



Share Thanks

User's Guide

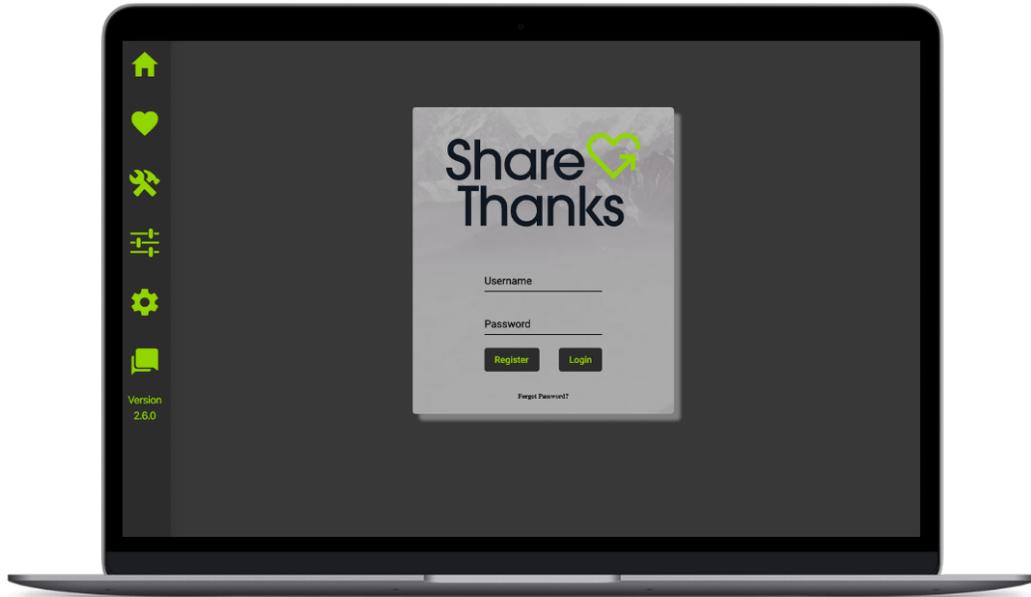
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Setting Up Your Account

1. **Download** the ShareThanks® Desktop Application.

[Mac Download](#)
[Windows Download](#)

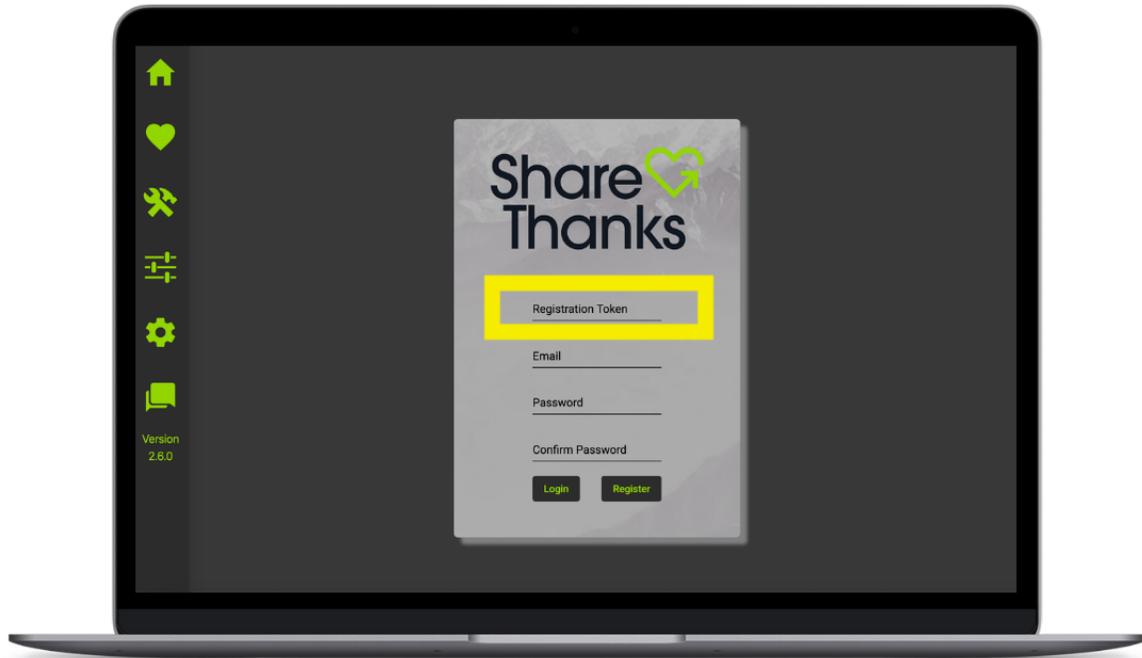


2. Once the Desktop Application has downloaded, select **Register.**



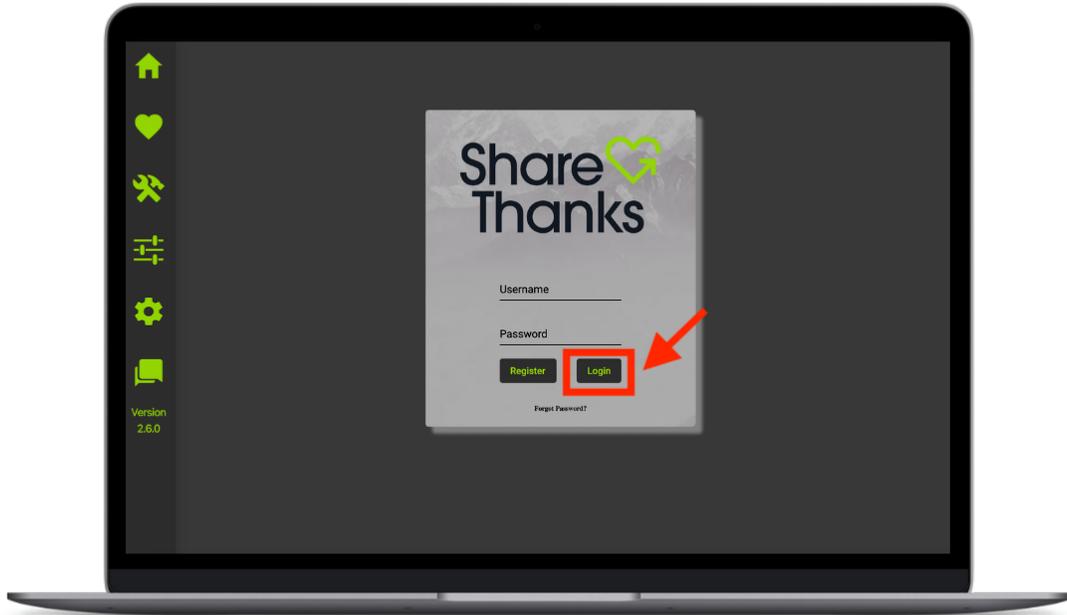
3. Register using your **Registration Token**.

- Enter your email address.
- Choose a password.
- Confirm password.
- You may register additional email addresses with the **same** Registration Token.
- Your password needs to be a minimum of 8 characters and must contain at least one special character.

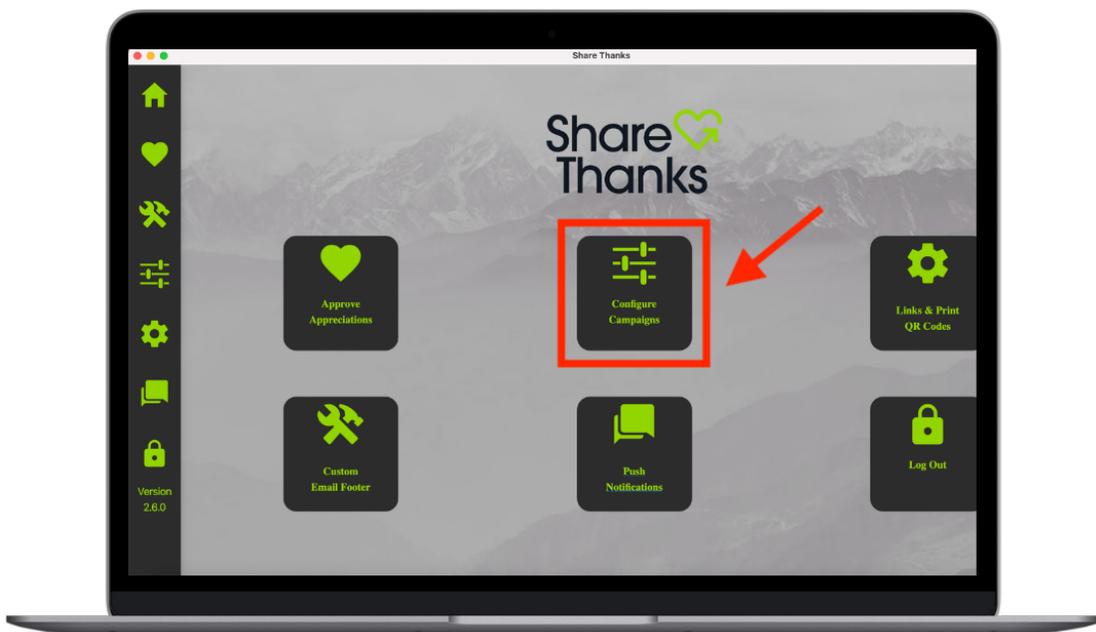


Creating a New Campaign

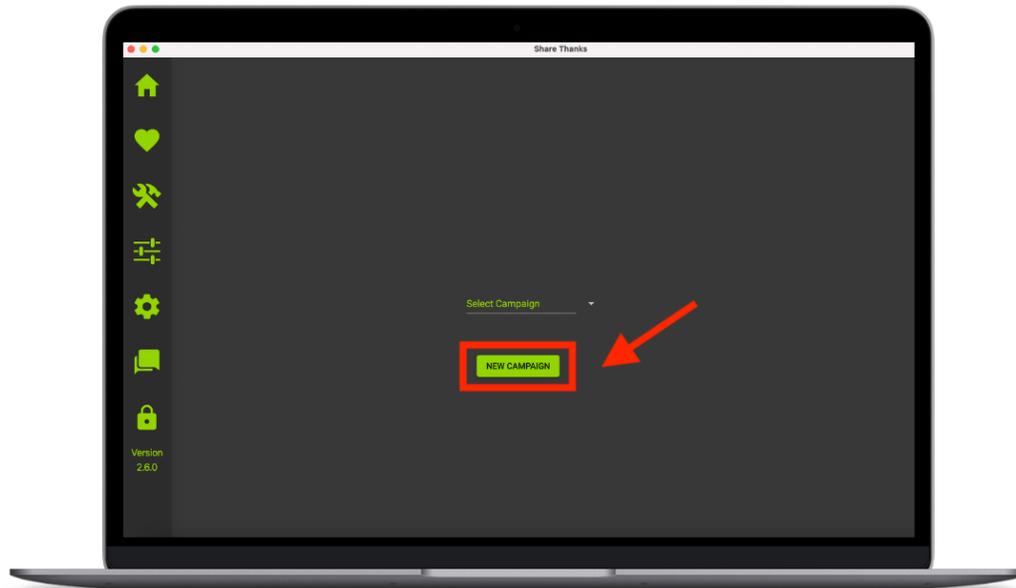
1. Once you have registered, enter your email and password on the login screen and then click **Login**.



2. To create a new campaign, select **Configure Campaigns**.

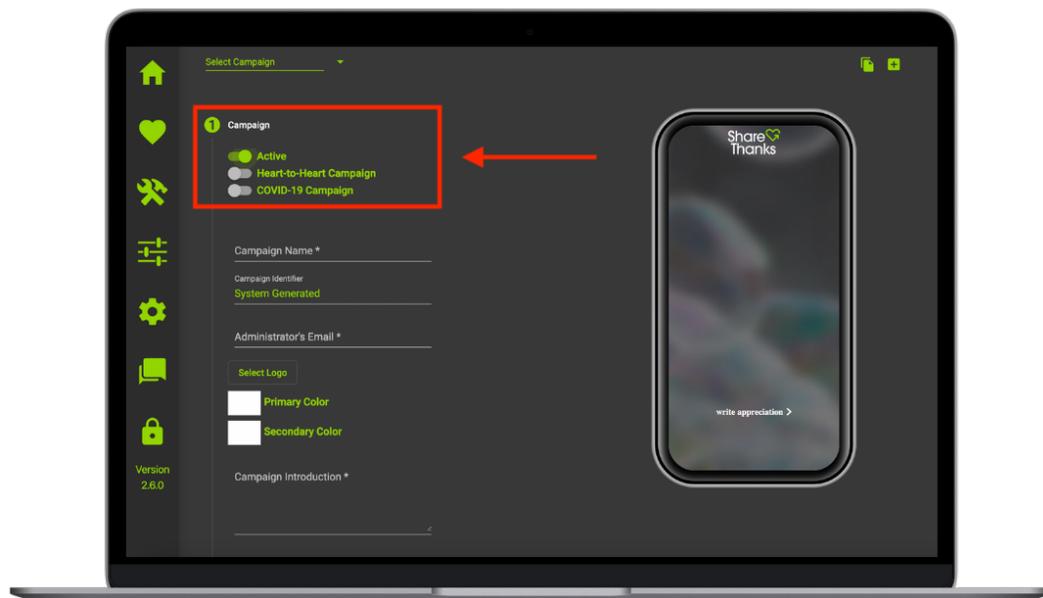


3. Click the green **New Campaign** button.



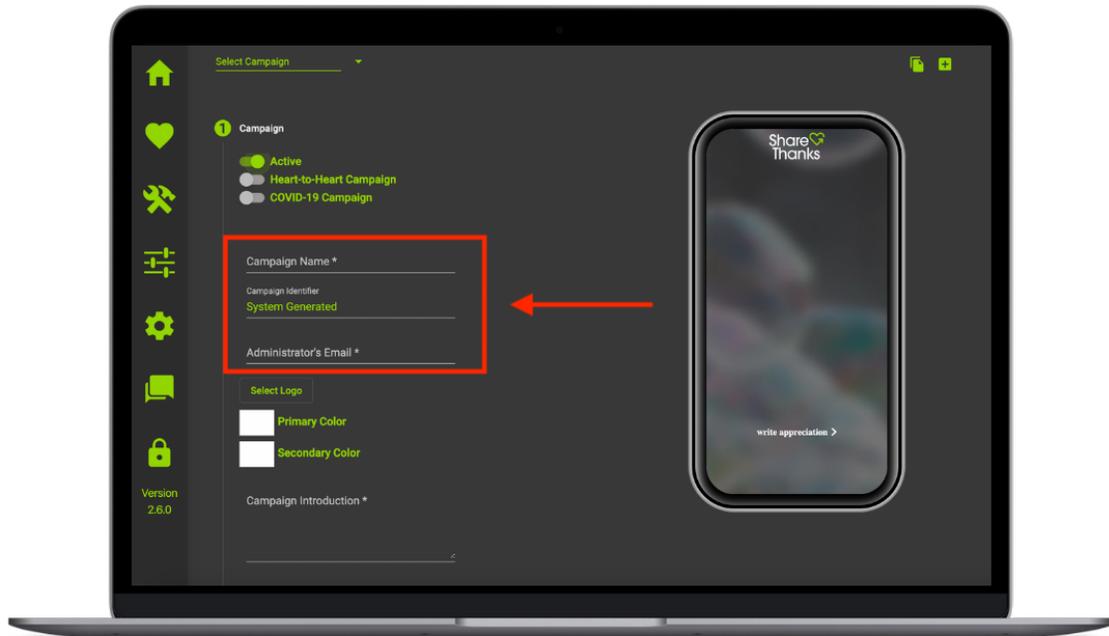
4. Select your **Campaign Features**:

- **Active** will populate your campaign in the ShareThanks® app. **DO NOT** select **Active** until you are ready for your campaign to be seen publicly.
- **Heart-to-Heart Campaign** will allow individuals to send Appreciation messages for specific items. For example, if Christmas gifts were donated, the child receiving each gift would be able to send a message directly to the donor who purchased their gift.
- **COVID-19 Campaign** indicates that the campaign is related to the COVID-19 pandemic. It will be noted as such on <https://sharethanks.org/>



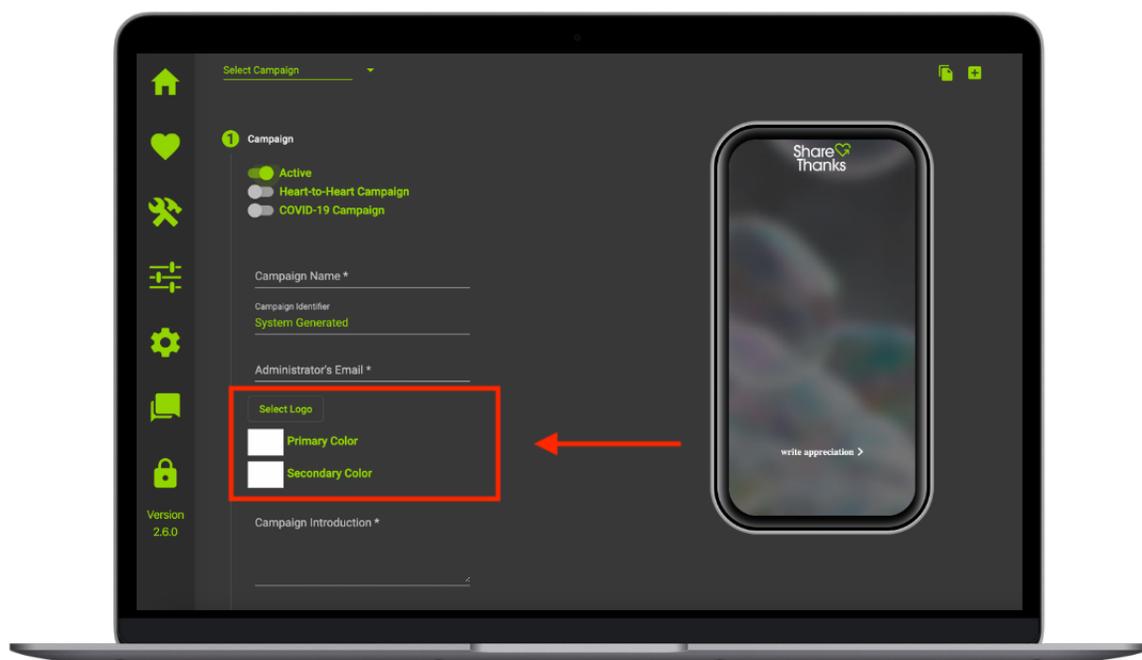
5. Name Campaign and Add the Administrator's Email Address.

- You do not need to enter a **Campaign Identifier**, that number will be generated after you configure your campaign.



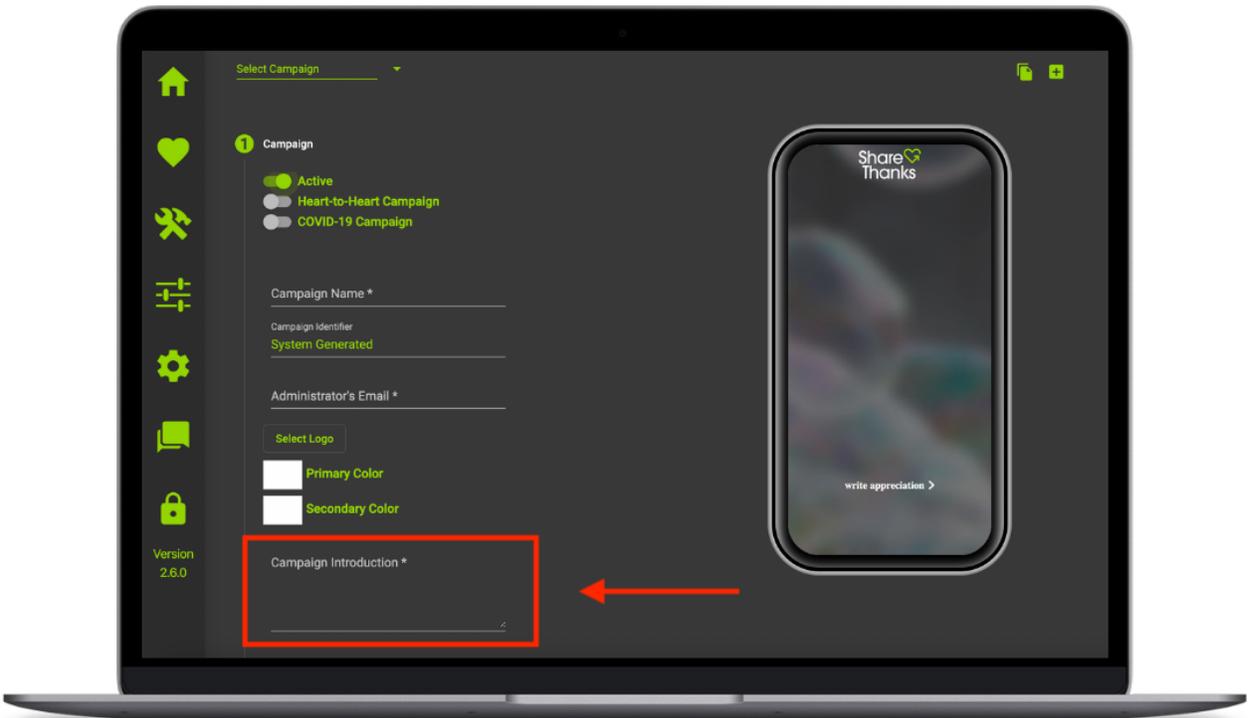
6. Upload your **Company Logo** and select your **Brand Colors**.

