Classy Campaign Mapping

## How does my **Classy** data sync to **Virtuous**?



This diagram offers a visual overview of the recommended mapping for Classy to Virtuous Campaigns. When configuring your mapping, **we recommend creating all Campaign data in Virtuous first.**

## KEY

Campaign information below is represented with color-coded boxes indicating:



Classy Data

Corresponding Virtuous Data

## SYNC SETTINGS: YOUR DEFAULT CAMPAIGN

Gifts synced **without** Custom Campaign Mapping will be created under this Default Campaign. Virtuous will generate Segments with the corresponding Classy Campaign ID.

### Recommended Configuration:

VIRTUOUS CAMPAIGN

EX: {ANNUAL 2025 CAMPAIGN}

VIRTUOUS COMMUNICATION

EX: {DEFAULT COMMUNICATION}

### Pro Tip:



We recommend mapping a general or annual Campaign in the SYNC SETTINGS.

**Note:** The Virtuous Campaign and Communication mapped under SYNC SETTINGS cannot utilize peer-to-peer functionality.

## MAPPING: CAMPAIGN MAPPING

Gifts tied to specific fundraising pushes, whether using P2P fundraising or not, should be configured under Campaign Mapping.



### General Fundraising Campaigns Recommended Configuration:

CLASSY CAMPAIGN

EX: {Back to School 2025}

VIRTUOUS CAMPAIGN

EX: {Back to School 2025}

VIRTUOUS COMMUNICATION

EX: {Landing Page}

If using Source Codes to understand donor acquisition, **we recommend creating the Virtuous Segment first**, then copying into your URL.

SEGMENT CODE

SOURCE CODE

OR

If not using Source Codes, the Classy Campaign ID will generate the **Segment Code**

CAMPAIGN ID

SEGMENT CODE

### Peer-to-Peer Campaigns Recommended Configuration:

CLASSY CAMPAIGN

EX: {5K Walk 2025}

VIRTUOUS CAMPAIGN

EX: {5K Walk 2025}

VIRTUOUS COMMUNICATION

EX: {Team Stride for Hope}

To configure P2P mapping, Virtuous requires a default, or placeholder, communication in the mapping field. Once gifts sync, Classy will create the corresponding Fundraising Team and Fundraisers.

If a gift from the Peer-to-Peer Campaign is made to a Fundraising team:

FUNDRAISING TEAM

SEGMENT CODE

OR

If a gift from the Peer-to-Peer Campaign is made to a specific Fundraiser:

FUNDRAISER

SEGMENT CODE



Learn More:  
[support.virtuous.org](https://support.virtuous.org)

