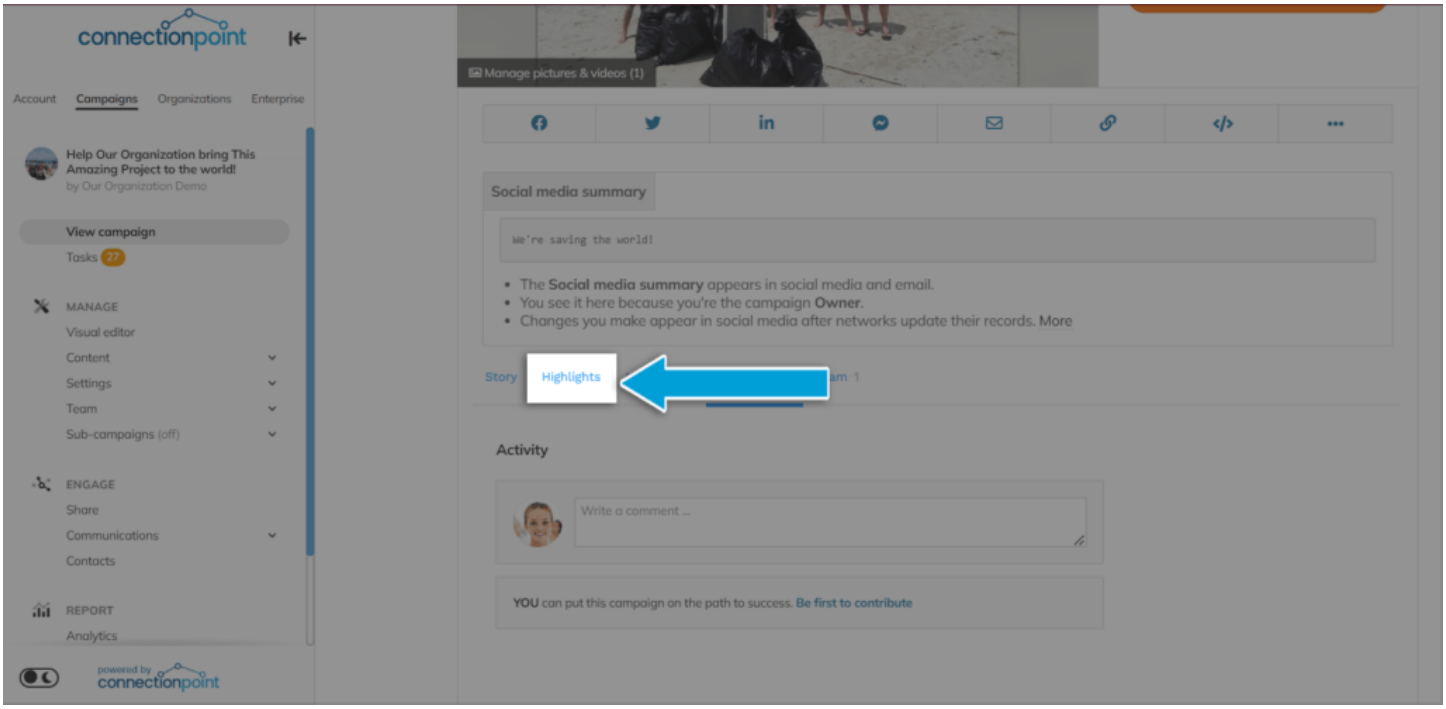
What are the campaign Highlights?

General Campaign Help · https://connectionpoint.com/help/docs/what-are-the-campaign-highlights/