- Logos should be uploaded with a 2:1 dimension, or around 600 pixels wide by 300 pixels high.
- Brand colors should be entered with a HEX value.

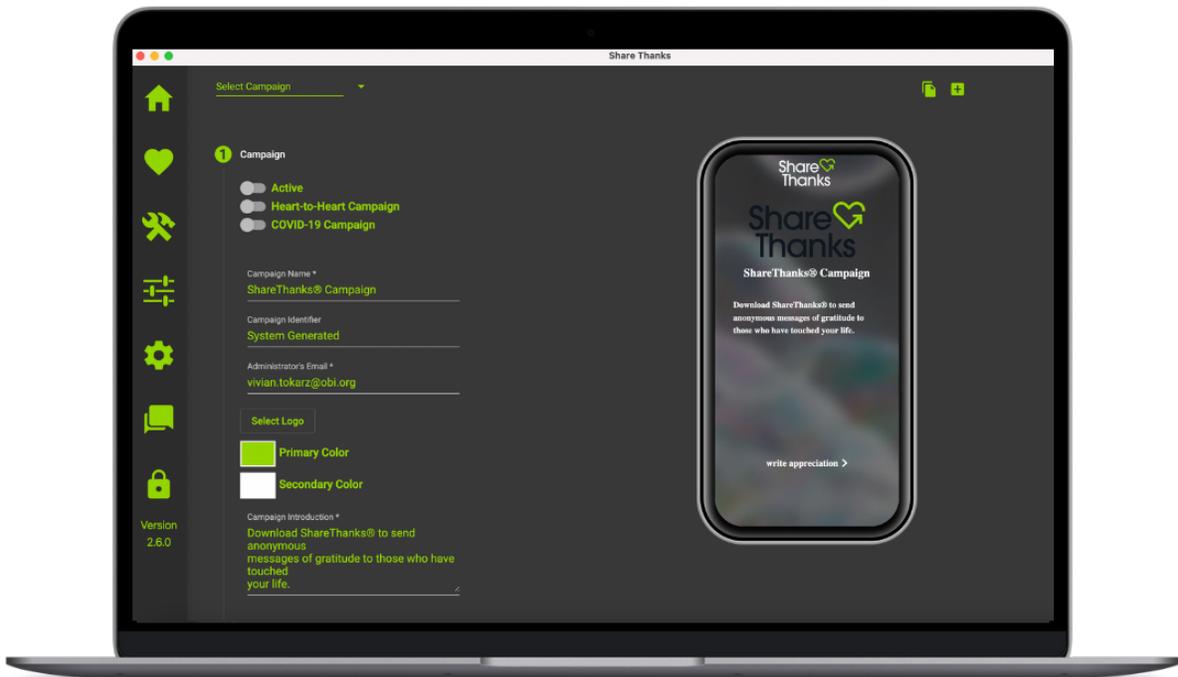


7. Write your Campaign Introduction.

- Include a short bio about your organization and/or campaign.
- Limit 250 characters.

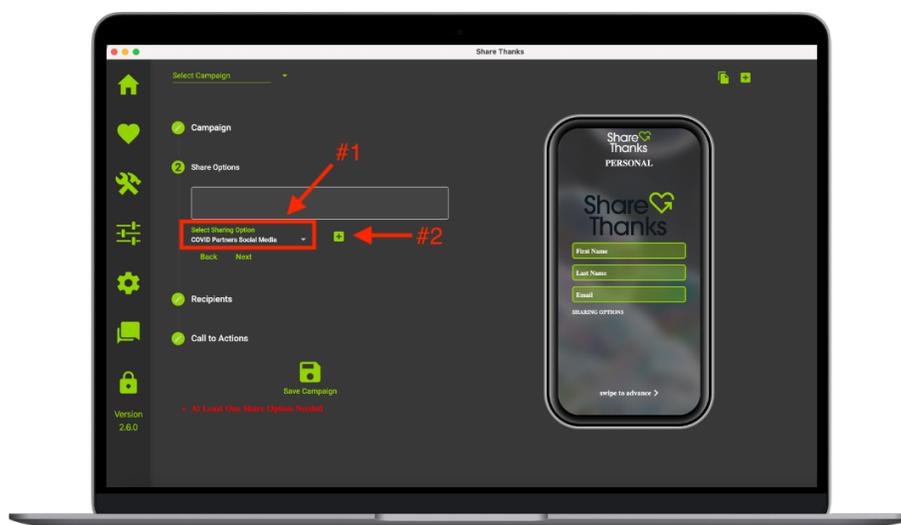


When you have finished Step 1, the screen should look like this:

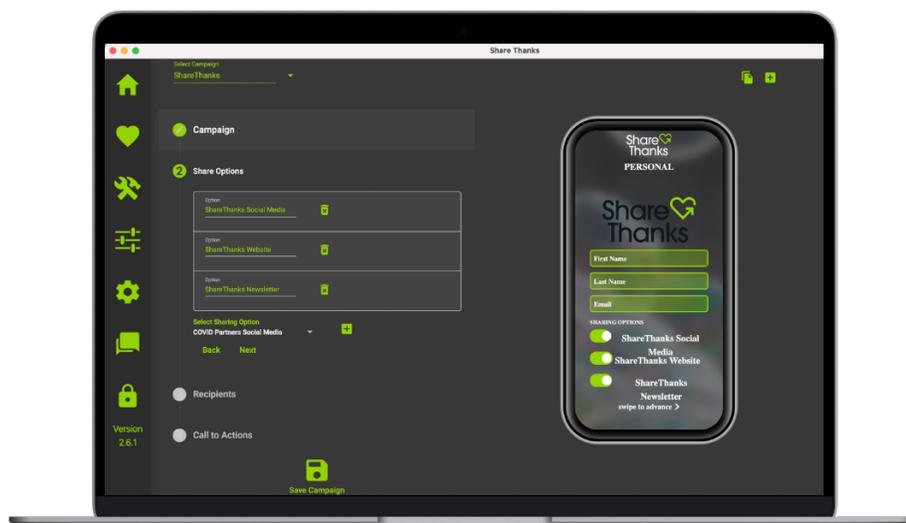


8. Enter your **Share Options**.

- Select a **sharing option** from the drop-down menu, then click the **+** to add the option to your campaign.
- The six sharing options are:
 - o [Organization Name] - Social Media
 - o [Organization Name] - Newsletter
 - o [Organization Name] - Website
 - o [Campaign Name] - Social Media
 - o [Campaign Name] - Newsletter
 - o [Campaign Name] - Website
- These sharing options will allow individuals to decide whether their Appreciations can be shared with a broader audience.
- You must include **at least one** sharing option.

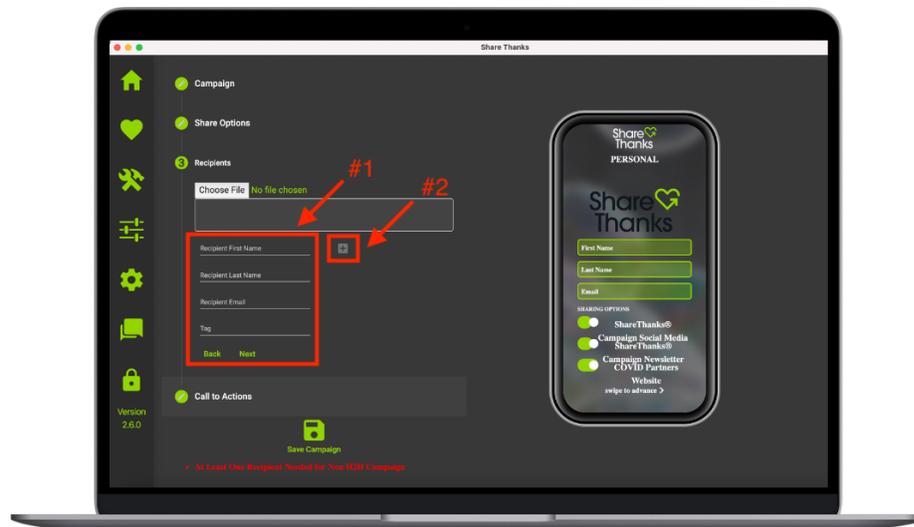


When you have finished Step 2, the screen should look like this:

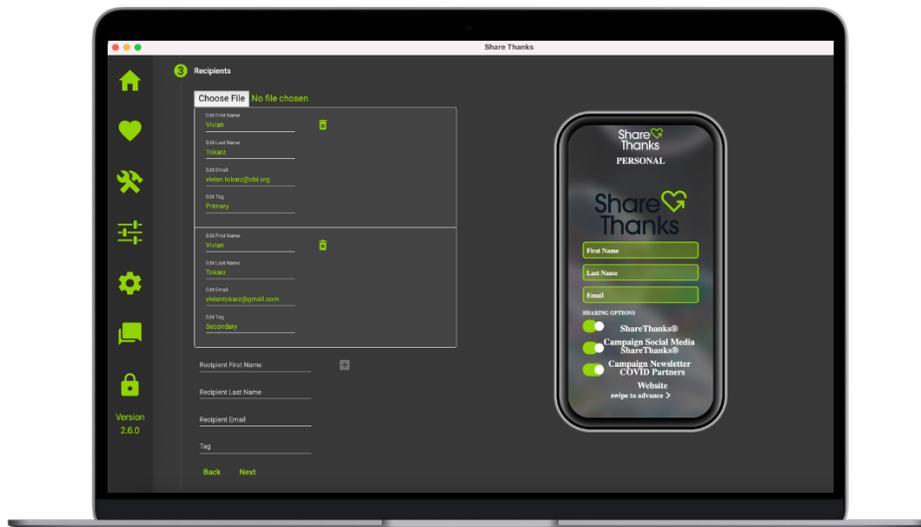


9. Include Recipients.

- Enter First Name, Last Name, Recipient Email, and Tag (if necessary), then click the **+** to add the **Recipient**.
 - o Including a **Tag** allows the administrator to group recipients, so that they can easily select a subset of recipients to share an Appreciation with during the approval process.
- If you have a list of recipients to include, you can upload a .csv file.
- The recipients you include will be notified when an Appreciation is approved, unless you indicate otherwise before selecting the **Green Heart** **♥** on an Appreciation.
- **NOTE:** An administrator **CANNOT** add recipients for **Heart-to-Heart Campaigns**. If a campaign is configured as **Heart-to-Heart Campaign**, then this step will be skipped.

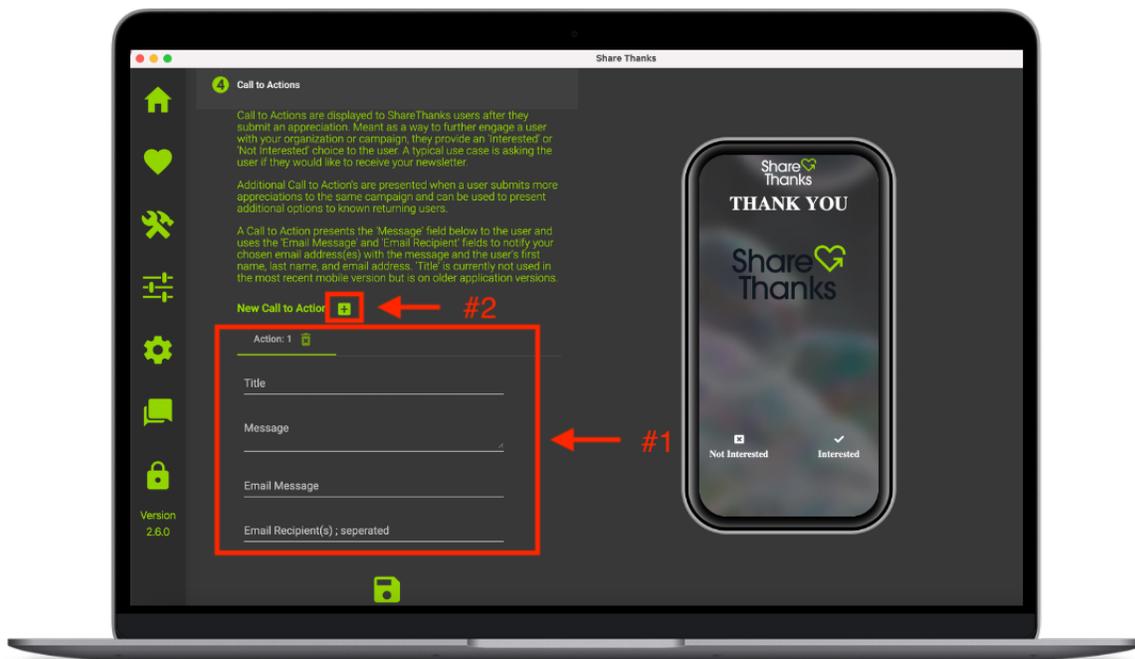


When you have finished Step 3, the screen should look like this:

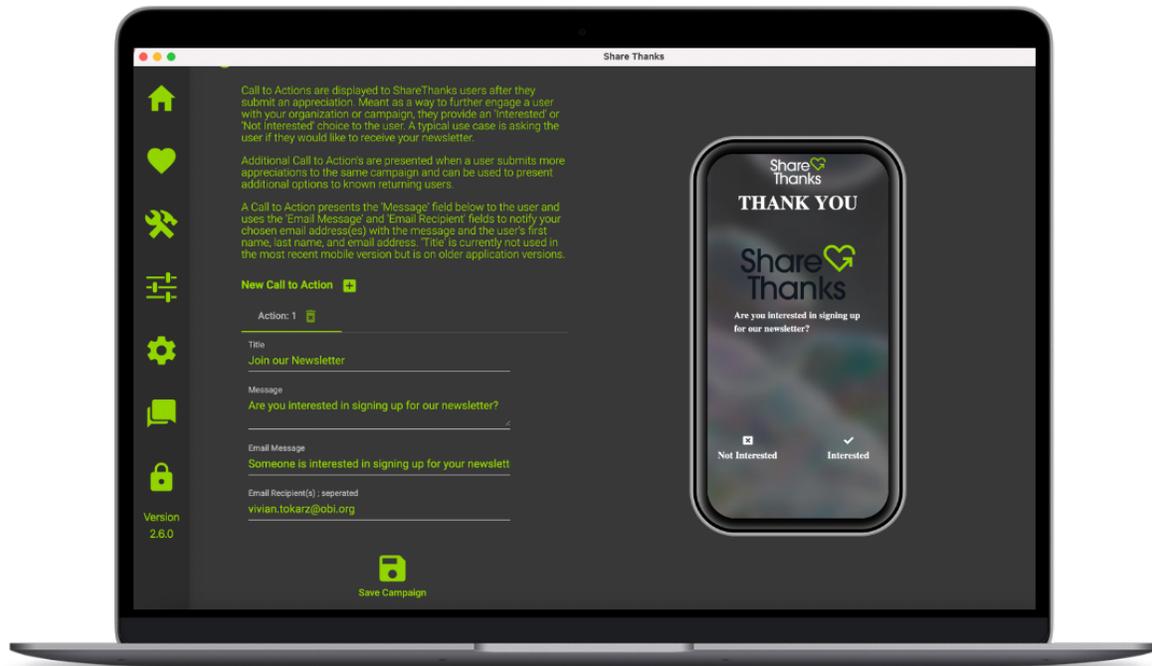


10. Add Call to Actions.

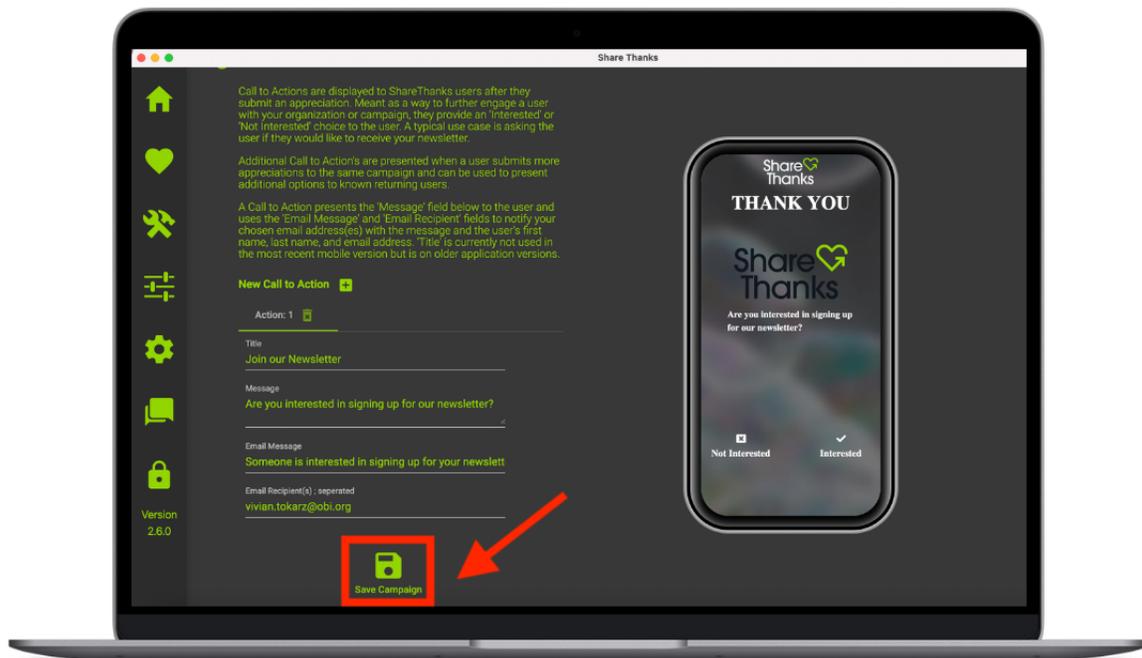
- A Call to Action is a great way to keep recipients engaged with your organization. Have them join your newsletter list, ask if they want to volunteer, or invite them to an upcoming event.
- **Title** → Enter what you want the user to do.
 - **For example:** “Join our Email List” OR “Sign up to Volunteer.”
- **Message** → Explain why you want the user to take this action.
 - **For example:** “Interested in learning more about our organization? Join our newsletter.”
- **Email Message** → This message will be emailed to the Email Recipient(s) every time an individual selects “Interested” after submitting an Appreciation. The message should be descriptive, but concise.
 - **For example:** “Someone is interested in receiving a newsletter!”
- **Email Recipient** → This person will be notified every time an individual selects “Interested” after submitting an Appreciation.
- Click the **+** to add the **Call to Action** to your campaign.
- You can add **up to three** Call to Actions.



