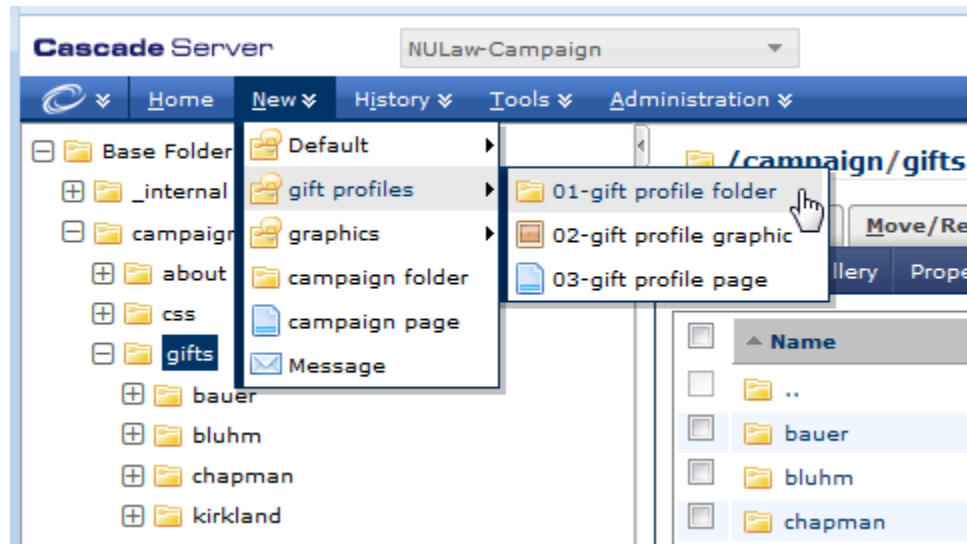


## Campaign Gift Profile Guide

New Campaign Gift profiles will automatically order in the left navigation by date created. The newest profile will appear at the top of the left navigation on the main Gifts page.

The steps to create a new gift profile are numbered in the “New” dropdown:



### 1 - Create Profile Folder:

Create the folder to contain the new page. Name the folder with one lowercase word that is either the last name or name of firm (for example; bluhm, kirkland, etc.)

### 2 - Profile and Thumbnail Images:

You will need to upload two photos to the CMS, one for the profile page and the second a thumbnail for the Gifts landing page.

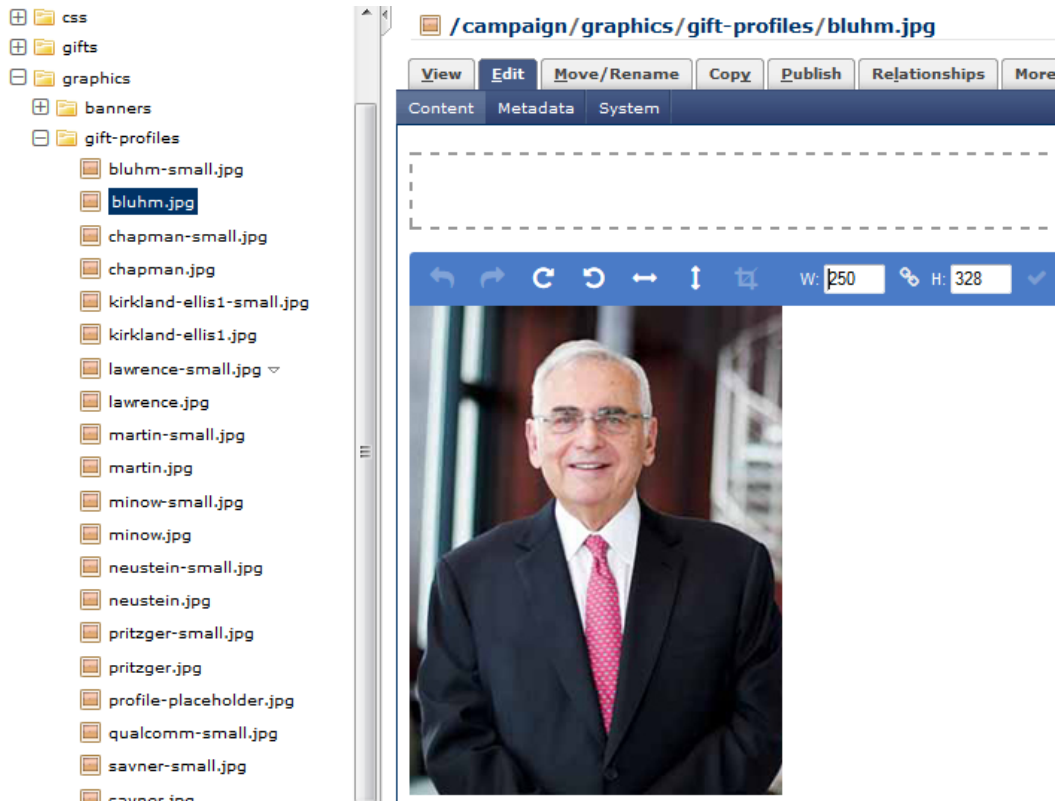
Use an external photo editing program such as Photoshop or Pixlr to size photos. If in Photoshop, use the Save for Web function to help condense the file to appropriate size and to preview the final file dimensions.

