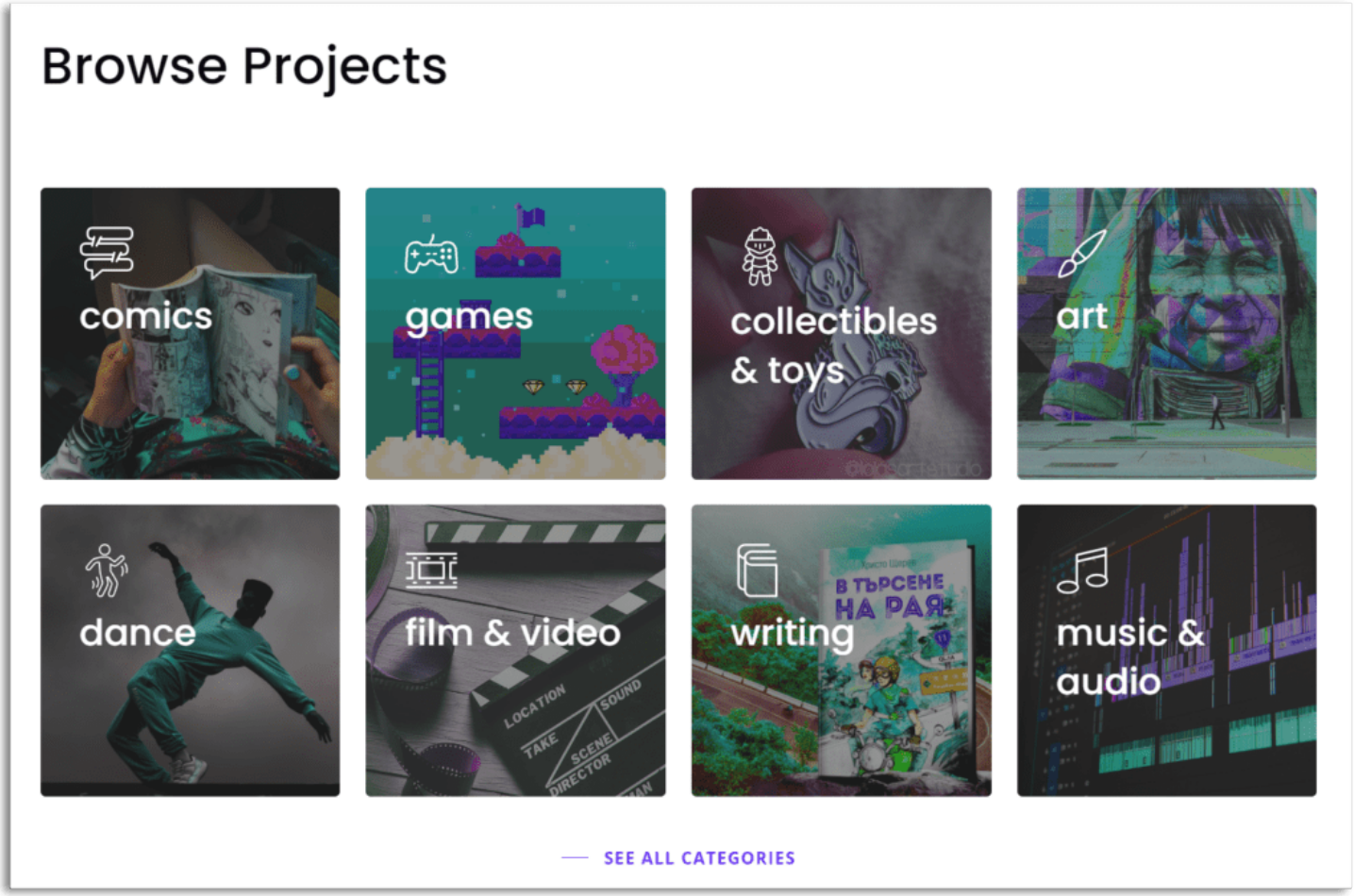
What is a campaign’s ‘Category’? Why is it useful?