When you have finished step 4, the screen should look like this:



11. Finally, click  to **Save Campaign**.

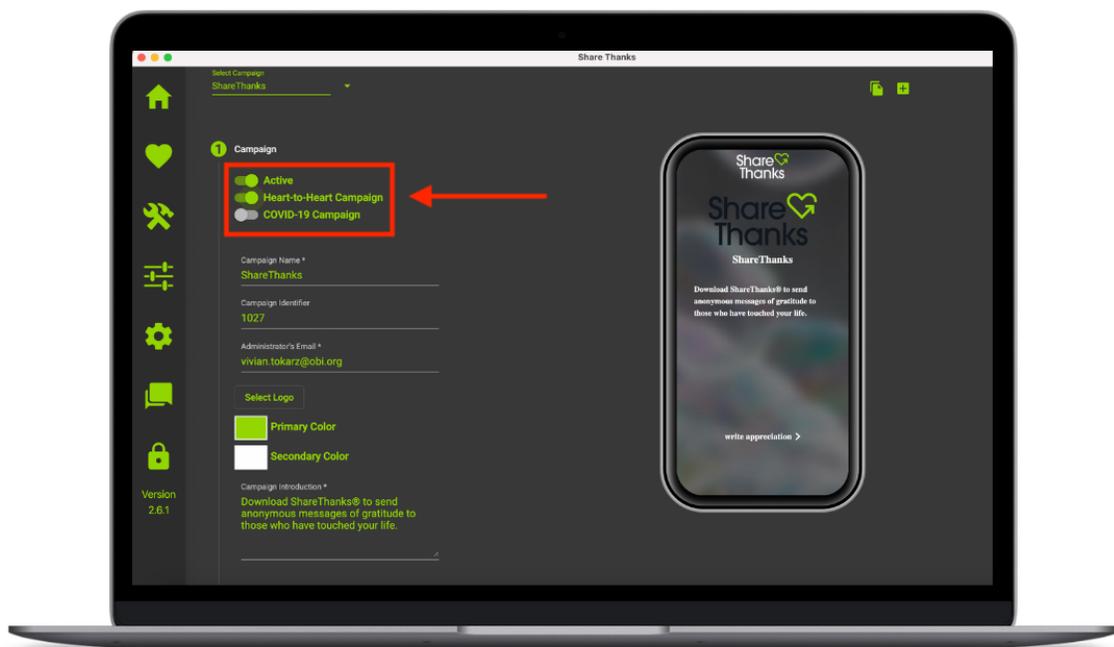


Creating a Heart-to-Heart Campaign

Heart-to-Heart Campaigns allow individuals to send Appreciation messages for specific items. For example, if Christmas gifts were donated, the child receiving each gift would be able to send a message directly to the donor who purchased their gift. If this is something your organization is interested in, please contact our team and then follow the steps below.

1. Under **Configure Campaigns**, select your campaign and then enable a **Heart-to-Heart Campaign**.

- **Note:** Make sure that your campaign is Active, so that individuals can submit Appreciation messages.



2. When you create a Heart-to-Heart Campaign, all Approved Appreciations will be sent from the beneficiary directly to the benefactor.

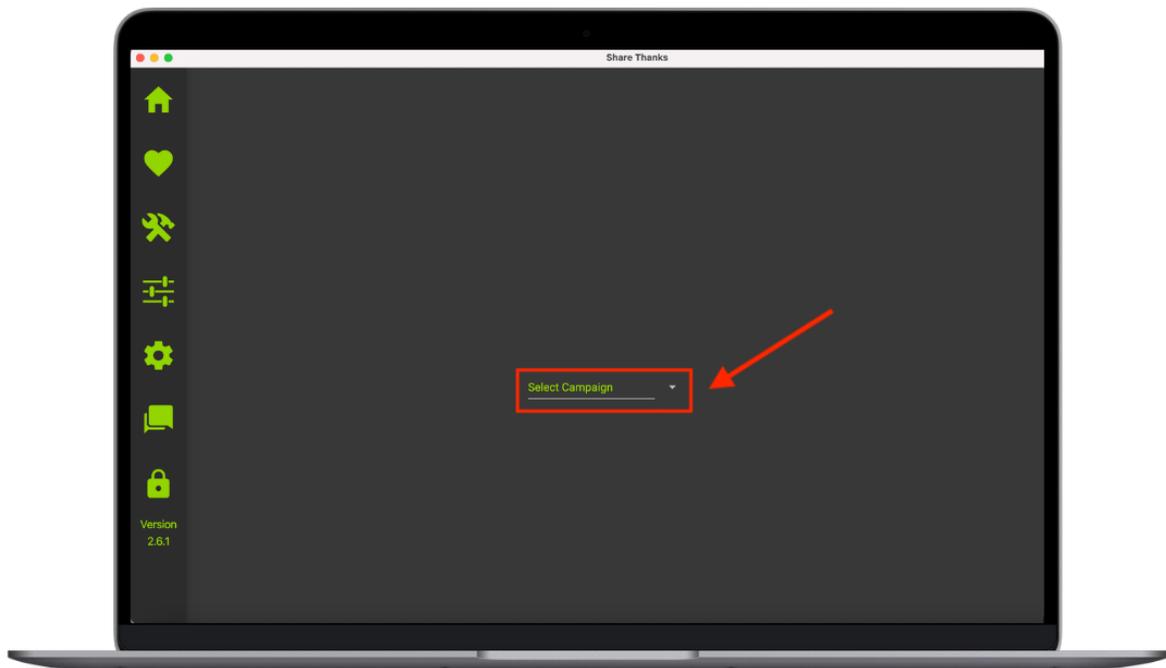
- **Note:** You must scan the provided barcode or QR Code for all **Heart-to-Heart Campaigns**. This connects the item to both the benefactor and the beneficiary. Although the item will be connected to the benefactor and beneficiary, the message will remain anonymous.

Approving Appreciations

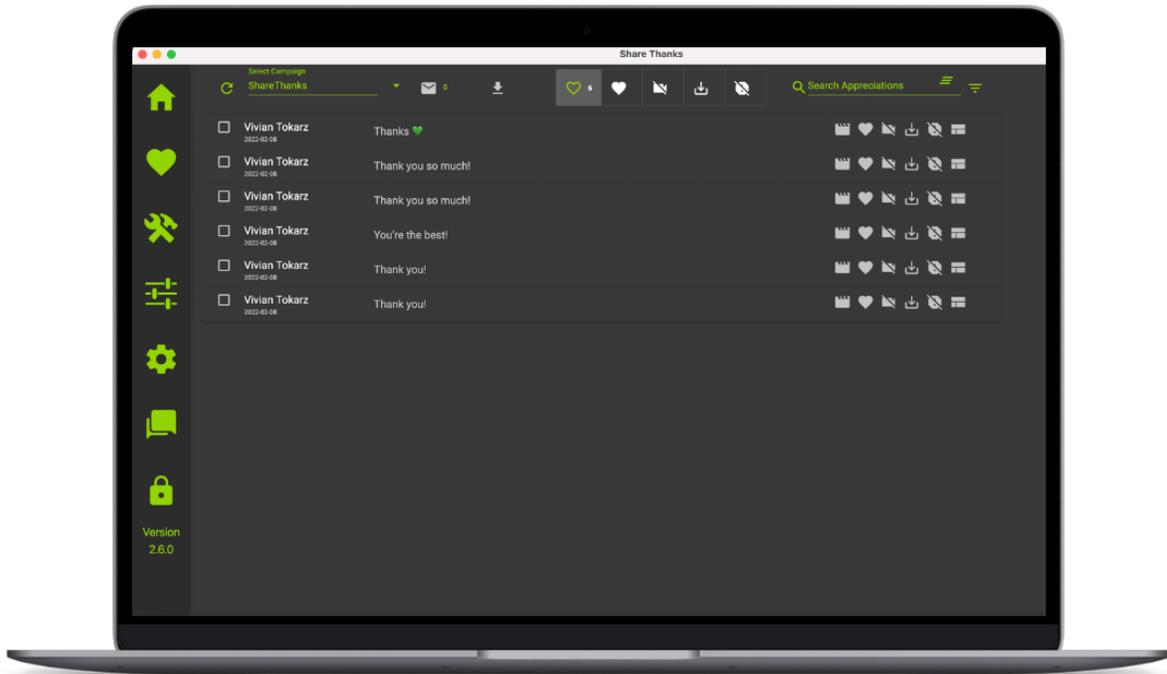
1. To approve Appreciations, select ♥ **Approve Appreciations**.



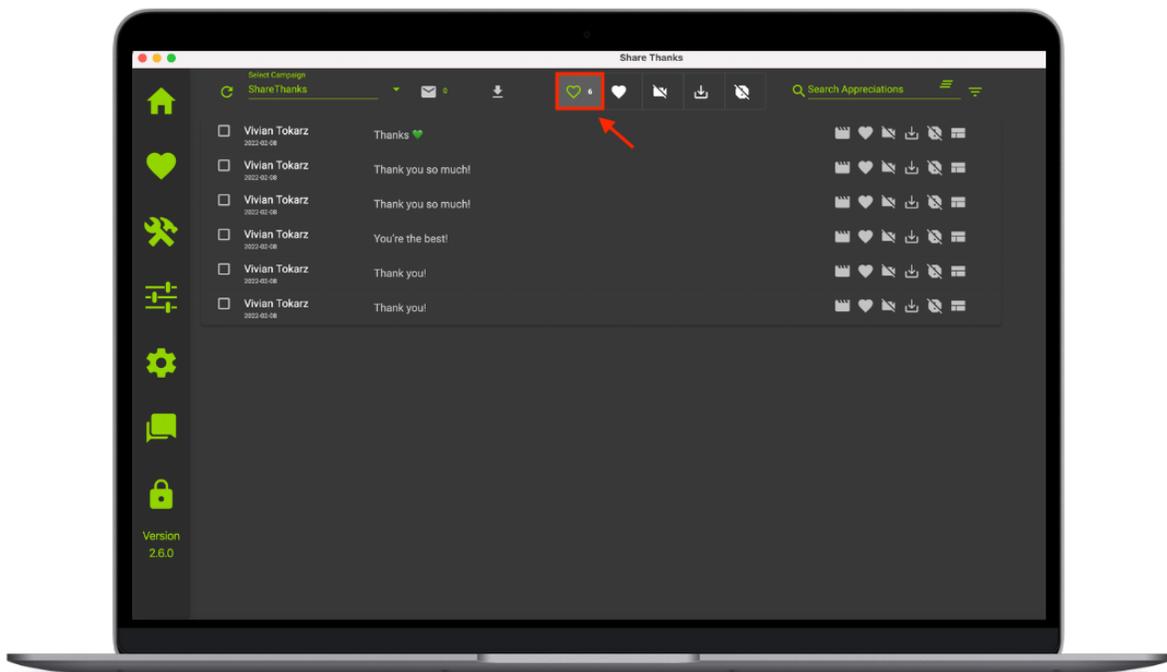
2. **Select Campaign** from the drop-down menu.



3. You will immediately be taken to the screen of Appreciations that need approval.

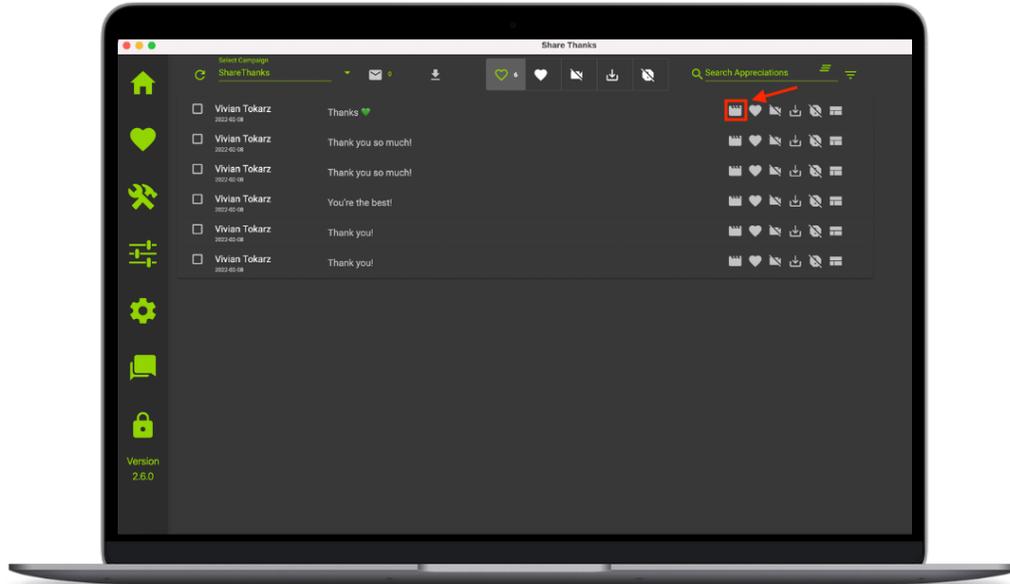


4. The **Green Outlined Heart**  indicates that Appreciations have not been approved.



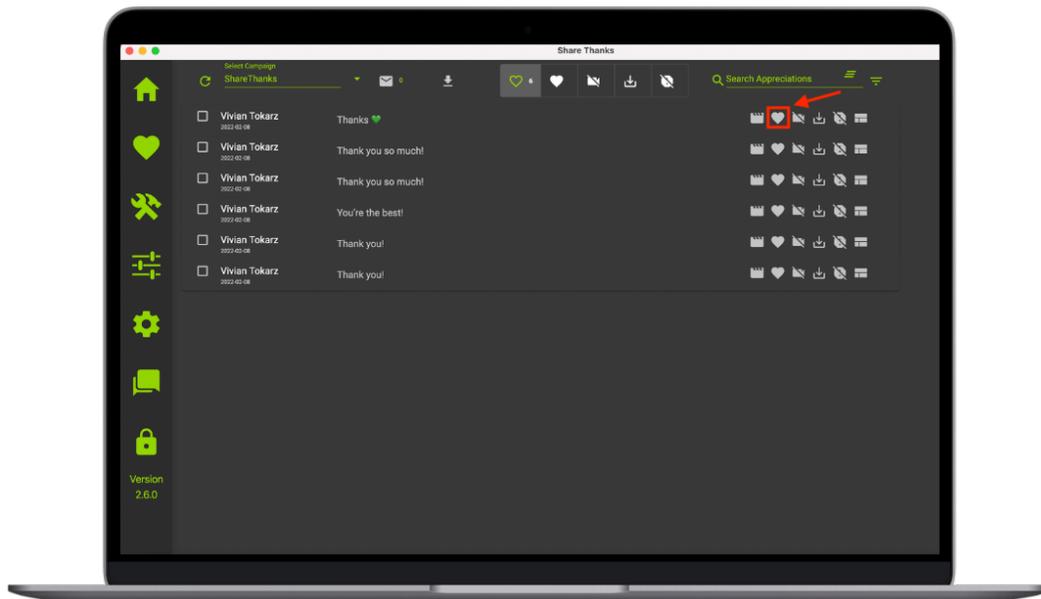
5. The 🎬 icon indicates whether an Appreciation was submitted with media.

- When the icon is gray, no photo or video is attached.
- When the icon is green, either a photo or a video is attached.

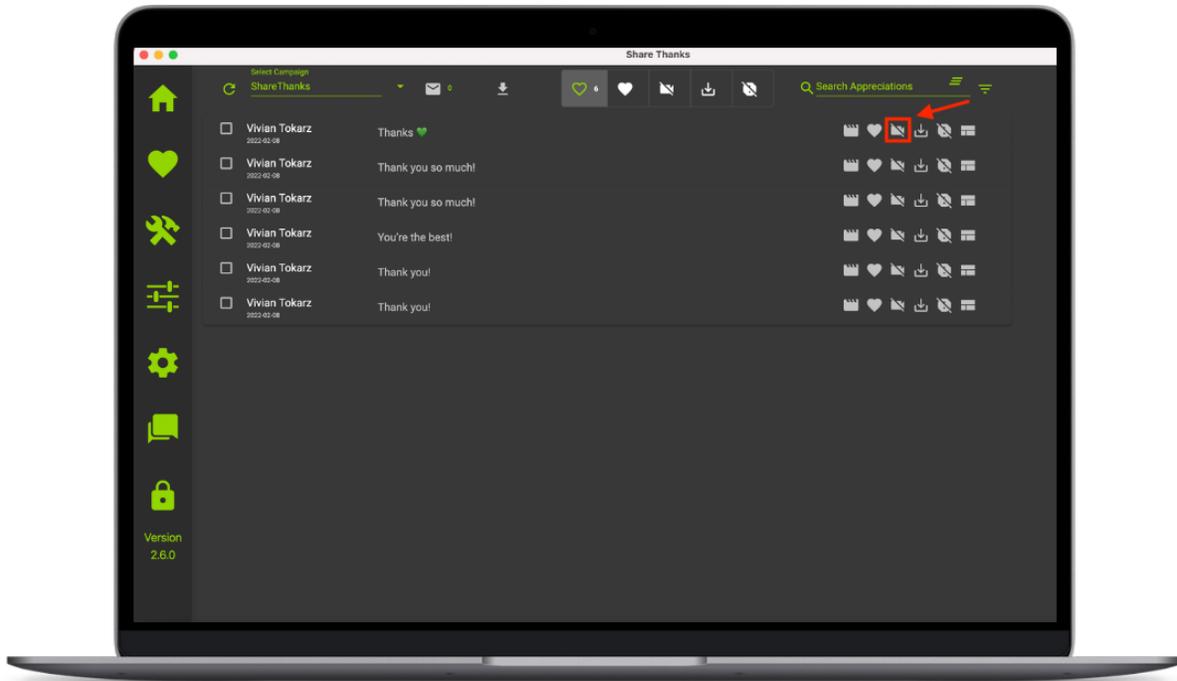


6. Click the **grey heart** ♥ to Approve the Appreciation.

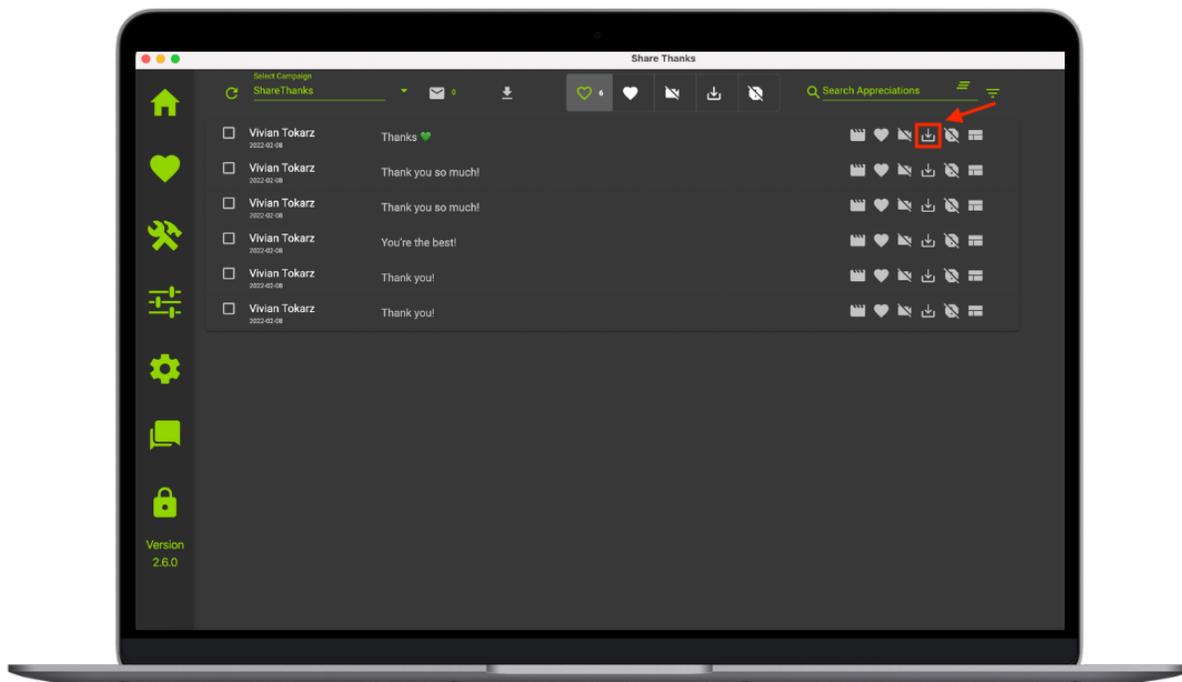
- **NOTE:** When approving Appreciations via the toolbar, **All Recipients** will receive a copy of the Appreciation email. If an administrator wants to send an Appreciation to a specific group of recipients, they will need to expand the Appreciation, and select the preferred group.