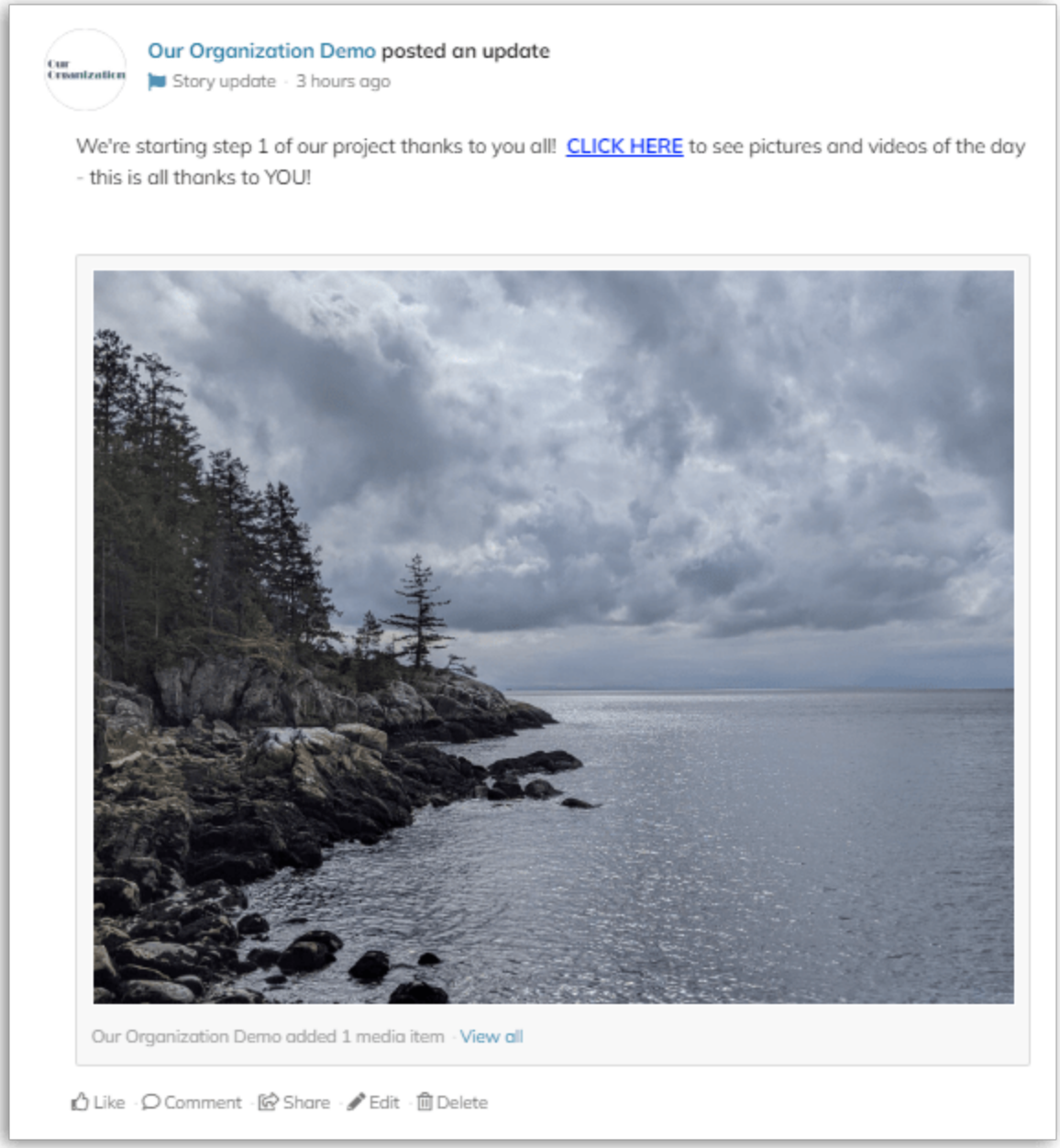
Highlights contain every action on the campaign: contributions, updates, and supporter comments all in one spot.

Find your campaign's Highlights in the story tabs:



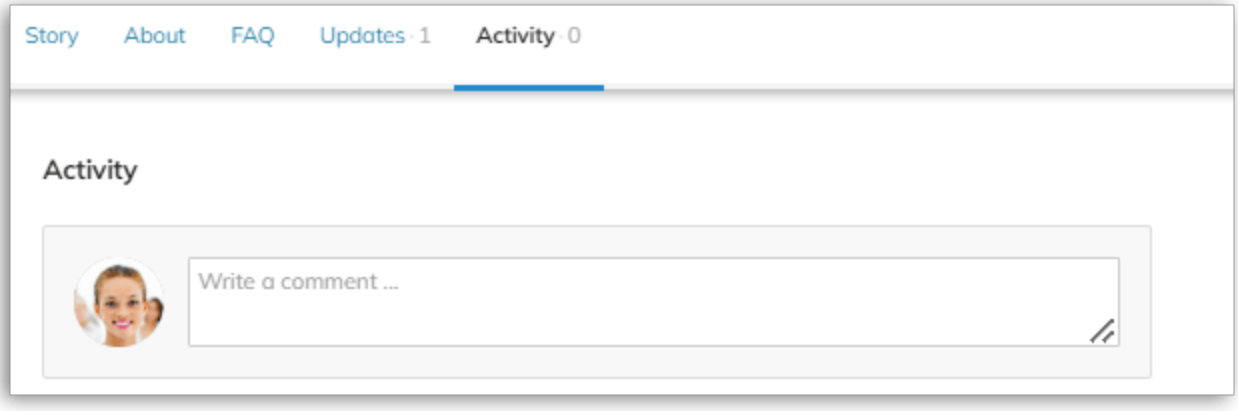
Your highlights contain:

