

# *Guide for Sponsorship Imports*



**Before you start a sponsorship program, your organization must have a Field Partner account set up and verified. To start an account click [here](#).**

## **Creating Your Sponsorship Program**

To create your sponsorship program, simply log into your Field Partner Dashboard, click “Create Sponsorship” then follow prompts in the sponsorship wizard. The wizard will ask for the info bulleted below. For a tutorial on how to access your field partner dashboard, [click here](#).

*If Pure Charity is creating a sponsorship program on your behalf, please fill out a sponsorship program form located [here](#).*

- Sponsorship Program Title – This will be the name of your sponsorship program
- Sponsorship Program URL – The preferred URL on purecharity.com  
(example: [http://purecharity.com/\[custom-url-here\]](http://purecharity.com/[custom-url-here]))
- Sponsorship Program Reference – This is the internal tracking code you will use
- Call to Action – 6 or 7 words (max 60 characters)
- Description – Short description of the sponsorship program (250 characters)
- Branding
  - Maximum file size: 5MB
  - File types: JPEG, PNG, GIF, or BMP
  - Avatar size: 300 x 300 (Ex: logo, child’s profile image)
  - Cover Image: 1600 x 900 (Banner for entire program)
- Sponsorship Model - Listed below are the three different models you can choose from.
  - \*For all model, the “Funding Required” should equal the total amount needed to sponsor an individual per month*
  - One-to-one: One donor per sponsorship profile
  - Multiple Sponsors: Multiple sponsors based on your preference per sponsorship. Each donor must give a set/equal amount. (Ex: If the total monthly requirement is \$60 and you set the number of donors to 3 each donor only has the option to give \$20, \$40 or \$60)
  - Crowdfunding: A sponsorship can be made up of any combination of donors at any dollar amount to total the set monthly goal.

## Uploading Sponsorship Data

Pure Charity will work with your nonprofit to create a zip-file for importing sponsorship profiles into your program. Please follow the requirements listed below for a seamless import.

Your account lead will need a zip file that includes:

1. A CSV of required & customized details for sponsorship profiles. [Example attached.](#)
2. A folder with 300 x 300 images for sponsorship profiles and 224 x 125 images for widgets.

\*Please note, if you are using our [Wordpress Plugins or Embed Codes](#) to display the program directly on your website [Widget images are not required.](#)

### Sponsorship CSV

The CSV included in the zip-file has required fields that must be on the CSV when uploaded. The importer is sensitive to capitalizations, symbols and spacing, so please double check the data you are adding to make sure it follows the guidelines below. Also double check that there are no hidden characters within the file before sending to your Account Lead.

The CSV **must** include the headers below (as seen). If your program does not use one of the fields below, keep the header and do not fill out the rows for that column.

- **FullName** (The name that will display on the profile)
- **SponsorshipID** (Ex: internal tracking ID, family ID)
- **BirthDate** (month/date/year – This will not show on the profile directly, but it will automatically calculate and pre-populate an age to display on profile)
- **Description** (Limited to 250 characters or less)
- **About** (Longer description with no character limitations. If you want to add pictures or videos, add HTML instead of text to this section.)
- **ExistingSponsorsCount** (Used if you are importing donors towards that specific profile. Ex: One donor should be indicated as a 1. If there are two donors attached to that profile, it should be indicated as a 2. This is also a way to show external pledges that are outside of the Pure Charity system.)
- **Gender** (Do not indicate by a F or M, but completely spell out Female or Male.)
- **Country** (Ex: Uganda)
- **PledgeType** (You can only use CHILD or FAMILY here. Leave the rows blank in this column if those Pledge Types do not apply to your program.)
- **ImageFileName** (Image name should be displayed as the EXACT name on the image corresponding to that profile, including the image format. Ex: michelle.jpg. Capitalization is important here. If the image in the zip file is saved as michelle.JPG then you will need to make sure the JPG is capitalized on the CSV meaning the file name and what is listed in the CSV is an exact match.)
- **WidgetFileName** (Same rules applied as ImageFileName)



## Customized Fields

If your program has additional fields you would like displayed on a profile, add a header and include the details in the row below. You can add as many custom fields columns as you like. Whatever is added to the CSV will show on the sponsorship profile within the Pure Charity site.

*Only exception: If you choose to use the Wordpress Plugin to display your sponsorship program on your website, you will have the ability to choose which fields you want displayed.*

Any additional fields will follow the conditions listed above for required fields.