#### a) Profile Page Images:

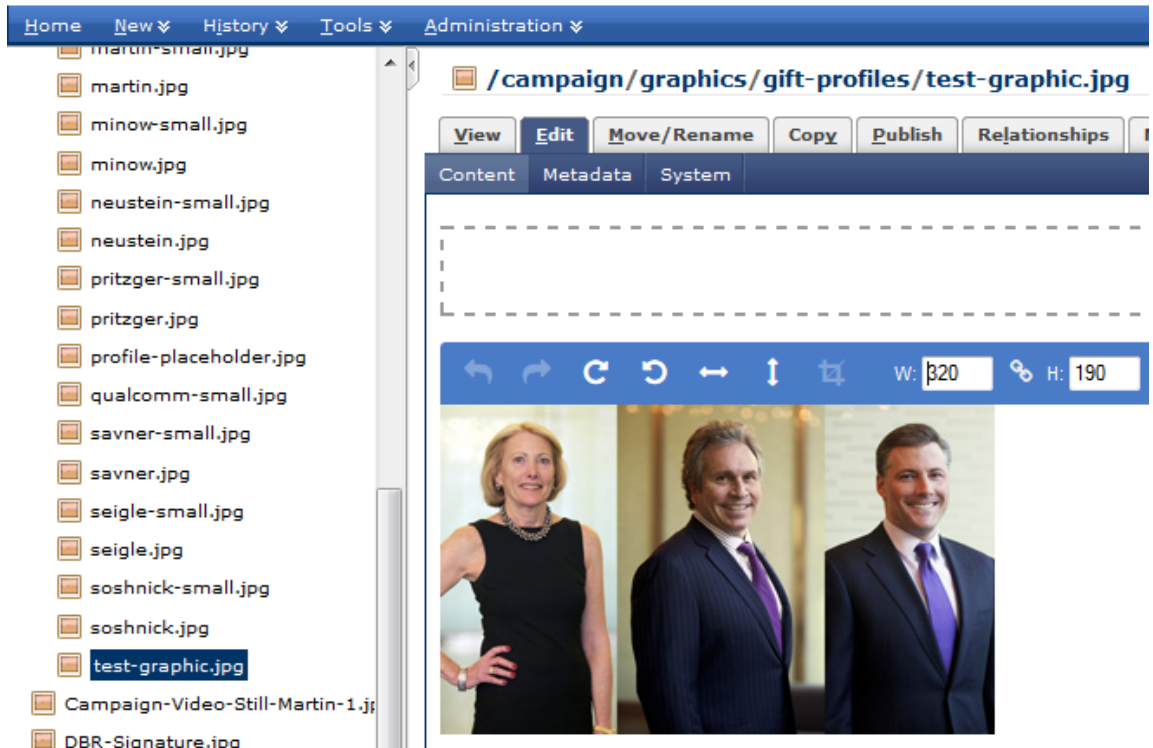
Name all profile images similar to the folder name; single word, lowercase (for example; bluhm.jpg, lawrence.jpg, etc.).

*Profile page images must be sized at a specific width. The height of the individual images are flexible.*