Updates:



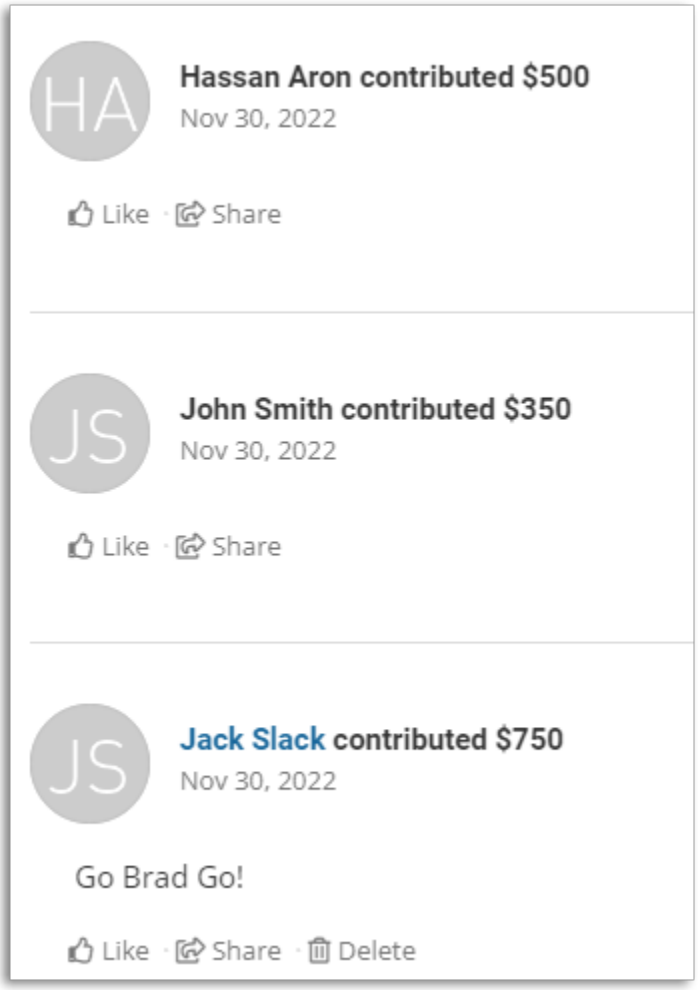
Click here for help with adding, editing, or deleting updates.

Comments (if you allow them):



Click here to learn how to turn off allowing comments to your campaign.

And contributions:



Note: You cannot disable contributor comments, but you can disallow contributors from adding pictures to their comments. Click here to see how.

What's the difference between the campaign Highlights and the Activity Feed? The activity feed does not include updates :)

This Highlights section provides many benefits to your campaign:

- **Social proof -** the concept that individuals are influenced by the actions of a larger group. In other words, by seeing many people contribute to a campaign, someone is more likely to do so themselves.
- **Visibility and engagement -** You have the opportunity to comment on each contribution and thank your supporters, which encourages potential supporters to contribute and also creates a great relationship (helpful for running future successful campaigns!).
- **Building Trust:** Transparency is crucial in crowdfunding campaigns. By prominently displaying updates and contributions, you build trust with potential supporters. It shows that there is active engagement, progress is being made, and contributions are being acknowledged.
- **Encouraging Discussion:** By showcasing comments, you encourage a sense of community and discussion among supporters. This can lead to valuable insights, suggestions, and feedback that can contribute to the campaign's success.

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