What is an organization profile? Who can start one?

Organization Fundamentals · https://connectionpoint.com/help/docs/what-is-an-organization-profile/

What is an organization profile?

Organizations create a profile that allows them to run multiple campaigns by multiple staff members (if they wish) under their brand. Allow us to explain further feature by feature:

Profile

- Public-facing
- Customizable with what information new visitors need to know about you and your mission/product/services/etc.
- Brand-oriented: customize the header theme with your logo and navigation links, campaign fonts and colours, copyright information and more
- Set up automatic tax receipting (for eligible organizations only)
- Verification status options

Campaigns

- Run as many campaigns as you like concurrently
- Additional layout and template options
- Different staff members can run different campaigns with varying permissions.

- Customizable widgets for your website

Staff

- Invite unlimited staff to join your organization team and/or campaign team
- Roles and permissions vary depending on what access you wish to provide (for example, you may hide transaction details and prohibit editing of the profile and campaigns)

Integrations

- Direct integration with Mailchimp and Raiser's Edge
- Zapier can be used to integrate any other CRM and mailing software programs such as Salesforce, Pipedrive, Constant Contact, etc.
- Google Analytics and Facebook Pixel for tracking

Who can start an organization profile?

An organization profile is a way for an individual or group of individuals to run multiple campaigns (with no limit) under one brand. There is no extra charge for an organization profile, and it comes with many new features not available for personal campaigns, such as new layout options.

Campaigns are easier to set up on organization profiles as well, as certain features such as receipts, payment accounts, and logos are set up once at the profile level.

Nonprofits, for-profits, schools, sports teams, clubs, a bunch of friends… even if you are just one person with a personal brand you wish to showcase, you may create a profile. If there is a feature of the platform you're using for anything other than your own personal reasons (such as a creator brand), go ahead and start an organization profile!

How much does it cost?

Nothing.

Organization profiles do not cost you anything. We just keep them separate from 'Personal' campaigns for ease of use for those who don't need those features.