i) Vertical oriented images have a width of 250px



ii) Horizontal oriented images have a width of 320px



b) **Gift Landing Page Thumbnail Images:**

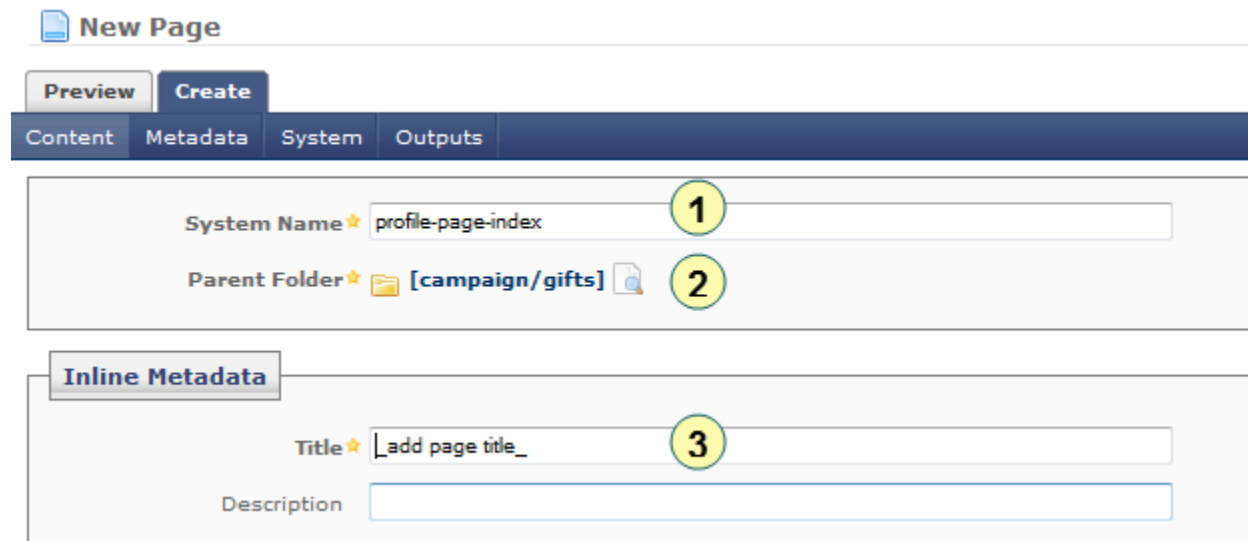
Thumbnail images should be a smaller version of the profile image and are all horizontal in nature and are exactly **150px W x 100 px H**.

All files should be named the same as their profile image counterpart but with “-small.jpg” added to the name (for example; seigle-small.jpg, minnow-small.jpg, etc.).



**3 - Create Profile Page:**

After the profile folder has been created, and images have been uploaded, you can create the profile page.



1. Rename the System Name to “index” using all lowercase letters and without a file extension.
2. Update the Parent Folder to point to the new Profile Folder created earlier.
3. Update the Title field to display the desired on-page title text.

Add body text in the Main Content editor.

▼ Content Header

Show Profile Image  Yes **1**

Profile Image  [ Search ] **2**

Profile Image Layout  **3**

Profile Image Caption  **4**

1. Check the Show Profile Image box to turn on profile images.
2. Select the recently uploaded Profile Image for this new profile.
3. Select “Horizontal” (320px W) or “Vertical” (250px W) in the Profile Image Layout dropdown based on the size and orientation of the photo being used.
4. Type in a photo caption in the Profile Image Caption field.

▼ Left Panel

Navigation Entry  Dawn Clark Netsch Estate Trust

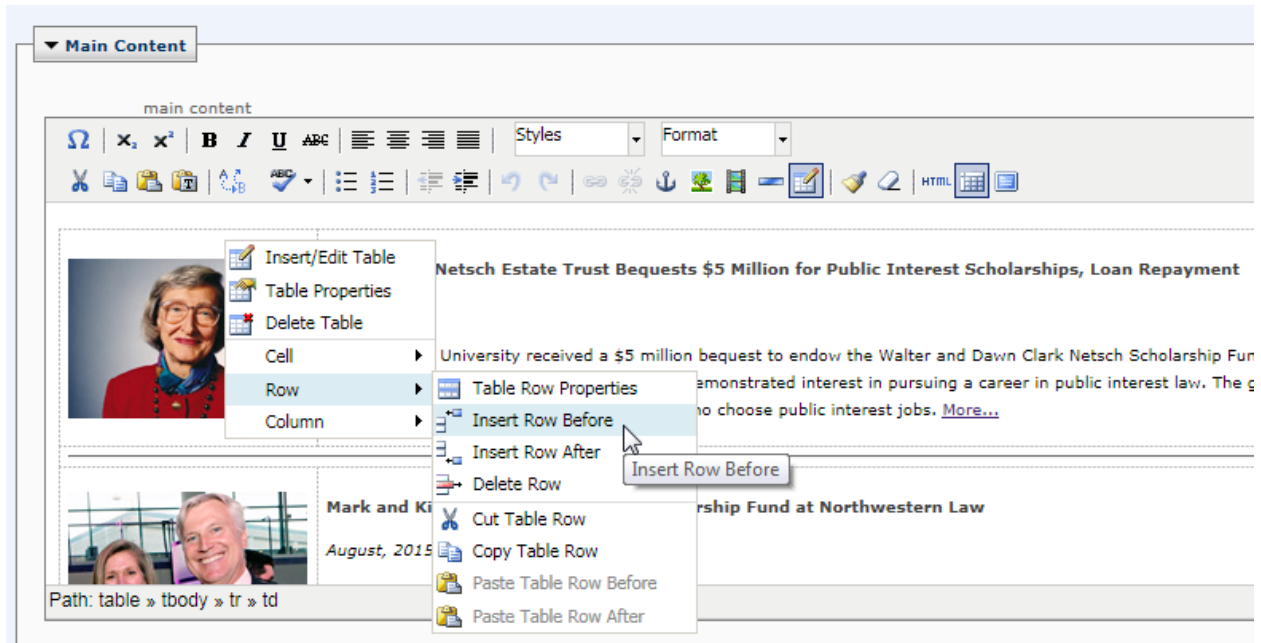
Edit “Navigation Entry” to the desired left navigation label. Left navigation wording should be succinct version of the longer Title field.