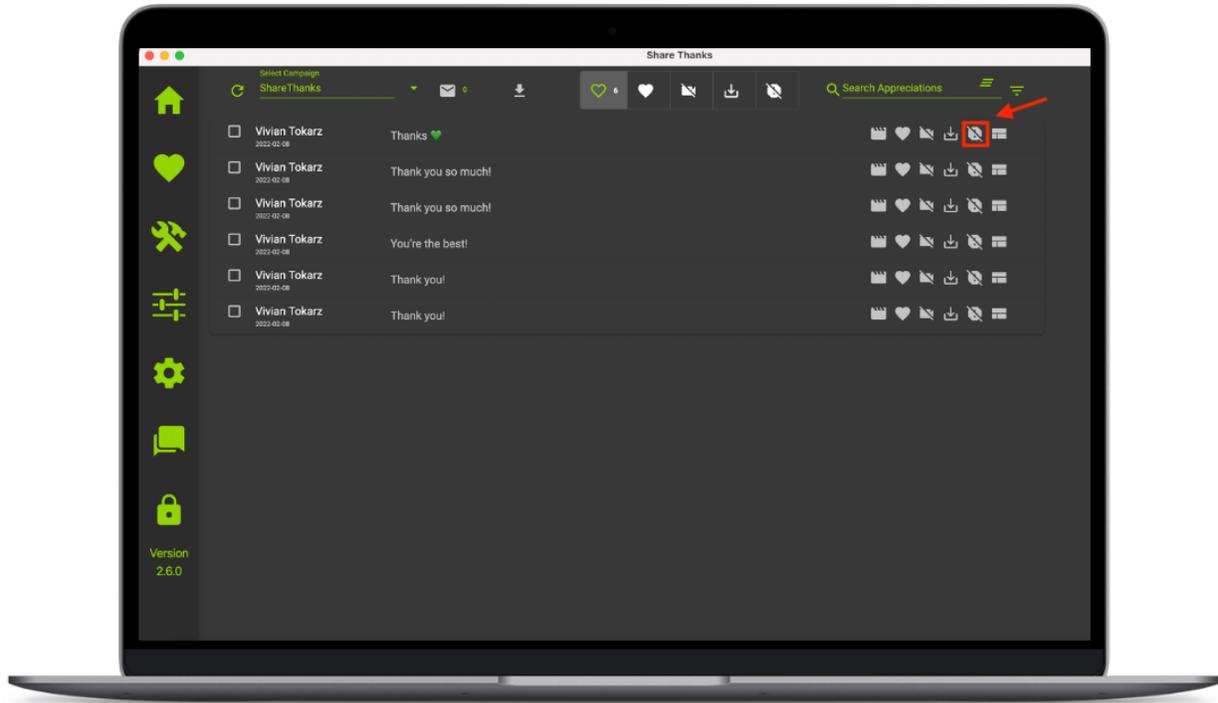
7. Click the  icon to approve an Appreciation **without media**, if you don't want to include the attached photo or video.



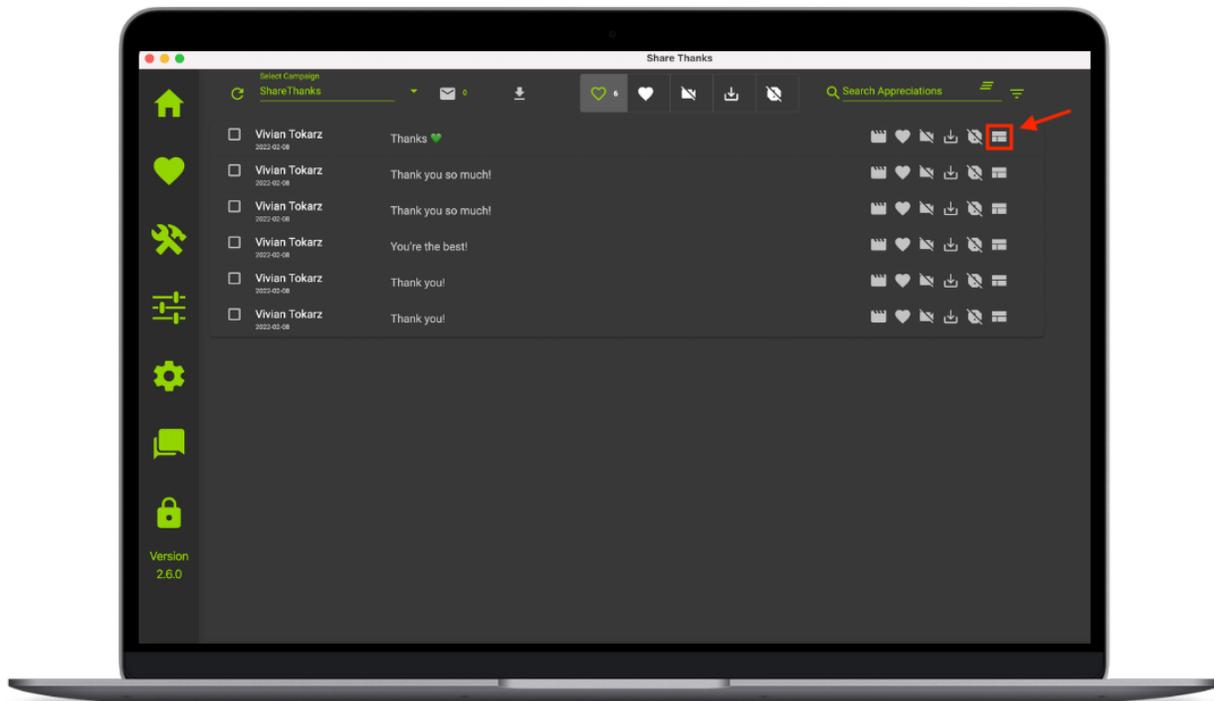
8. Click the  icon to archive an Appreciation.



9. Click the   icon to flag an Appreciation as inappropriate and remove the message.

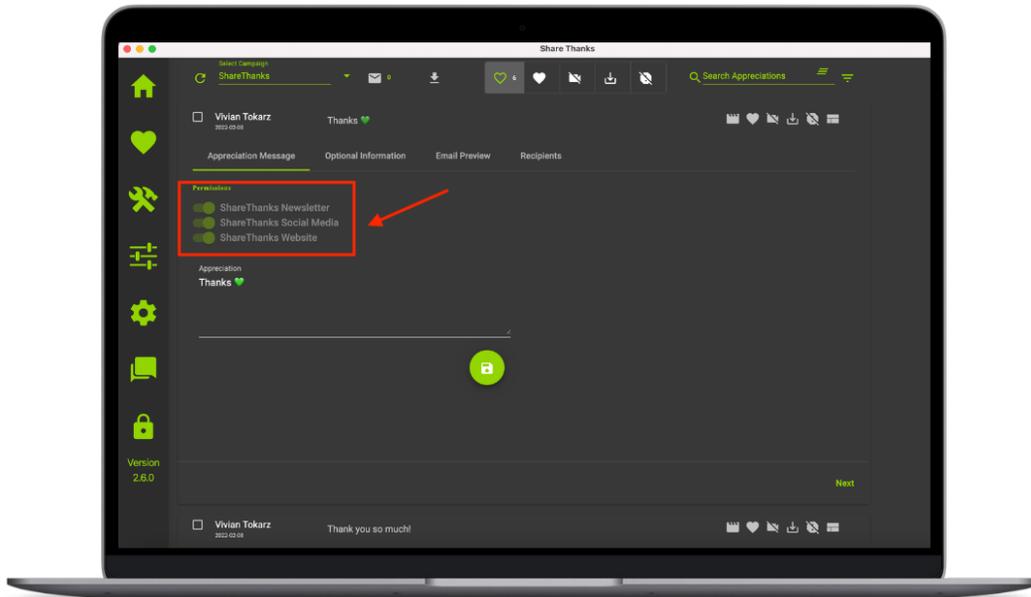


10. Click the **three rectangles icon** to preview an Appreciation.



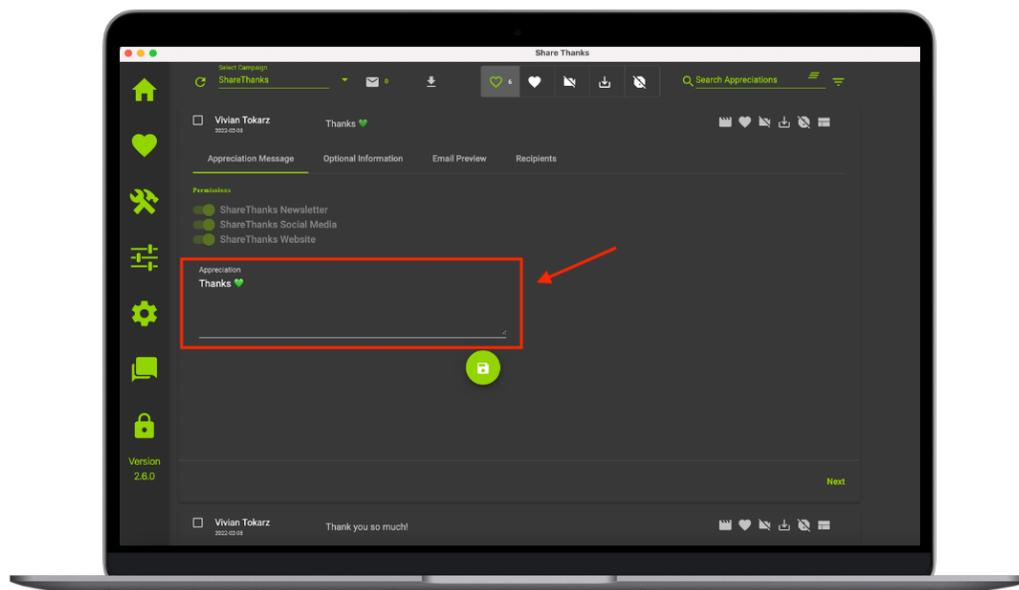
11. When you click on an **Appreciation that needs Approval**, you will see the **permissions** that the individual who submitted the Appreciation selected.

- When a permission is allowed by the individual, it will be green.
- When a permission is not allowed by the individual, it will be gray.

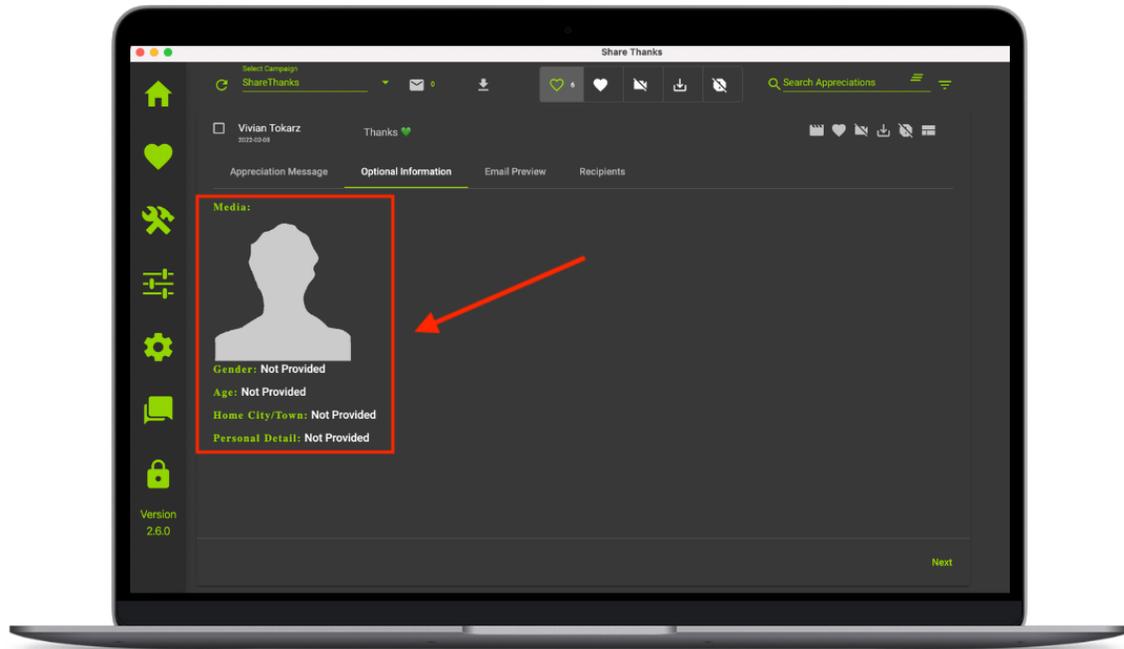


12. Then you will be able to **edit** the Appreciation.

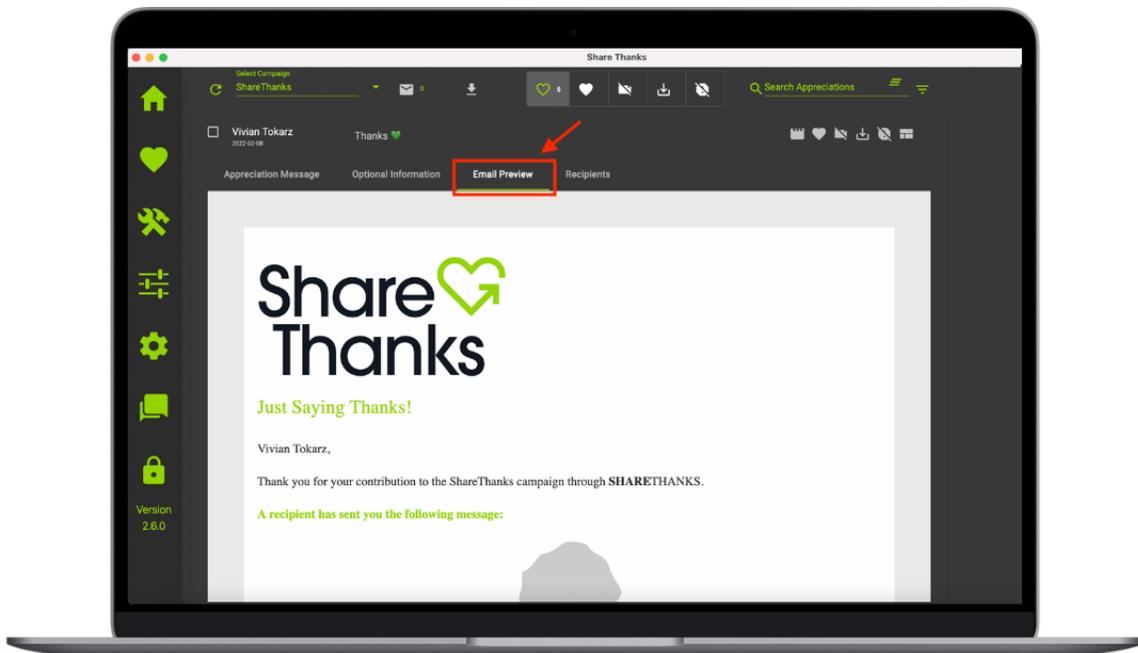
- You should always remove names and other identifiers (like phone numbers and emails). You may also choose to correct grammar.
- Always click  to save any edits.



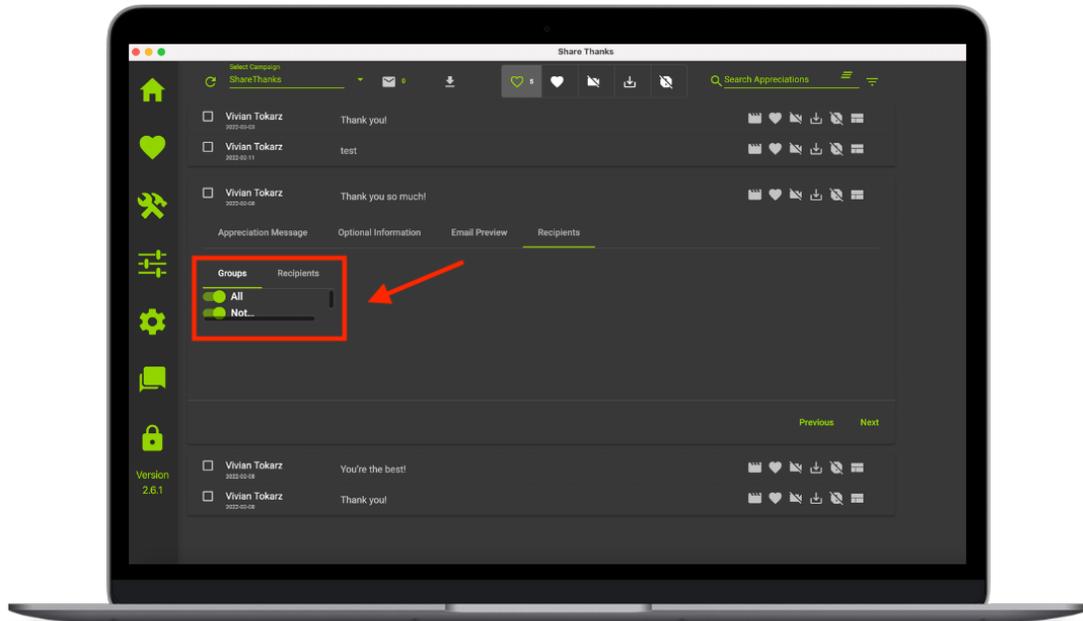
13. Under **Optional Information** you can review the Gender, Age, Home City/Town, or Personal Detail of the individual who submitted the Appreciation.



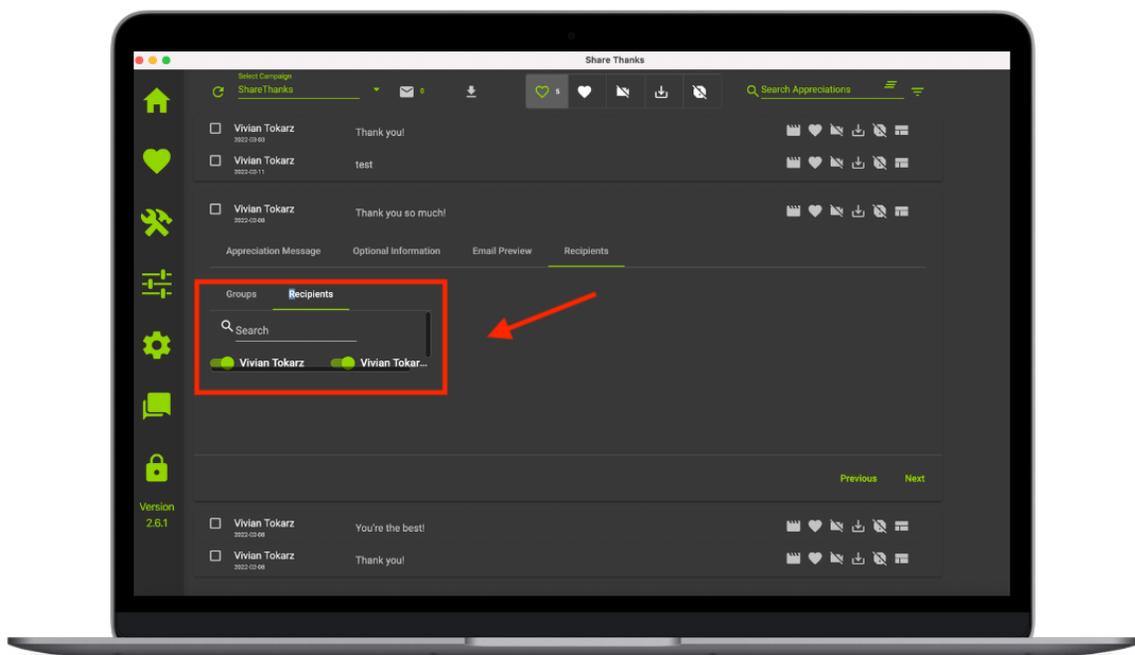
14. Under **Email Preview** you can see what the recipient(s) receive when an Appreciation is approved.



