



Campaign+ Guide

How to Create, Run, and Complete a Successful Campaign

February 2026

Welcome to the Campaign+ Guide

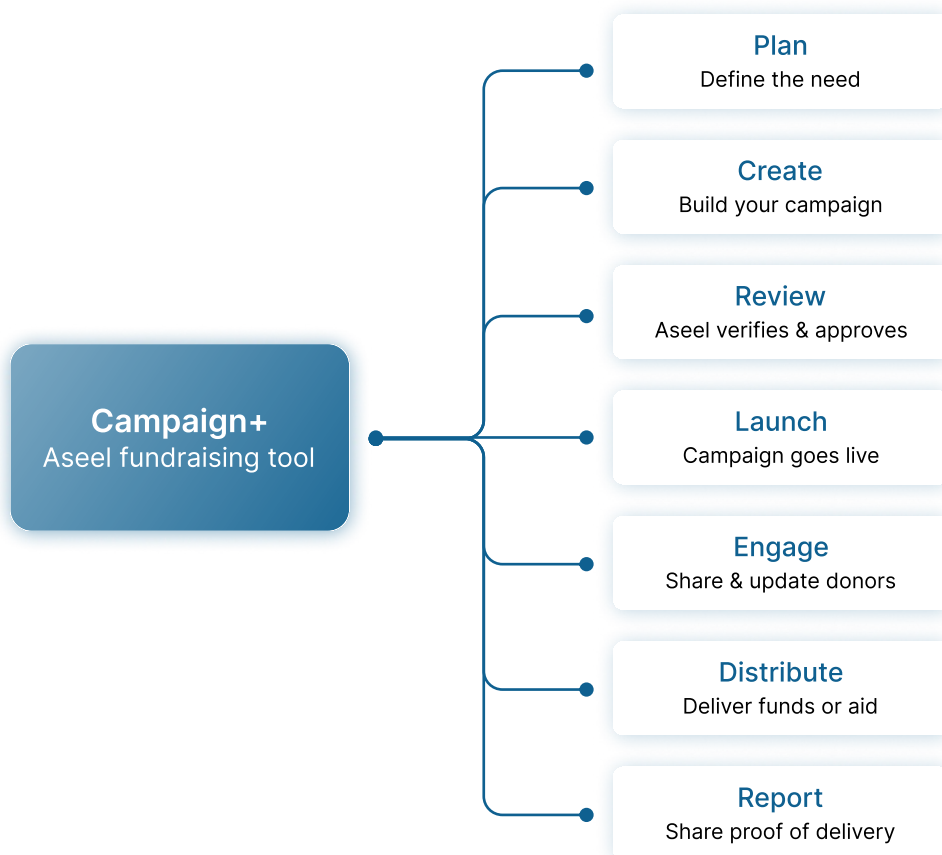
Campaign+ is the fundraising feature of Aseel, a purpose-built platform designed to help people do good with clarity, transparency, and real impact. Aseel brings together direct humanitarian aid, ethical giving, and crowd-driven support so individuals, groups, and organizations can raise funds for humanitarian causes and urgent needs from anywhere in the world.

This guide supports you through every stage of your Campaign+ from planning to impact reporting.

Who Should Use This Guide

This guide is for you if you are:

- Starting your first Campaign+ on Aseel
- Planning a humanitarian fundraiser
- Running a campaign for someone in need
- Looking to connect with donors through transparency and impact