Campaign FAQ · https://connectionpoint.com/help/docs/what-is-a-campaigns-category-why-is-it-useful/

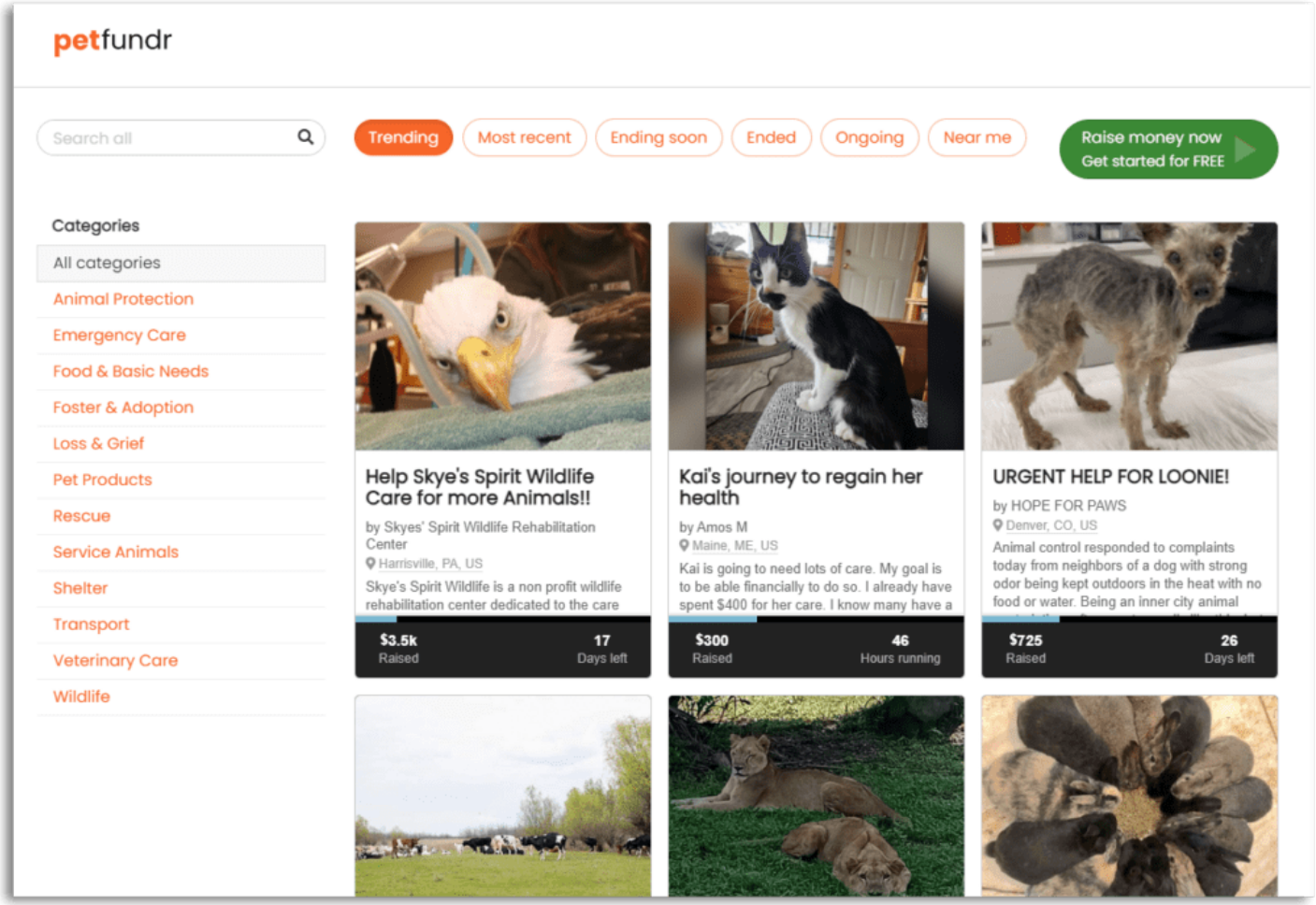
Categories help people discover your campaign!

In each of our platforms, campaigns are separated into 'Categories' to help separate out campaigns for easy discoverability.



Example of Crowdfundr categories

As ConnectionPoint builds our network of fundraisers and creators, these categories become increasingly important to help people find causes and projects they're interested in supporting. While organic traffic is still not considered a driver of support (campaign owners are responsible for their own marketing and success!), categories show supporters the campaigns related to the one that drove them to the platform in the first place. We all help each other this way!



PetFundr 'Find' page with categories


fundrazr


petfundr


crowdfundr


cocopay