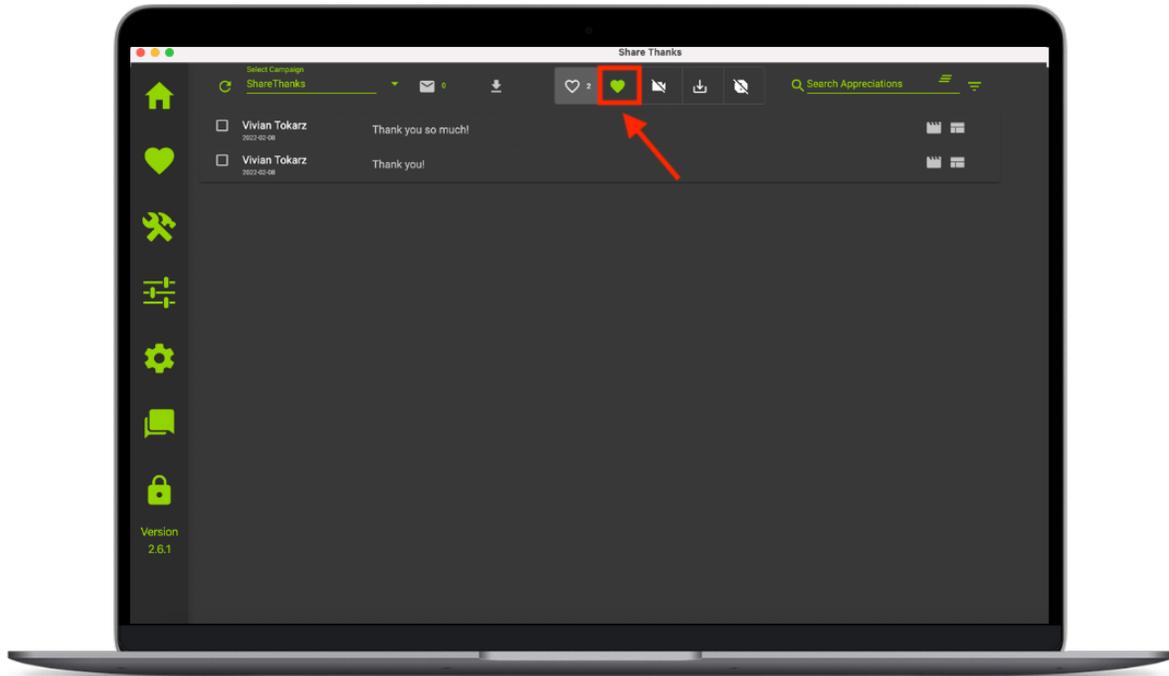
15. Under **Recipients**, you will be able to select which **Groups** you want to receive the Appreciation when it is approved.
- **Groups Tab:** You may send an Appreciation to **all Recipients** or a **specific Group**.
 - **Recipients Tab:** You may send an Appreciation to **all Recipients**, or you may select **specific Recipients**.



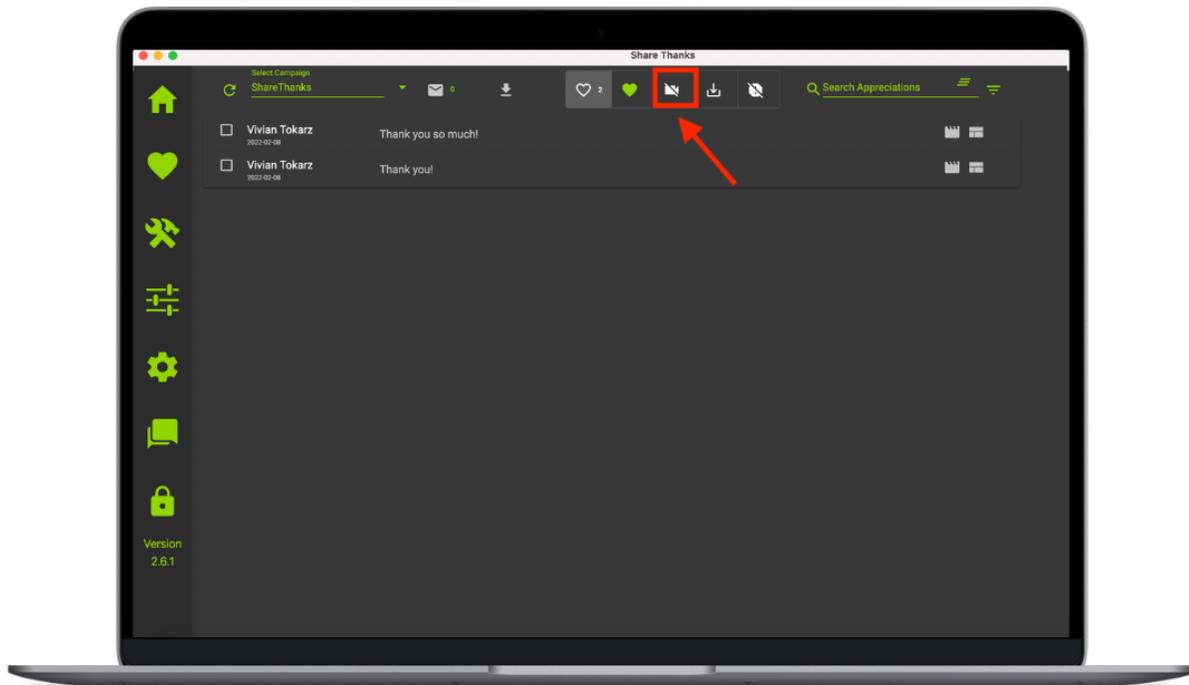
16. Under **Recipients**, you will be able to select which **individual recipients** you want to receive the Appreciation.



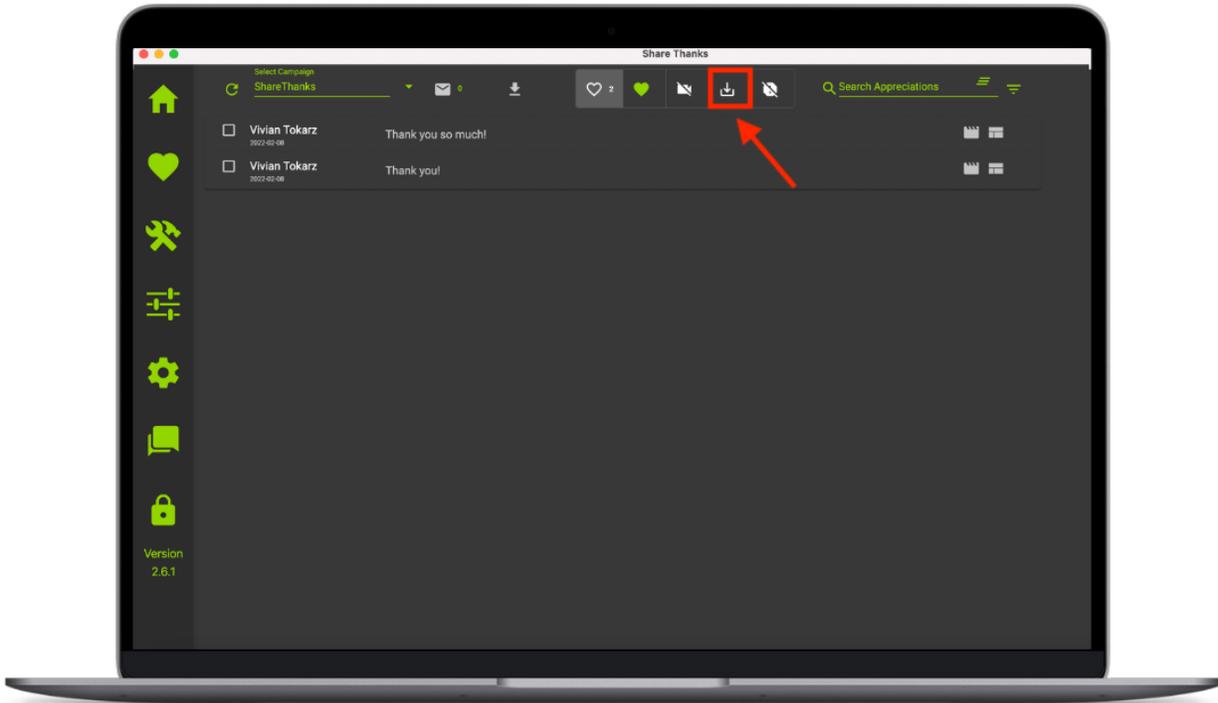
17. The **Green Heart**  **icon** is where you will find Approved Appreciations.



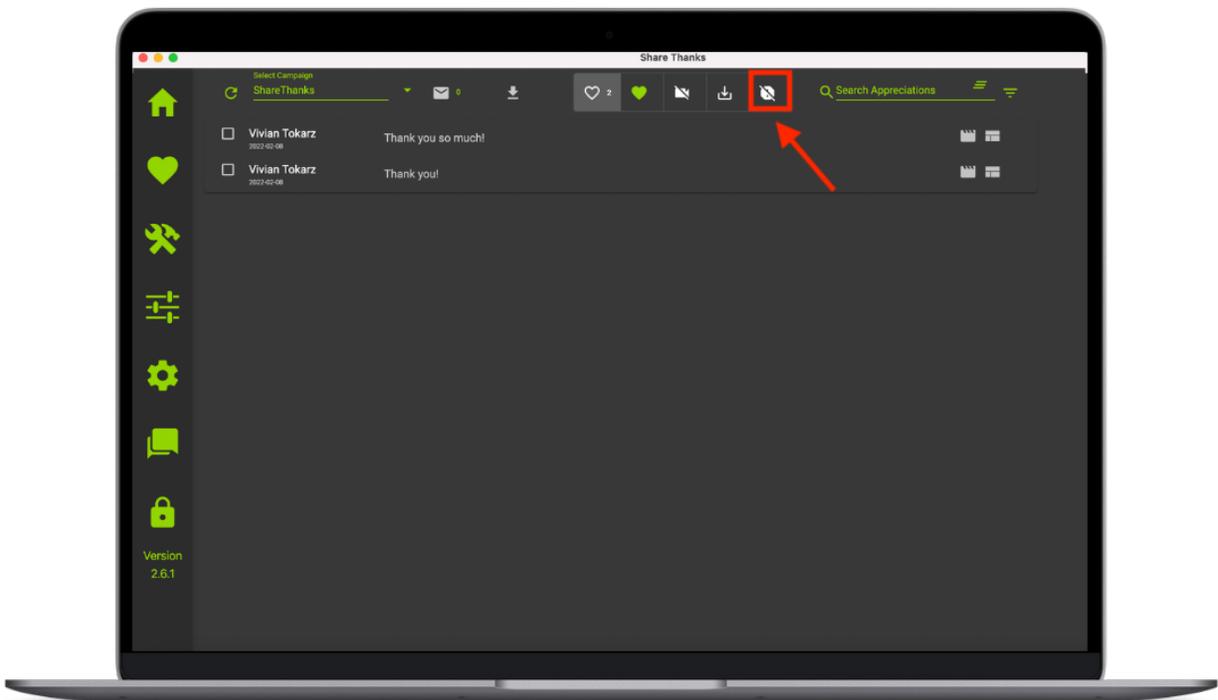
18. The   **icon** is where you will find Appreciations that were approved without media.



19. The  icon is where you will find Archived Appreciations (Appreciations that were not approved).



20. The  icon is where you will find Appreciations that have been flagged as inappropriate.

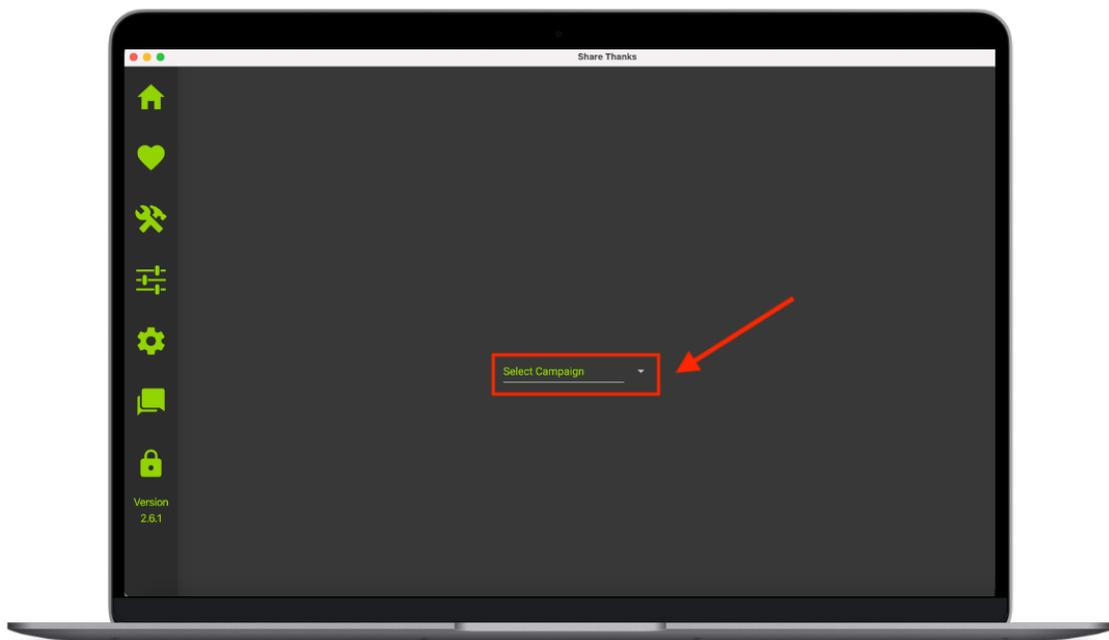


Batch Emailing Appreciations

1. To send Appreciations in a batched email, select ♥ **Approve Appreciations**.

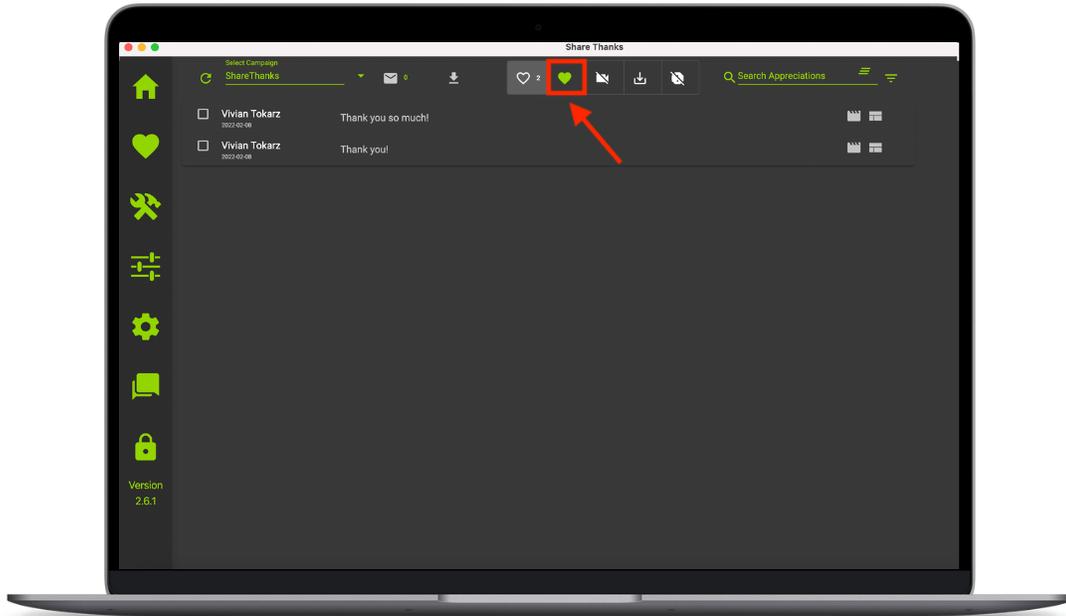


2. **Select Campaign** from the drop-down menu.

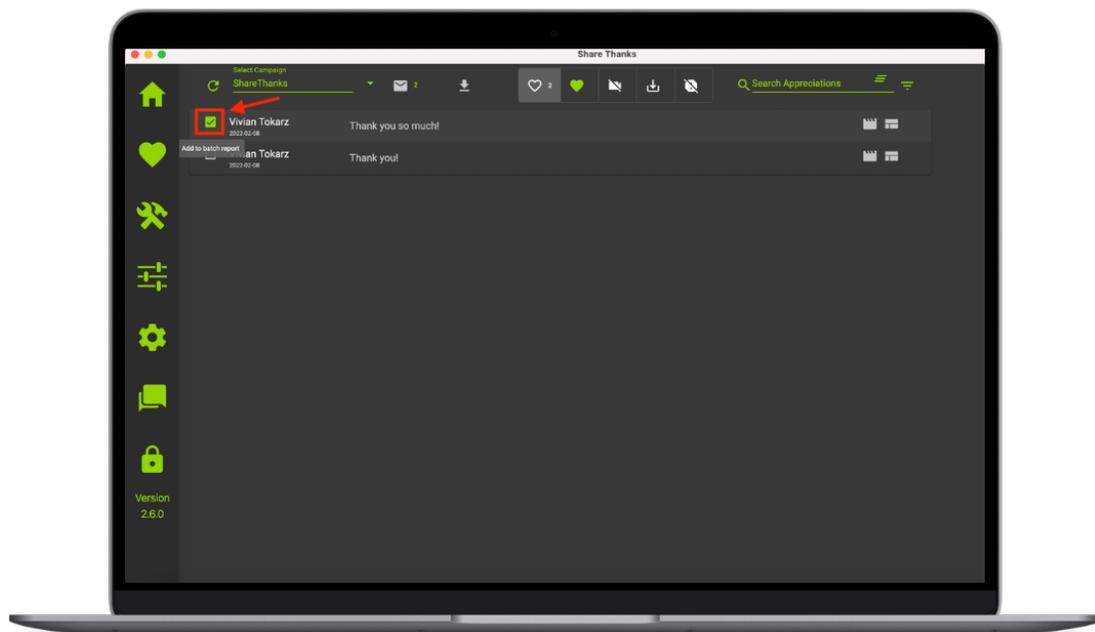


3. Navigate to the **Approved Appreciations** screen.

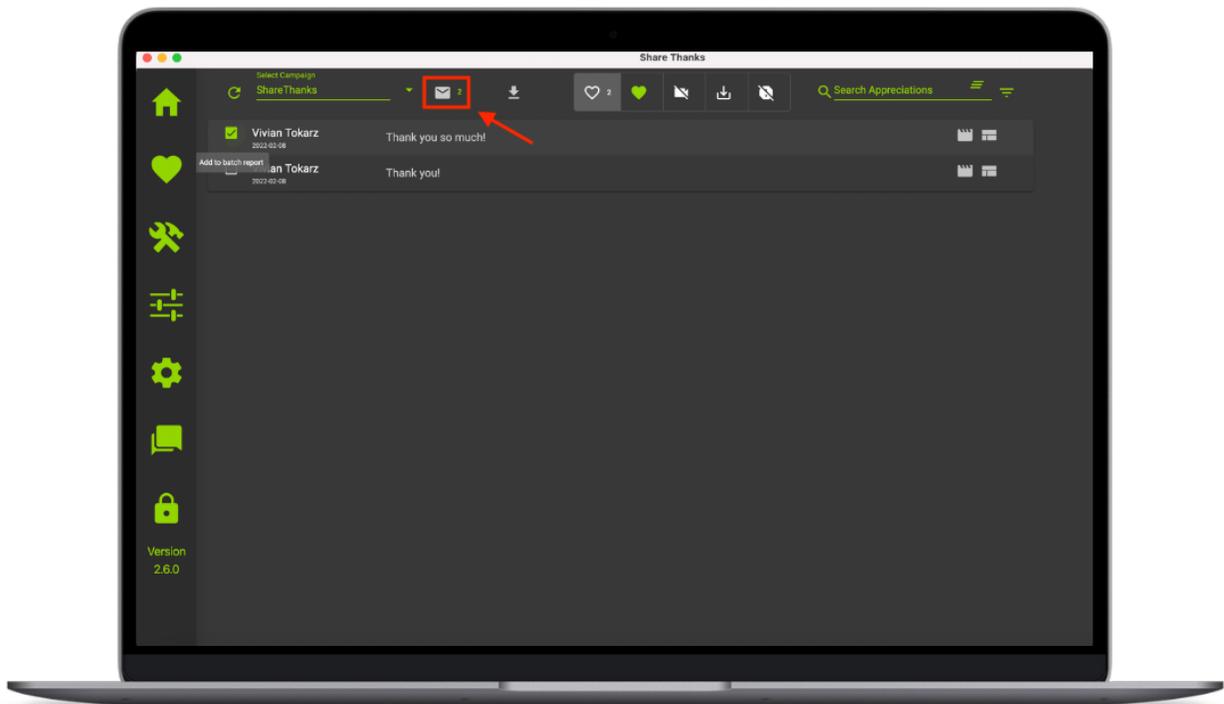
- Although you will likely send email batches of Approved Appreciations, you can batch all Appreciations (Approved, Approved without Media, and Archived). Just navigate to the appropriate screen, depending on which Appreciations you want to send. This allows the Administrator to group and email appreciations for social or marketing campaigns, newsletters, etc.



