

TEMPORARY SF CODE CHEAT SHEET

CODE BREAK DOWN

A campaign code is generated after completing and saving the campaign. It will then appear as a field on the Campaign record. An appeal code is made up of several different parts. Take CATEM_UK1020a_R1 as an example:

CA – The first part is set by the Type Field.

T – A Subtype is available for certain Types. (Target: selected for ETT actions)

EM – This indicates the Channel (Email: selected for supporter emails)

UK – The Country of Ownership ie the country office using the code

1020 – Month and year that the code will start being used - set from Start Date

a – The Segment - if more than one code with otherwise the same information (Types, Channel, Start Date etc) is needed, segments are used to differentiate.

R1 – Initial/Reminder/Follow up/Shared (Reminder 1: first reminder since initial send)

TYPE

The most commonly used Types for our digital comms are:

TYPE	CODE	EXPLANATION
Appeal	AP	Where the main point is getting people to donate via our donation pages.
Campaigning	CA	For petitions, email to target actions etc. May also be eg a link pointing directly to a donation page in an email that is otherwise asking supporters to sign a petition.
Donor Recruitment	DR	For advertising campaigns trying to recruit new supporters and donors.
Legacy Comms	LC	For links about leaving gifts in wills
IMO	IM	For donations in memory of someone who has died
News	NE	For E-News emails
Reactivation	SR	Where primary purpose is to re-engage inactive supporters or reactivate lapsing or lapsed donors.
Sales	SA	For shop sales eg Shopify store, merchandise sales, Christmas card sales etc

Stewardship	ST	For communications which are mainly informative, but possibly with a soft donation ask in them and E-News emails
ThankYou	TY	For direct links to EN pages in auto-responder thank you emails. This is NOT for share buttons .
Upgrade	UP	Asking supporters to increase their gift amounts
Volunteer Fundraising	VF	To provide links for volunteers to donate proceeds from any fundraising activities they have done. Eg a link to a donation page where they can donate the proceeds from a bake sale.
Welcome	WL	For communications welcoming new supporters

SUB-TYPE

The Subtypes available depend on which Type has been selected. Subtype is optional and should only be used when applicable.

Please note only subtypes relevant to digital marketing/supporter communications are included here.

SUBTYPE	CODE (TYPE AND SUBTYPE)	EXPLANATION
TYPE: APPEAL		
ECI	APECI	For appeals specifically linked to our ECI
TYPE: CAMPAIGNING		
Petition	CAP	Links to petitions
Email to Target	CAT	Links to email to target actions
ECI	CAECI	For actions specifically related to our ECI - code will take the format CAECI
TYPE: DONOR RECRUITMENT		
Direct	DRD	When an ad/link points directly to a donate page. Cold audience (eg, Facebook ads promoting donating, not promoting action).
ECI	DRECI	Recruitment of donors via ECI
Lead Conversion	DRC	Converting new supporters into donors
Lead Generation	DRG	Finding new supporters who may potentially become donors

TYPE: VOLUNTEER FUNDRAISING

Celebratory Giving	VFCG	Collections from eg birthdays, weddings etc
Community Fundraising	VFCF	For supporter fundraising events eg bake sales

CHANNEL

Where will this link be used? E.g in an Email to supporters, or a Facebook post...

CHANNEL	CODE	EXPLANATION
Email	EM	For any links within an email we directly send. Please note: this does not cover email share buttons!
Email share link	EL	For links within an email share message. Ie if someone uses an email share button eg on a thank you page, this will be the link within the email they send their friends/family.
Facebook	FB	For anything that will be posted to Facebook. This can mean posts we put on our CIWF pages, adverts we put out on Facebook, or for Facebook share buttons that supporters use to post having taken an action or donated.
Google Ads	GA	For Google Ads advert.
Instagram	IN	Anything on Instagram, eg in our biogs.
LinkedIn	LI	For use for anything we post on LinkedIn or for LinkedIn share buttons.
Postal	PO	For postal/mailed communications.
Twitter	TW	For any tweets we put out, adverts we run, or Twitter share buttons for supporters to use.
Web	WE	Any links from a webpage.
WhatsApp	WA	For WhatsApp share buttons
YouTube	YT	For links either in videos, or in video descriptions on YouTube.

CAMPAIGN STAGE OR SHARED CAMPAIGN

To clarify whether this is the first time asked, a reminder, or something our supporters have shared with their friends and family.

VALUE	CODE	EXPLANATION
None		Adds no additional information to the code. Use when none of the below apply.
Initial	I	Indicates the first communication, usually used on the first send of an email for a particular action / appeal etc. when more sends are expected.
Follow Up	F	Can be used on campaigns that have not had a promotion for some time, eg a last push for signatures before closing a long-running petition.
Reminder 1	R1	The first "reminder" eg the second email or post about a particular action or appeal.

Reminder 2	R2	As above, for the third send/post.
Reminder 3	R3	As above, fourth send/post.
Shared	S	For use on share buttons or links. This should be used when we are asking supporters to share something. This should not be used when we ourselves are posting on social media channels.

E-NEWS EMAILS

For E-News broadcast emails that contain links to appeals and action pages should all be using a ST (stewardship) or NE (E-News) Type code. Either is fine, but all links should have the chosen type with segment letters a,b,c etc to define the different link groups. eg. An e-news email containing links to a petition, and also links to an appeal should have STEM_UK0123a (for the petition links) then STEM_UK0123b (for the appeal links), and so on.

When creating appeal codes for E-News create each code under the parent campaign associated with the link it will point to.

USEFUL TRAINING LINKS

Supporter Fundraising Campaigns 1 - Creating Campaign Codes

How to create, and clone, new Supporter Fundraising Campaigns - including the compilation of Campaign Codes.

- Creating a new Supporter Fundraising Campaign (00:29)
- How a Campaign Code is compiled (03:30)
- Cloning Supporter Fundraising Campaigns (05:00)

To access the video click [here](#)

Supporter Fundraising Campaigns 2 – Hierarchies (Parent Campaign)

What are Campaign Hierarchies and how to create them.

- Creating a Campaign Hierarchy (01:35)
- What a Campaign Hierarchy looks like (05:30)

To access the video click [here](#)

Supporter Fundraising Campaigns 3 - URL Generation

Looks at how to generate tracked URLs for both EN and non-EN links, pages, emails etc.

- Generating a URL (00:52)
- Creating a tracked URL for an EN page (02:27)
- Creating a URL without UTM Parameters (internal web links to EN pages) (07:14)

- Creating a URL for non-EN pages (08:58)

To access the video click [here](#)

CREATING SF CAMPAIGN CODES FOR FACEBOOK ADVERT SEQUENCES

[Here is a guide on setting up campaign codes](#) for use in Facebook advertising sequences which is slightly different to regular action campaigns and appeals etc.