Send page to workflow to publish page content with profile image to the website.

The new page should display at the top of the left navigation on the main Gifts landing page.

#### 4 – Update Gifts index page

Locate the Gifts index page to add the corresponding introductory paragraph and profile link.



Right click within the first table row and insert a new row before.

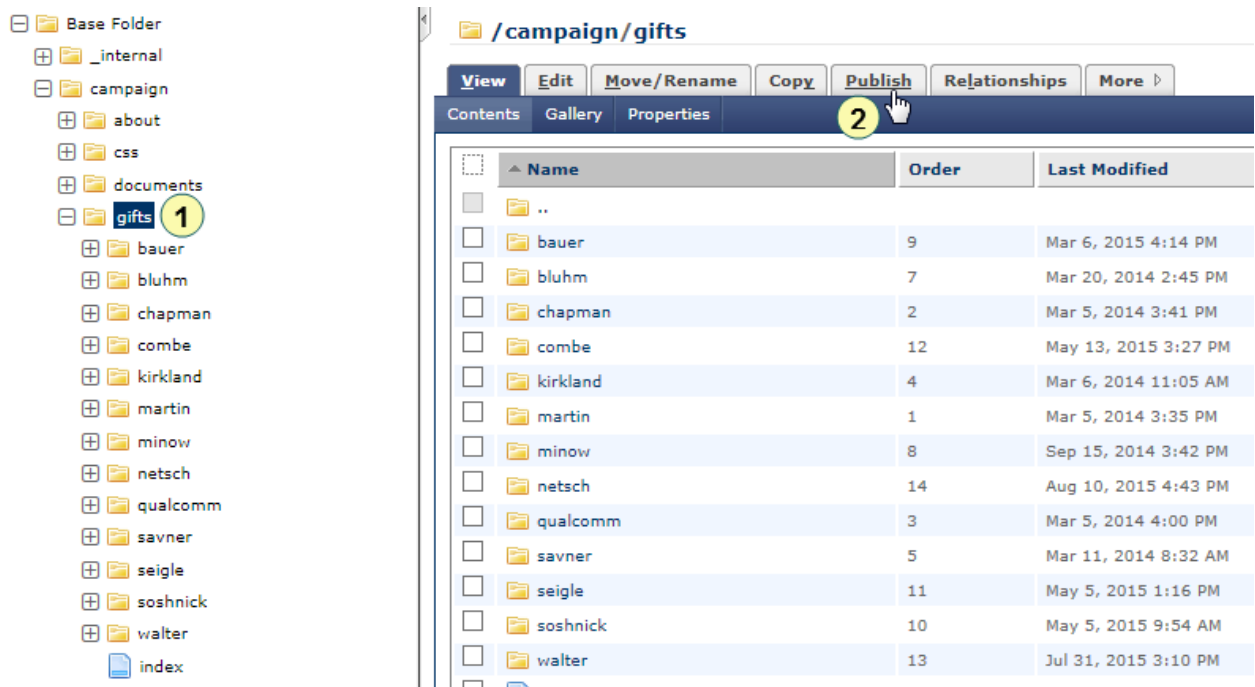
Add text to the new row. Style and format the same as previous content rows.

Insert the small thumbnail image uploaded earlier, also update the image Alternate Text field to reflect the new profile name.

Send to Workflow to publish new gift page content.

## 5 – Final publish of all existing Gift pages to sync navigation

The final step is needed to publish out the new navigation to all existing profile pages.



Name	Order	Last Modified
..		
bauer	9	Mar 6, 2015 4:14 PM
bluhm	7	Mar 20, 2014 2:45 PM
chapman	2	Mar 5, 2014 3:41 PM
combe	12	May 13, 2015 3:27 PM
kirkland	4	Mar 6, 2014 11:05 AM
martin	1	Mar 5, 2014 3:35 PM
minow	8	Sep 15, 2014 3:42 PM
netsch	14	Aug 10, 2015 4:43 PM
qualcomm	3	Mar 5, 2014 4:00 PM
savner	5	Mar 11, 2014 8:32 AM
seigle	11	May 5, 2015 1:16 PM
soshnick	10	May 5, 2015 9:54 AM
walter	13	Jul 31, 2015 3:10 PM

1 – Locate and select the 'gifts' folder from the left hand side folder tree in the CMS

2 – Select the publish tab, and click Submit on the next screen