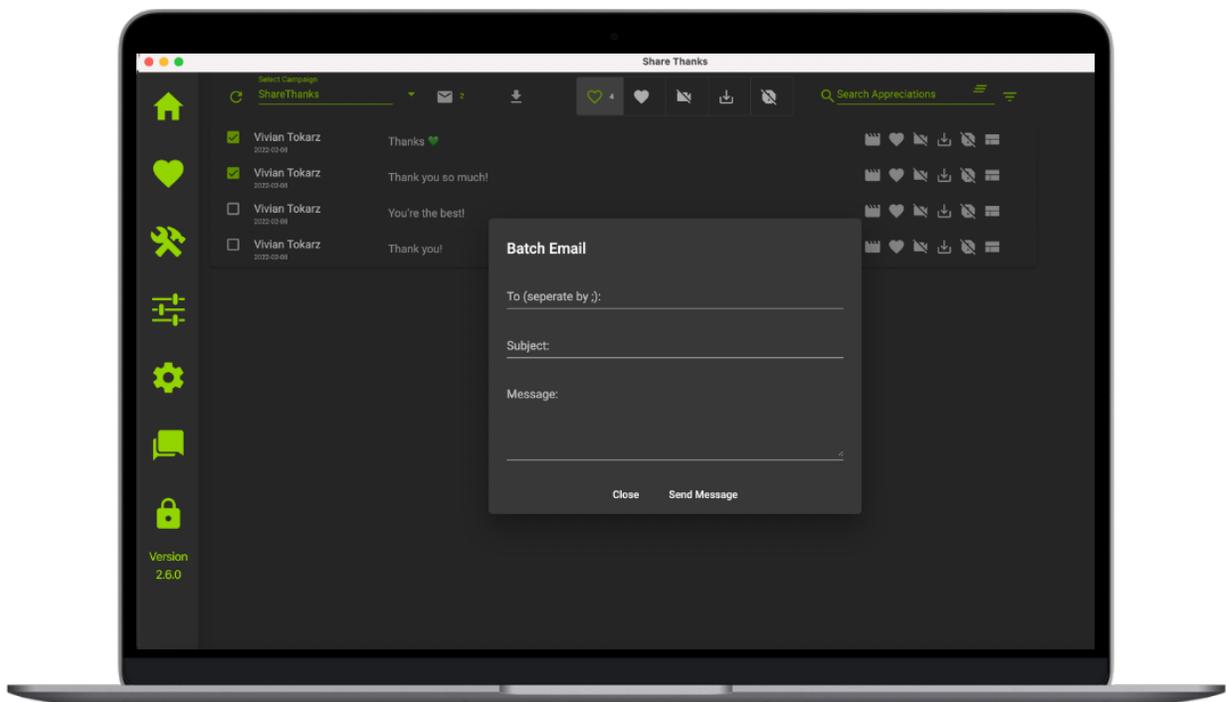
4. Select the messages you want to send by clicking the ✓ icon next to each Appreciation.



5. Select the  icon.



6. Enter the email addresses of the recipients, include a subject and type a short message. When you have included all the necessary information, click **Send Message**.

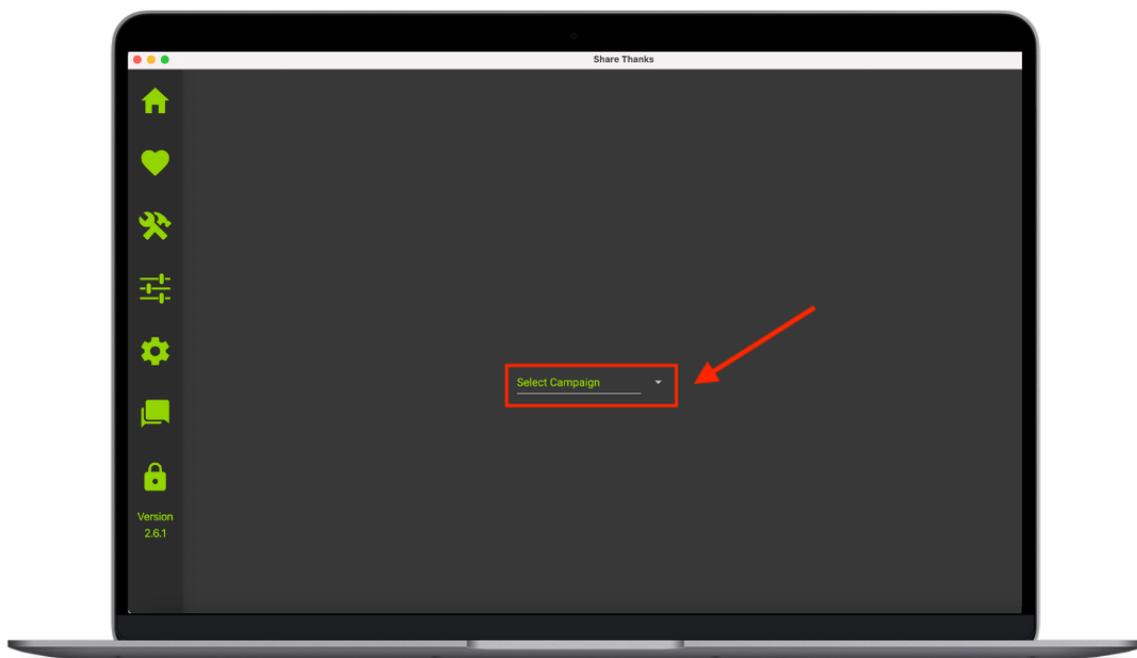


Exporting Appreciations

1. To download Appreciations, select ♥ **Approve Appreciations**.

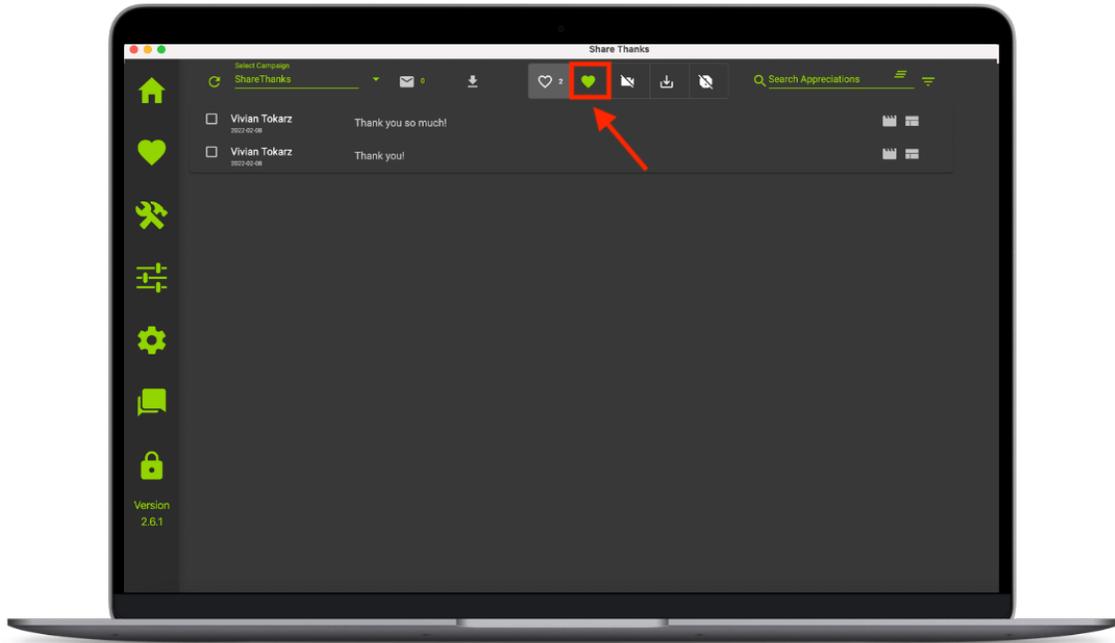


2. **Select Campaign** from the drop-down menu.

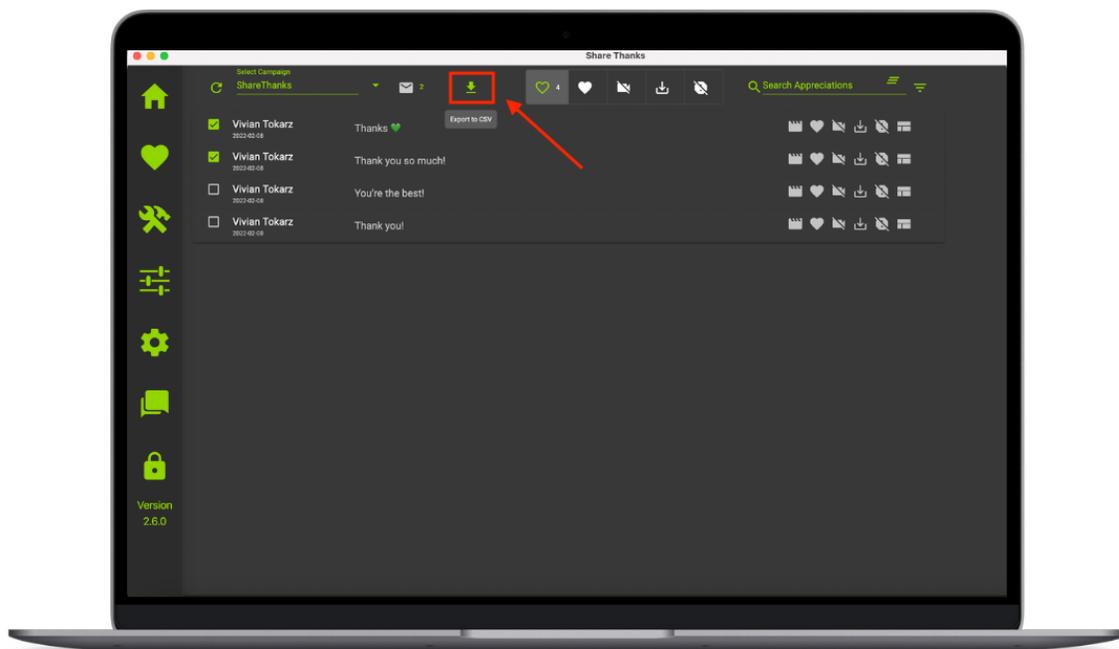


3. Navigate to the **Approved Appreciations** Screen.

- Although you will likely export Approved Appreciations, you can export all Appreciations (Approved, Approved without Media, and Archived). Just navigate to the appropriate screen, depending on which Appreciations you want to export.



4. Select the icon and the messages will be exported as a .csv and can be saved to your desktop.

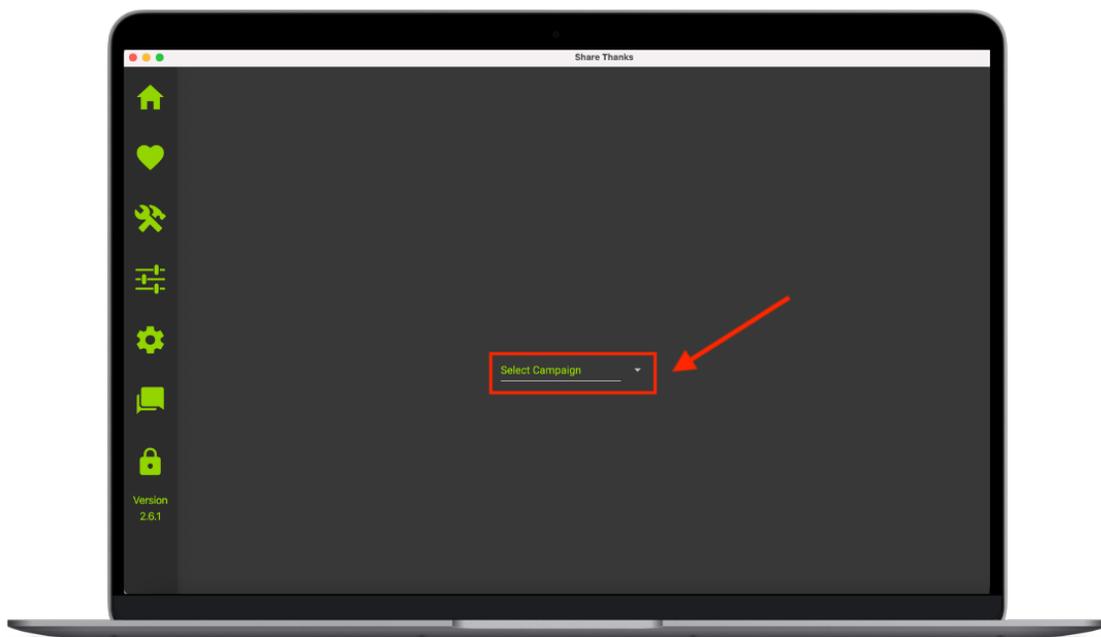


Searching for Appreciations

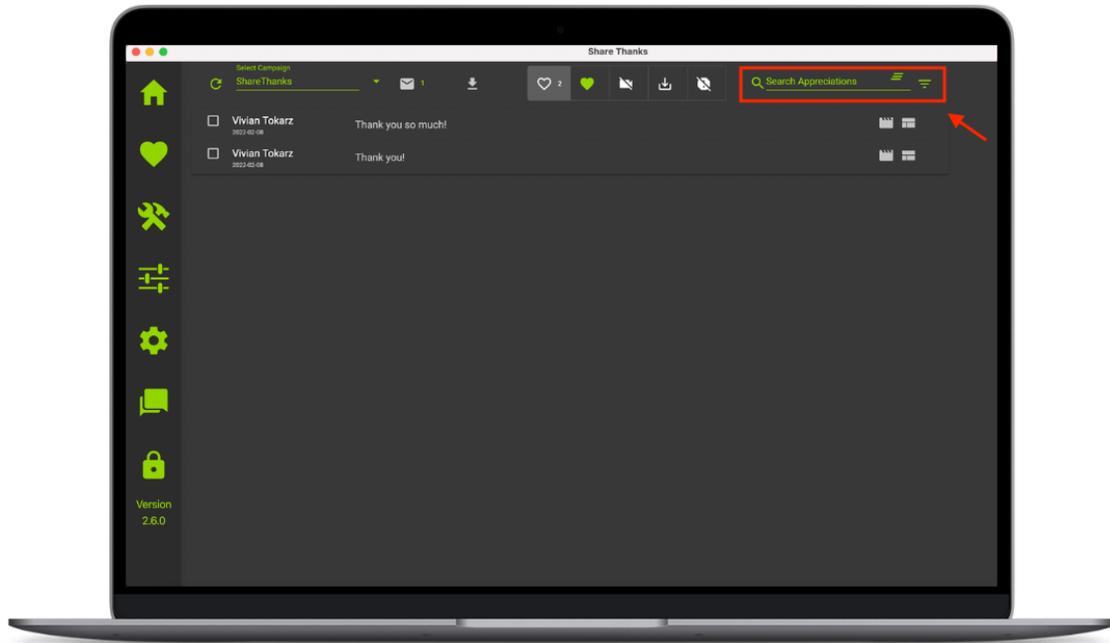
1. To search for Appreciations, select ♥ **Approve Appreciations**.



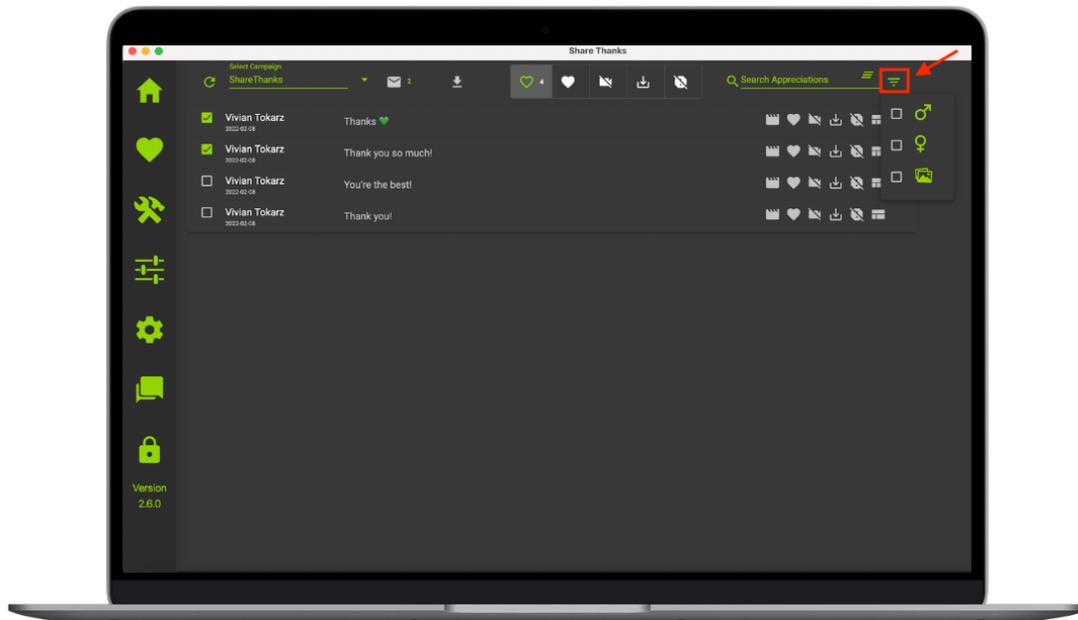
2. **Select Campaign** from the drop-down menu.



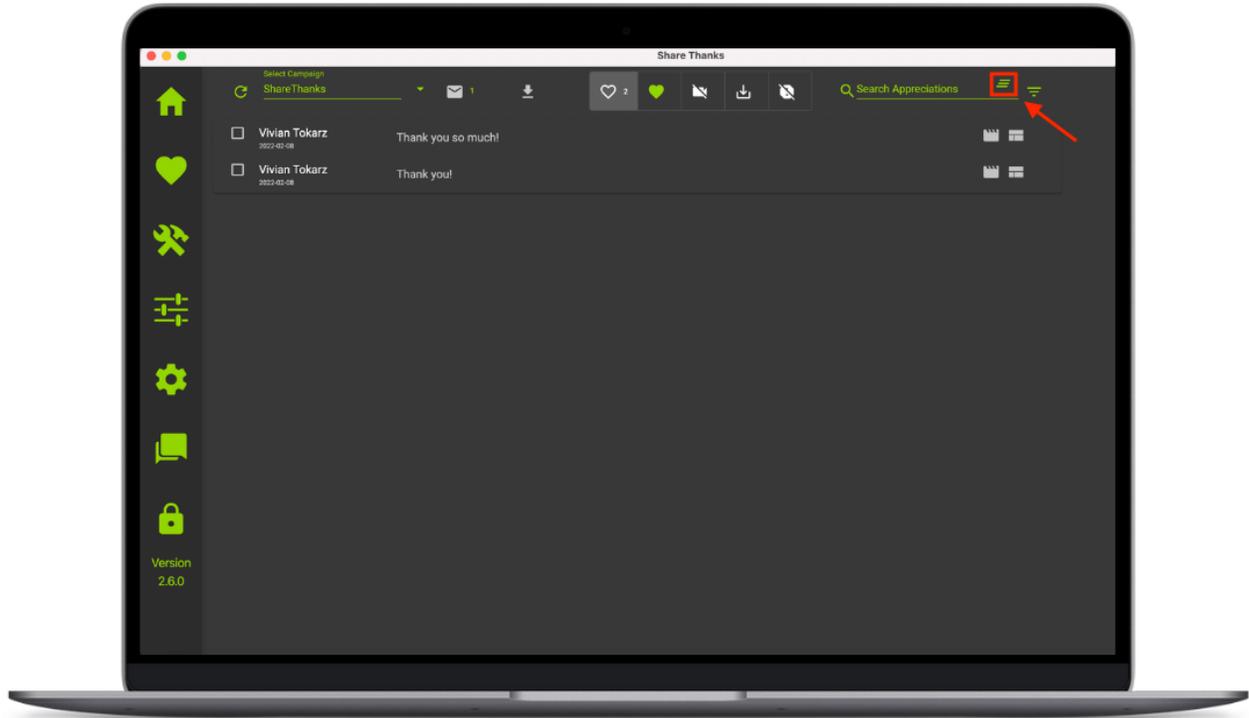
3. Click on the **Search Appreciations** bar to search for key terms.