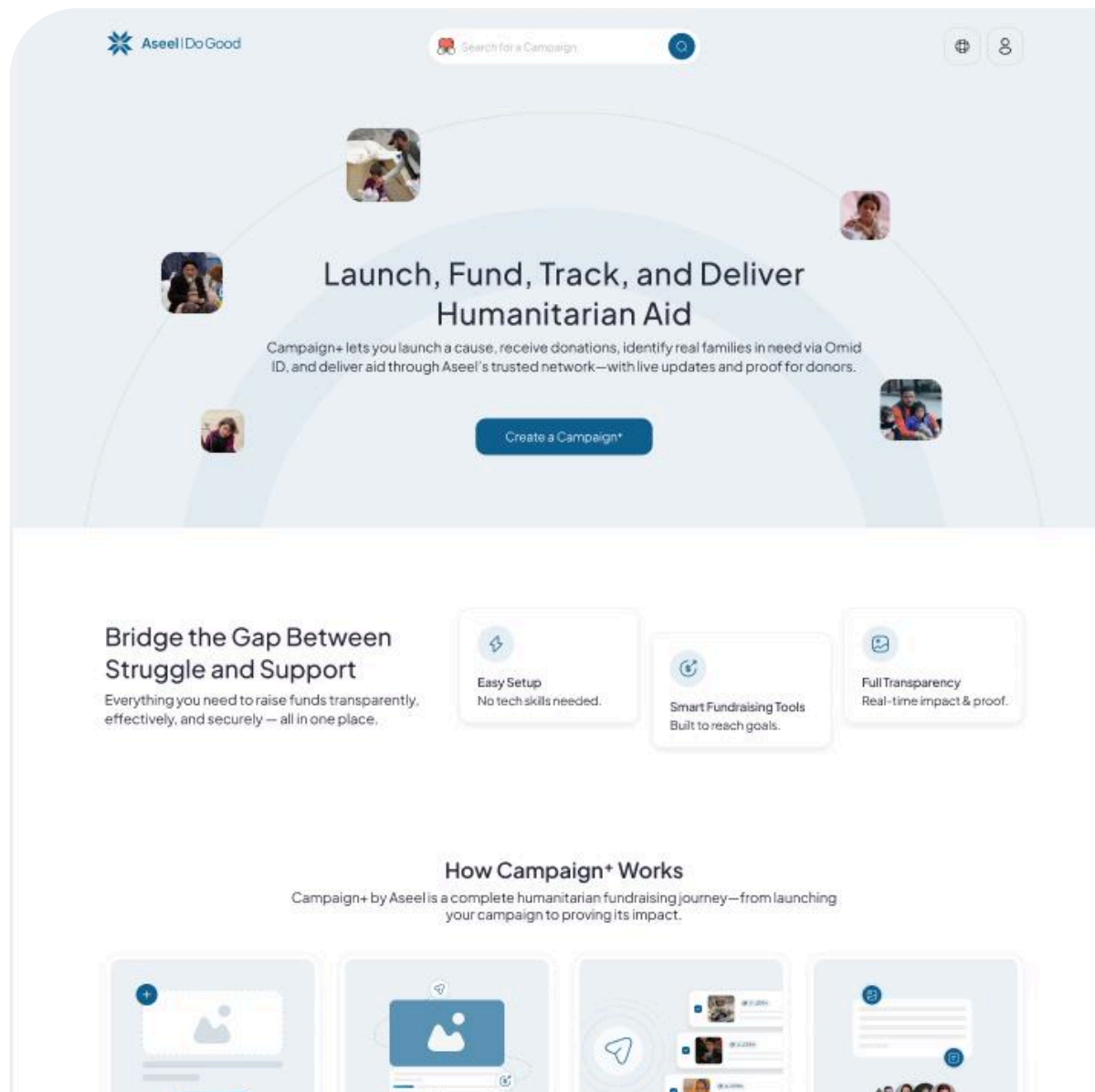


Inside the Campaign+ Guide

1. Getting Started with Campaign+
2. Planning Your Campaign
3. Creating Your Campaign
4. Launching & Engaging Donors
5. Distribution of Funds
6. Reporting & Proof of Delivery

You don't need to read this guide in order, jump to the chapter that matches where you are today.

1. Getting Started with Campaign+



1. GETTING STARTED WITH CAMPAIGN+

What Is Campaign+

Campaign+ is Aseel's fundraising feature that enables individuals, groups, and organizations to raise funds for humanitarian and community causes through a transparent and accountable process.

Campaign+ is designed to connect people who want to help with real needs on the ground, while ensuring clarity around how funds are raised, distributed, and reported.

How Campaign+ Works Within Aseel

Campaign+ operates as part of the Aseel platform. While Aseel provides the infrastructure, partnerships, and transparent systems, Campaign+ allows users to create and manage fundraising campaigns from start to end.

Through Campaign+, organizers can:

- Create a campaign around a specific need
- Present the need clearly to potential donors
- Engage and communicate with supporters
- Share updates and progress
- Distribute the raised funds responsibly
- Report how the funds were used

All campaigns follow Aseel's standards and Policies for transparency and accountability.

Roles in a Campaign+

A Campaign+ typically involves three key roles:

1. Campaign Organizer

The person or organization that creates and manages the campaign.