J	K	L
I have a dream...	Siblings	Region
To be a doctor.	1 brother, 2	Alokona Village
To be a doctor.	2 brother, 2	Alokona Village
To be a doctor.	3 brother, 2	Alokona Village
To be a doctor.	4 brother, 2	Alokona Village
To be a doctor.	5 brother, 2	Alokona Village
To be a doctor.	6 brother, 2	Alokona Village
To be a doctor.	7 brother, 2	Alokona Village
To be a doctor.	8 brother, 2	Alokona Village
To be a doctor.	9 brother, 2	Alokona Village
To be a doctor.	10 brother, 2	Alokona Village

## Photos

Make sure that the image names are clear of typos, wrong extensions, and files that do not exist. The image names are case sensitive and if there is any difference in the structure of the image filename versus what is included on the CSV, the zip file will fail to upload.

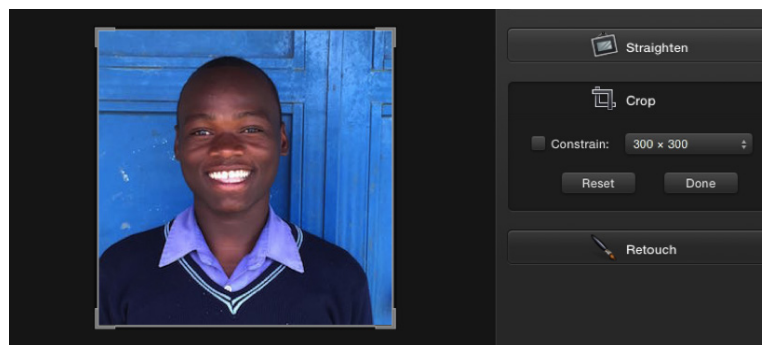
*Important: If you do not have an image for a profile during the import stage, leave that row blank on the CSV. You can upload the image separately after the import. Your import will not upload successfully if you indicate an image in the CSV and there is no file attached*

### Requirements for photos:

Images in the folder need to be sized at 300 x 300 for avatars, and 224 x 125 for widget images to receive the best quality possible. If your images are larger, your import will not upload.

All images are automatically centered when they are uploaded.

**Tip: Be sure to crop the image with the individuals face centered to ensure all photos display correctly.**



## Importing Recurring Donors

If you are importing donor, please contact your Account Lead for next steps. While completely the CSV, make sure the donors are accounted for under the existing sponsors count column.

## Sponsorship Wordpress Plugin

If your organization wishes to use the sponsorship wordpress plugin on your site, please contact your Account Lead who will connect you with our Wordpress Developer for next steps.

*\*If you do not use Wordpress for your website please ask your Account Lead for the Embed Code that will allow you to display the program on your site.*

## Sponsorship Checklist

**Items Field Partner is required to provide for a successful sponsorship import and system transition:**

- Field Partner account created & verified
- Gather Sponsorship Program Data
- Build Sponsorship Program
- Field Partner provides a CSV with the program information following all instructions and restrictions outlined in the Sponsorship Import Guide.
- Field Partner provides a folder of 300 x 300 images that correlate with the Sponsorship Program for avatar images.
- Field Partner provides a folder of 224 x 125 images that correlate with the Sponsorship Program for widget images. (Optional)
- If importing migrating donors, Field Partner provides Pure Charity with a CSV of current recurring donors with donation information from existing processor.
- Field Partner gathers all CSVs of recurring donations for ALL funding sources.
- Field Partner reviews exceptions and contacts donors for new payment info.

**For a seamless transition, Pure Charity will work in these areas to make your sponsorship program as successful as possible.**

- Pure Charity uploads the zip file to complete the import process.
- Pure Charity gathers all CSVs from Field Partner of recurring donations for ALL funding sources.
- Pure Charity works with Field Partner to provide a communication plan for launching the sponsorship program, with or without recurring donations tied to it.
- If using the Sponsorship Wordpress Plugin, Field Partner provides Pure Charity with Wordpress credentials for login.
- Pure Charity adds the Wordpress Plugin to the Field Partners webpage with field partners specific design preferences.
- Pure Charity builds a resource page specific for recurring donors to help with transition.
- Account Lead completes Sponsorship Training.
- Pure Charity works with the old processor to move all donor data.
- Pure Charity provides exception report from merge.
- Pure Charity verifies with the Field Partner that the program is setup correctly and launches it!