4. Click on the **three descending lines** to filter your search for:
- ♂ males
 - ♀ females
 - 🖼️ media.



5. Click the **three slanted lines** to clear search results or filters.

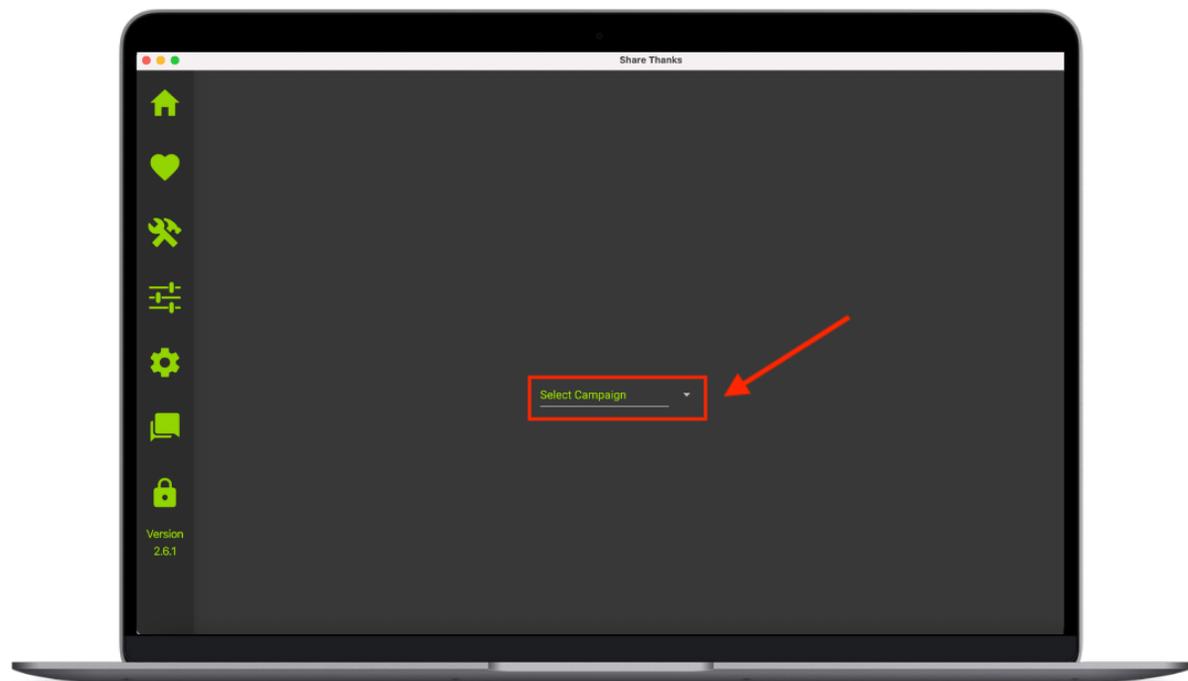


Refreshing the Dashboard

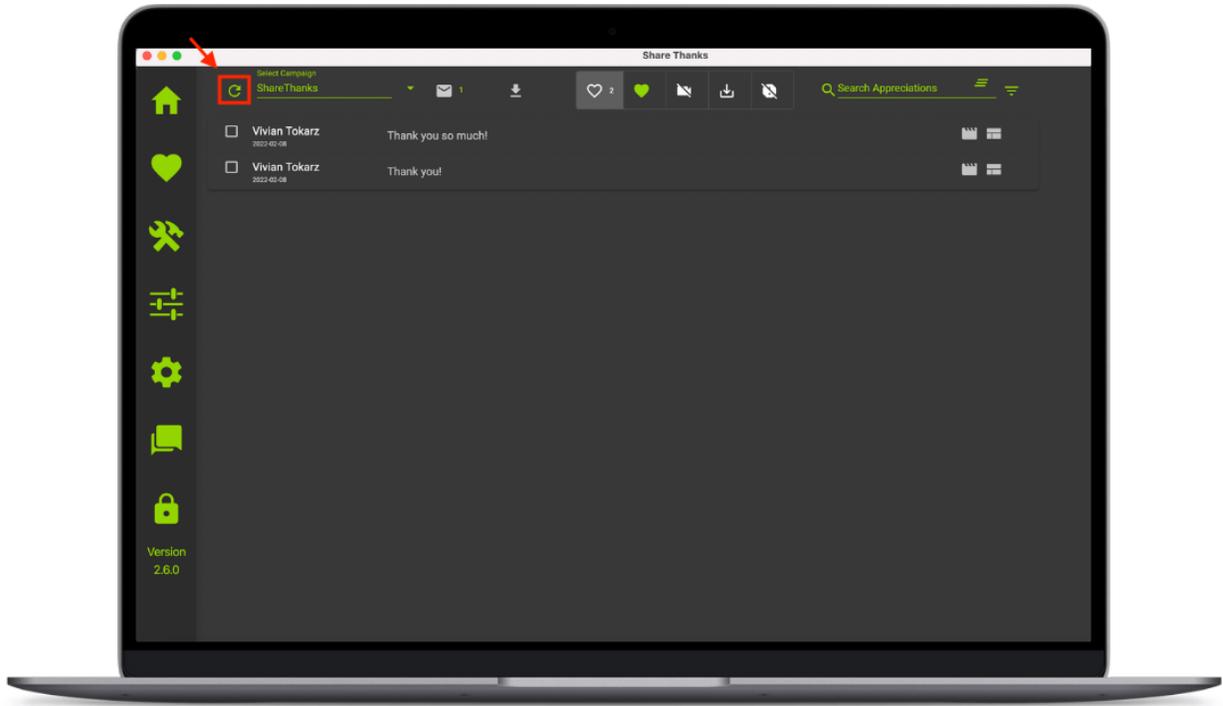
1. To approve Appreciations, select ♥ **Approve Appreciations**.



2. **Select Campaign** from the drop-down menu.



3. Click the **C icon** to check for new messages while you are logged into the ShareThanks® desktop app. All new messages will show up at the top of the list.

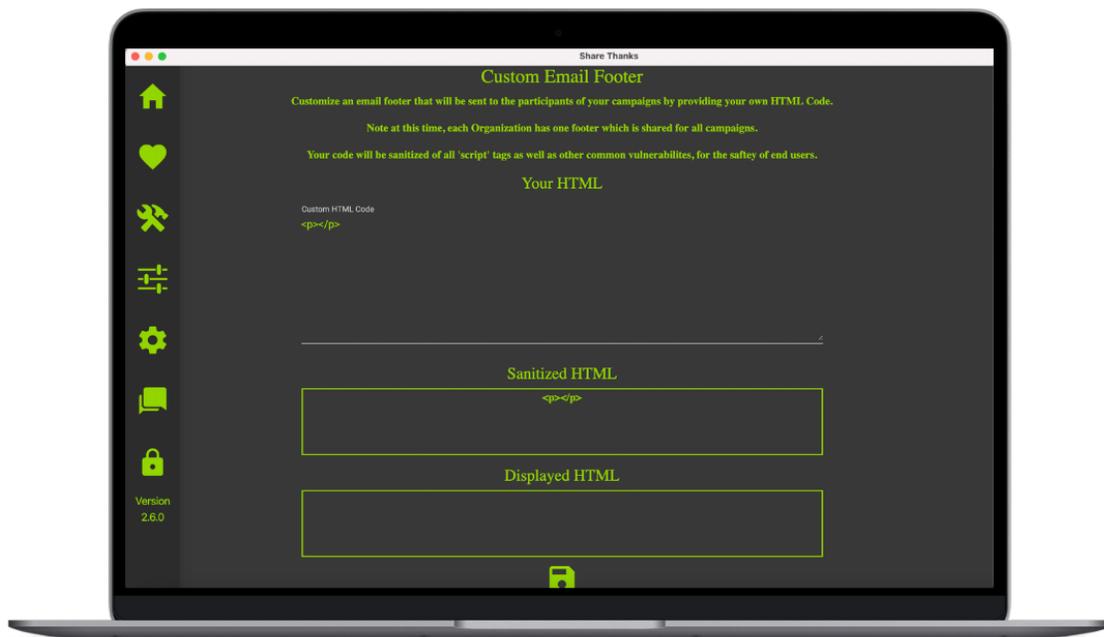


Customizing Your Email Footer

1. To customize your email footer, select  **Custom Email Footer**.



2. This is what the custom email footer screen will look like:
 - **NOTE:** Each Organization may only save one footer for all campaigns.

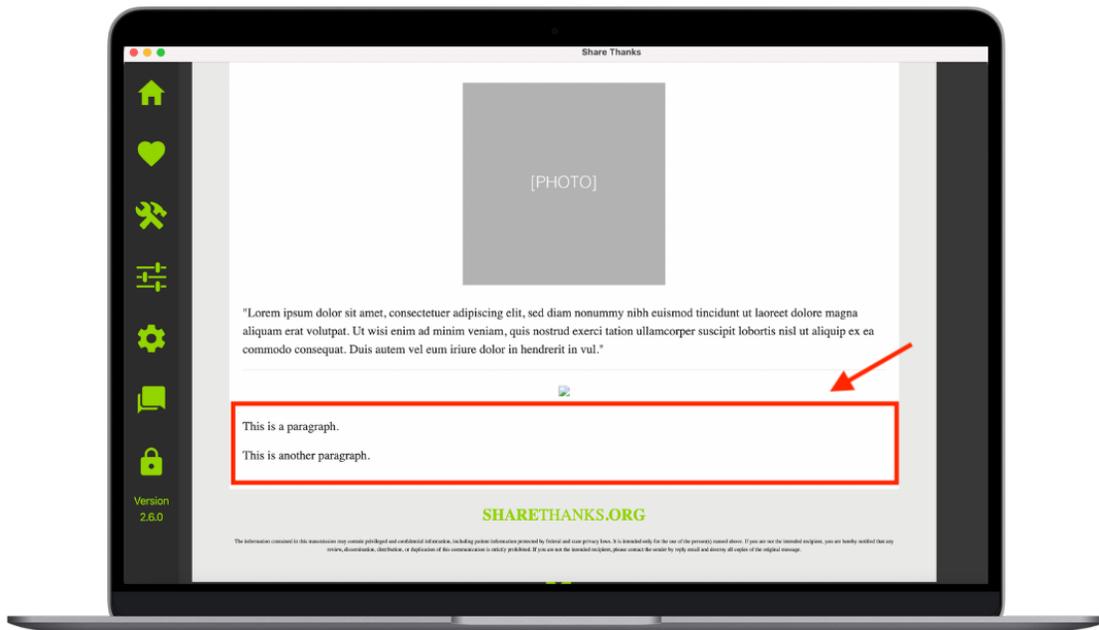


3. You must include your own html code.

- *If you need help writing html code, please reach out to your ShareThanks® representative. We would be happy to help you.*
- First, type your code in the **“Your HTML”** screen.
- Then, your code will be sanitized in the **“Sanitized HTML”** screen.
- Finally, you will be able to review your code in the **“Displayed HTML”** screen.



4. You may also preview your email footer at the bottom of the example email.



5. Click  when you are satisfied with your work.

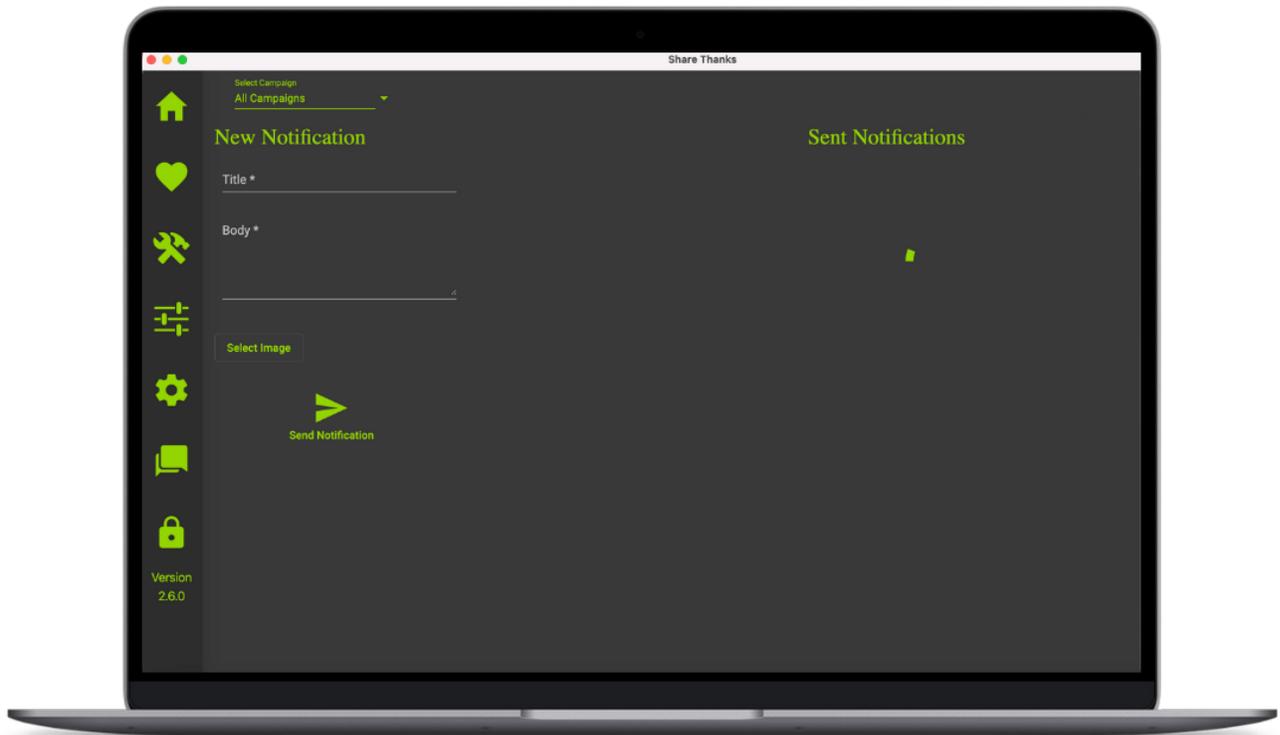


Sending a Push Notification

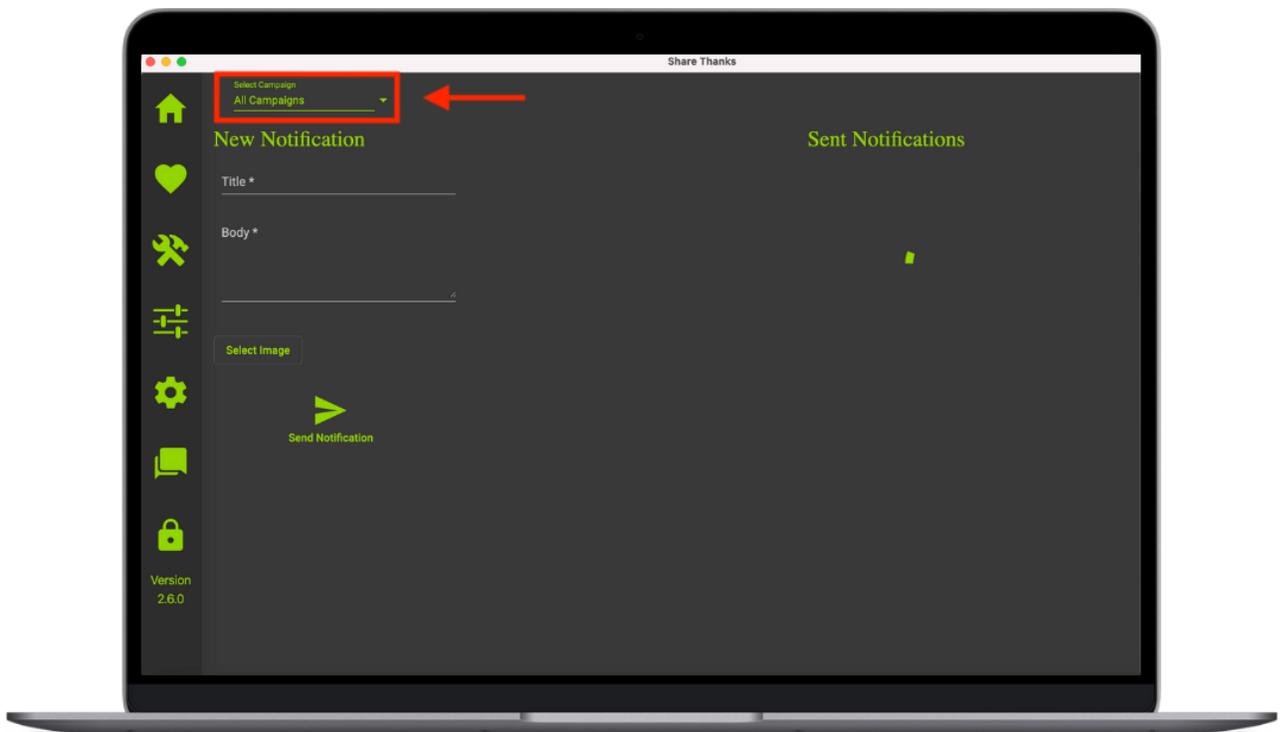
1. To send a push notification, select  **Push Notifications**.
 - **Push Notifications** can keep beneficiaries engaged with your organization. Send an event reminder, or prompt users to sign up for a newsletter. The possibilities are endless!
 - **Push Notifications** are sent to beneficiaries that have sent an Appreciation on the ShareThanks® app.
 - In order to receive a **Push Notification**, the ShareThanks® app must be downloaded on their phone and notifications for the ShareThanks® app must be enabled.
 - **Note:** **Push Notifications** do not work for beneficiaries who send Appreciations with the Apple AppClip or Google InstantApp.