2. Donors

Individuals who contribute or donate funds to support the campaign.

3. Beneficiaries

The person, family, community or cause that receives the support raised through the campaign.

Each role plays an important part in ensuring the campaign is clear, trusted, and impactful.

2. Planning Your Campaign



2. PLANNING YOUR CAMPAIGN

Understand Who the Campaign Is For

Before moving forward, clearly identify who will benefit from your campaign. Being specific helps you explain the need and builds trust with donors.

Consider:

- Is the support for an individual, family, or community?
- How many people will be supported?
- What challenges are they currently facing?
- What is the estimated amount needed, and what will you set as your campaign target?

Clear beneficiary definition keeps your campaign focused.

Prepare Supporting Information

Some campaigns may require additional context or verification. Preparing this early helps avoid delays.

You may need:

- Basic documentation or proof related to the need
- Contact details for those involved
- Background information that supports the campaign story
- Relevant media materials (photos, videos, or supporting documents) if necessary

Only share what is necessary and appropriate.

Think About Communication Early

Planning how you will communicate during the campaign makes it easier to stay consistent.

Ask yourself:

- How often can you share updates?
- Who will help you share the campaign?
- How will you thank donors and supporters?
- How will you reach your donor community and expand beyond your immediate network?

Good communication planning leads to stronger engagement.

3. Creating Your Campaign

The screenshot shows the Aseel | Do Good Campaign+ website. At the top left is the logo "Aseel | Do Good". To its right is a search bar with the text "Search for a Campaign" and a magnifying glass icon. Further right are icons for a globe and a user profile. The main content area features a large blue button labeled "Create a Campaign*" centered below the heading "Launch, Fund, Track, and Deliver Humanitarian Aid". Below this heading is a paragraph: "Campaign+ lets you launch a cause, receive donations, identify real families in need via Omid ID, and deliver aid through Aseel's trusted network—with live updates and proof for donors." The page is decorated with several small circular images of people. Below the main content, there is a section titled "Bridge the Gap Between Struggle and Support" with the subtext "Everything you need to raise funds transparently, effectively, and securely — all in one place." This section includes three feature boxes: "Easy Setup" (No tech skills needed), "Smart Fundraising Tools" (Built to reach goals), and "Full Transparency" (Real-time impact & proof). At the bottom, a section titled "How Campaign+ Works" states: "Campaign+ by Aseel is a complete humanitarian fundraising journey—from launching your campaign to proving its impact." Below this text are four small icons representing different stages of the campaign process: a plus sign, a person icon, a map, and a document with a checkmark.

Aseel | Do Good

Search for a Campaign

Launch, Fund, Track, and Deliver Humanitarian Aid

Campaign+ lets you launch a cause, receive donations, identify real families in need via Omid ID, and deliver aid through Aseel's trusted network—with live updates and proof for donors.

Create a Campaign*

Bridge the Gap Between Struggle and Support

Everything you need to raise funds transparently, effectively, and securely — all in one place.

- Easy Setup
No tech skills needed.
- Smart Fundraising Tools
Built to reach goals.
- Full Transparency
Real-time impact & proof.

How Campaign+ Works

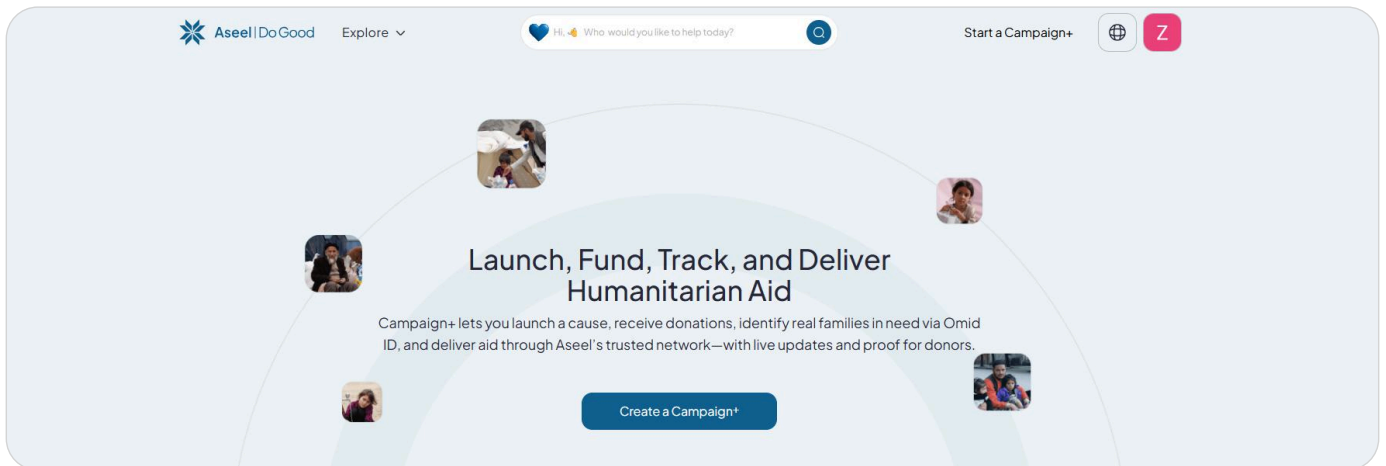
Campaign+ by Aseel is a complete humanitarian fundraising journey—from launching your campaign to proving its impact.