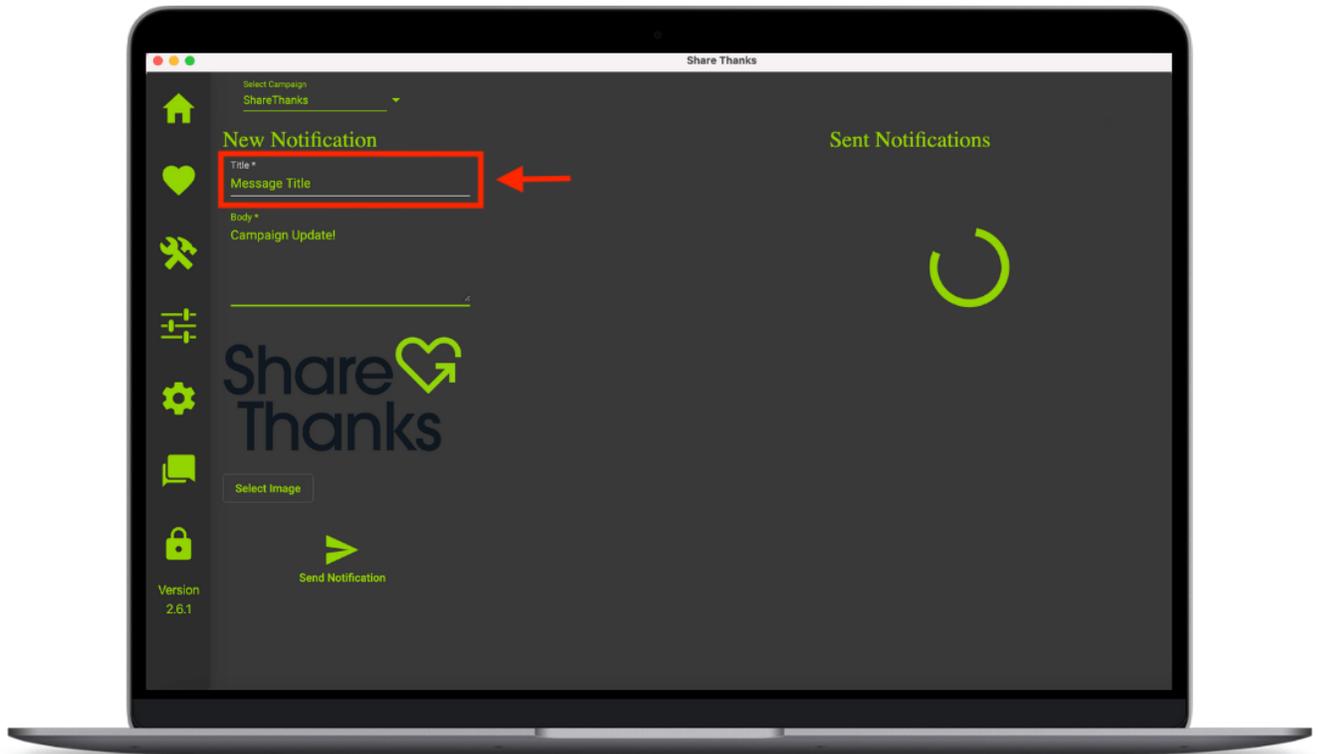
2. This is what the **Push Notification** screen will look like:



3. Select your campaign from the **Select Campaign** drop-down box.



4. Enter the **Title** of your **Push Notification**.

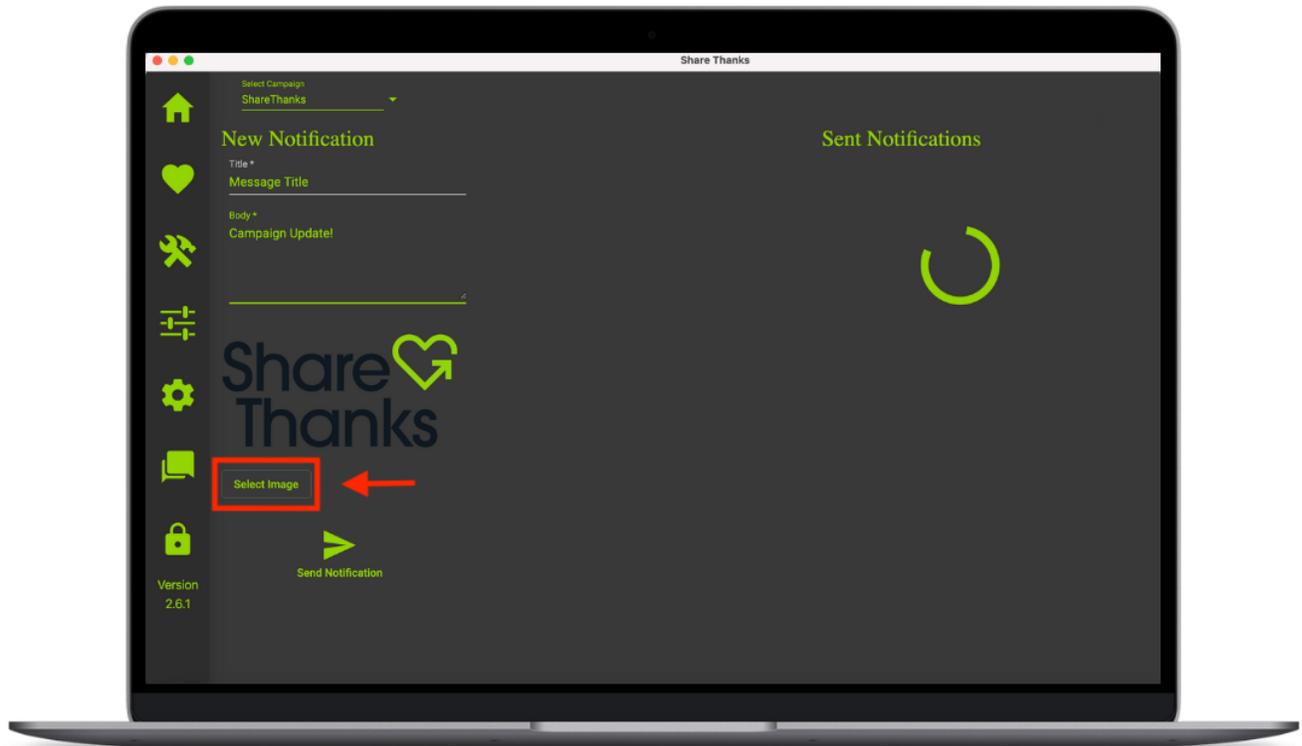


5. Enter the **Body** of your **Push Notification**.

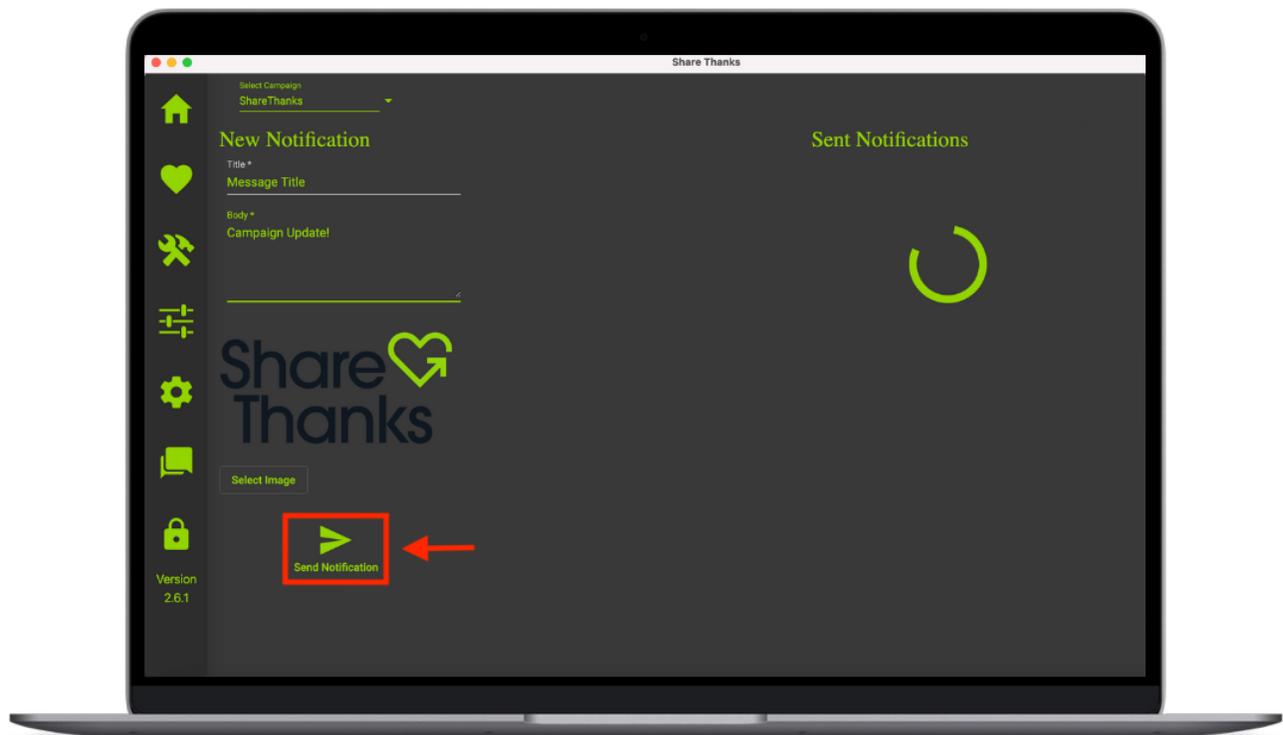


6. Select an **Image** for your **Push Notification**.

- **Note:** Images are optional. They are **NOT** required to send a **Push Notification**.



7. Click the  icon to send your **Push Notification**.

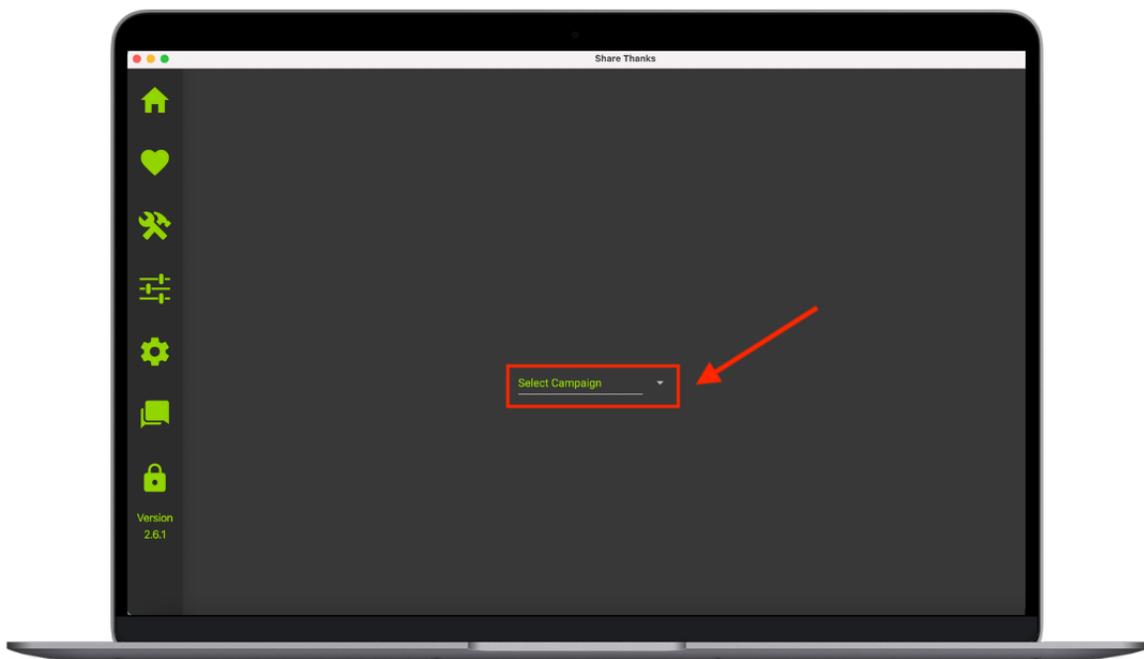


Links and Printing QR Codes

1. To access Links and Print QR codes, select  **Links & Print QR Codes**.



4. **Select Campaign** from the drop-down menu.



2. Click the icon to copy the **Deep Link** to your clipboard.

- If the user has installed the ShareThanks® mobile app, the Deep Link will take them directly to the campaign.
- If the user has NOT installed the ShareThanks® mobile app, the Deep Link will open the Apple AppClip or Google InstantApp for the specific campaign.



3. Click the icon to print the QR Code.



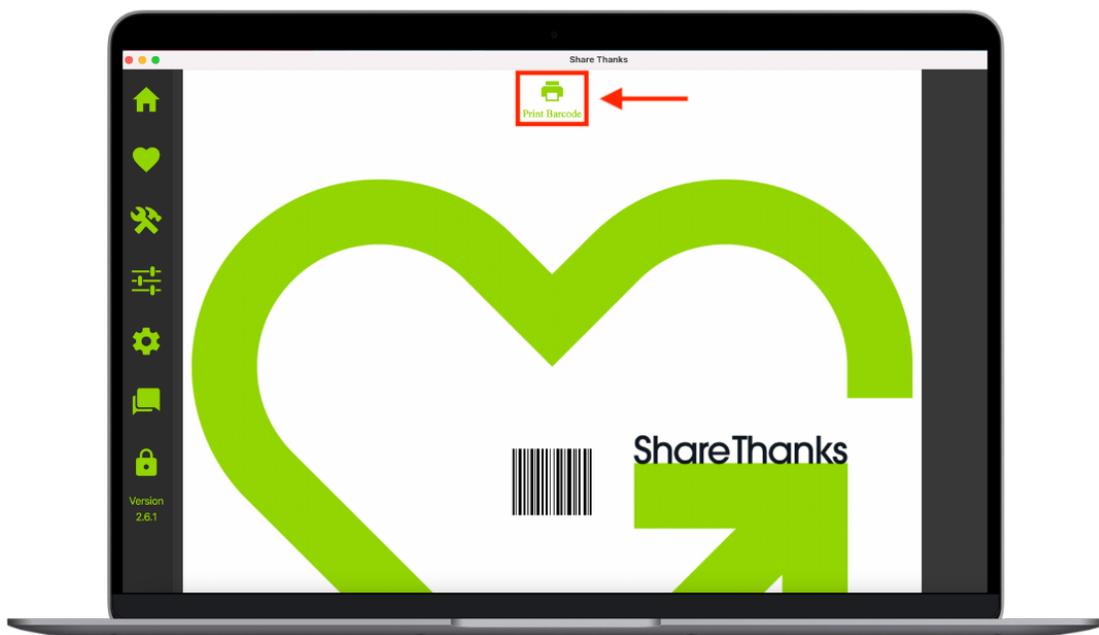
4. Scan QR Code to send an Appreciation directly to your campaign.

- If the user has installed the ShareThanks® mobile app, the QR Code will take them directly to the campaign.
- If the user has NOT installed the ShareThanks® mobile app, the QR Code will open the Apple AppClip or Google InstantApp for the specific campaign.



5. Click the icon to print the barcode.

- **Note:** Barcodes only work for Heart-to-Heart campaigns.



6. Scan barcode and then scan attached gift codes.

- **Barcodes** are used to associate a donated gift with a **Heart-to-Heart campaign**. After scanning the campaign barcode and the attached gift code (provided at a donation drop off), the donation will be connected to the campaign **and** the benefactor.



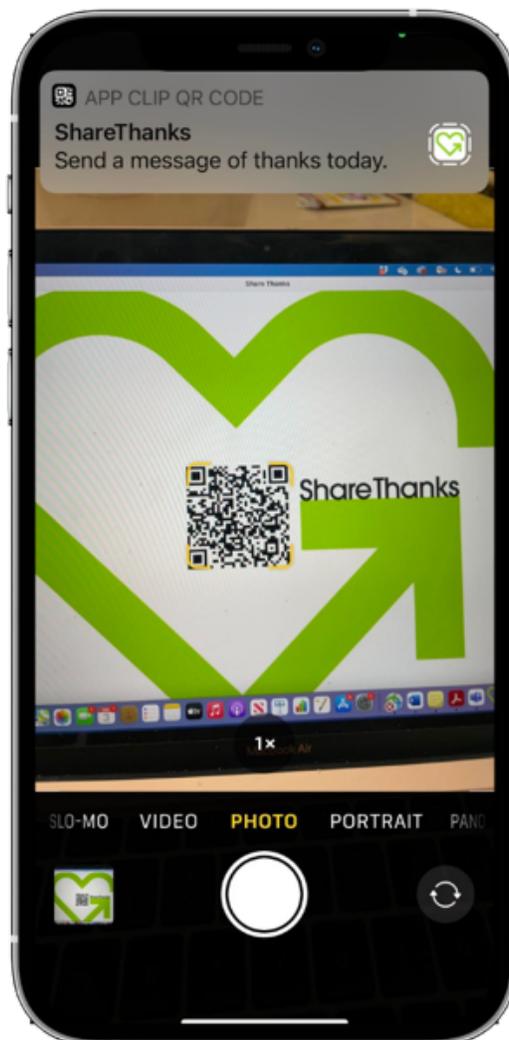
7. Click the switch to **Set Print Background Color** and then select your Background Color.

- Select a custom background for your Campaign QR Code and Barcode.
- Colors are based on HEX (#000000 is black).



Using an Apple AppClip or Google InstantApp

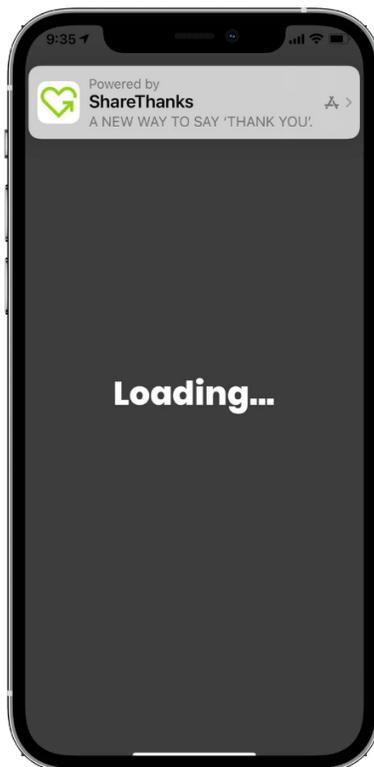
1. Open your phone camera and scan the QR code under the **Links and Print QR Codes** section of the ShareThanks® Desktop Application to open the Apple AppClip or Google InstantApp associated with your campaign.
 - If you want to send a link to your campaign's Apple AppClip or Google InstantApp, click on **Copy** under the **Deep Link** Heading.
 - **Note:** *The images in this section show what the Apple AppClip will look like, the Google InstantApp will look slightly different.*



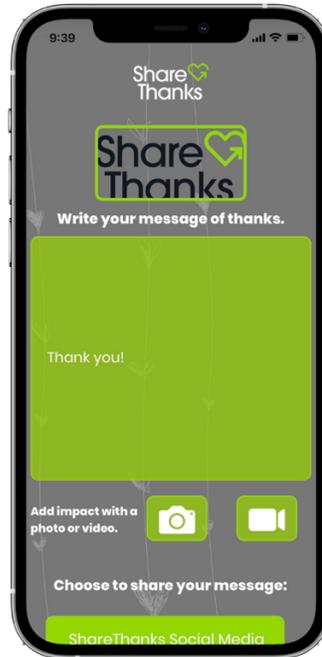
2. This will open the Apple AppClip or Google InstantApp screen.
Click **Open** to send an Appreciation.



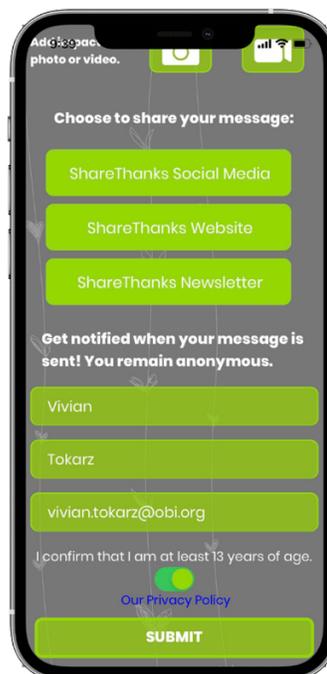
3. Wait for the Apple AppClip or Google InstantApp to load.



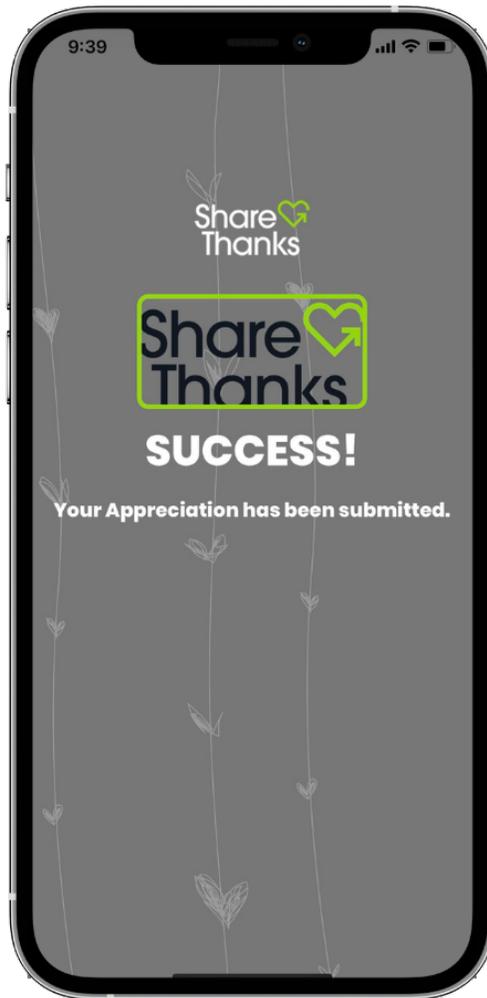
4. Write your message. You may also attach a photo or video, but that step is not required.



5. Choose your sharing permissions. Include your first name, last name, and email address. Confirm that you are at least 13 years old. Finally, click **Submit**.



6. Once your Appreciation has been submitted, you will see this screen.



Logging out of ShareThanks®

1. Click the  to logout of the ShareThanks® desktop app.