3. CREATING YOUR CAMPAIGN

How to Start Creating a Campaign

This section guides you through creating your campaign, identifying who you are helping, defining the cause, setting the right target amount, choosing a clear title and description, selecting appropriate images, and preparing your campaign for launch.

To begin creating your Campaign, log in to your Aseel account and select Create Campaign+ click [here](#) to create a campaign



Step 1: Choose Who You Are Helping

The first step in creating your Campaign+ is selecting who the campaign is for. This helps define the purpose of your campaign and ensures it is set up correctly.

- **Myself or Someone Else**
Select this option if you are raising funds for yourself or for a specific individual, family, or community in need.
- **Grand Challenge**
Select this option if you want to contribute to a larger verified cause through Aseel's Grand Challenges.

After choosing the appropriate option, click Next to continue.

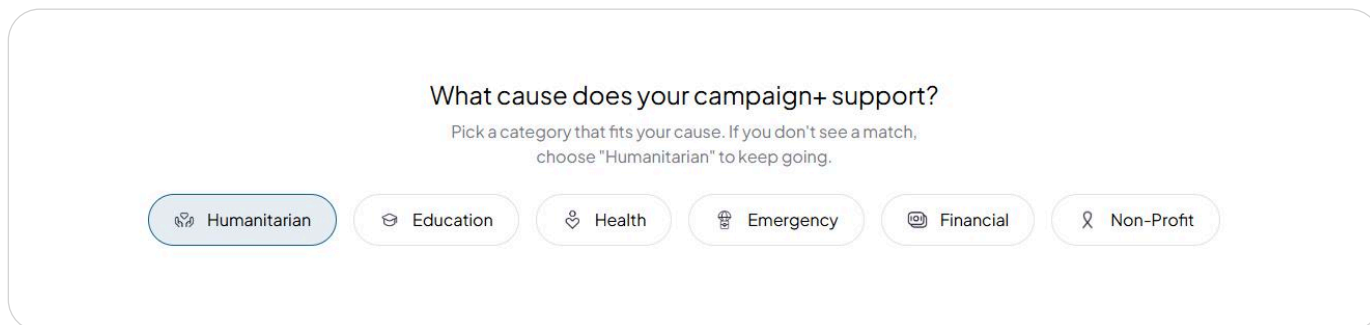
A screenshot of a selection screen titled 'Who are you helping through this campaign+?'. It features two rounded rectangular buttons. The top button is highlighted in light blue and contains a person icon, the text 'Myself or someone else', and the subtext 'Raise funds for yourself or someone in need.' The bottom button is white with a light blue border and contains a hand icon, the text 'Grand Challenge', and the subtext 'Contribute to a larger cause through Aseel's verified Grand Challenges.'

3. CREATING YOUR CAMPAIGN

Step 2: Select Your Campaign Cause

Choose the category that best represents your campaign. Selecting the right cause helps donors quickly understand the purpose of your campaign and ensures it appears in the correct category on Aseel.

If you're unsure which category fits your campaign, select Humanitarian to continue. After choosing the appropriate cause, click Next to proceed.



What cause does your campaign+ support?

Pick a category that fits your cause. If you don't see a match, choose "Humanitarian" to keep going.

Humanitarian Education Health Emergency Financial Non-Profit

Step 3: Set Your Campaign Target

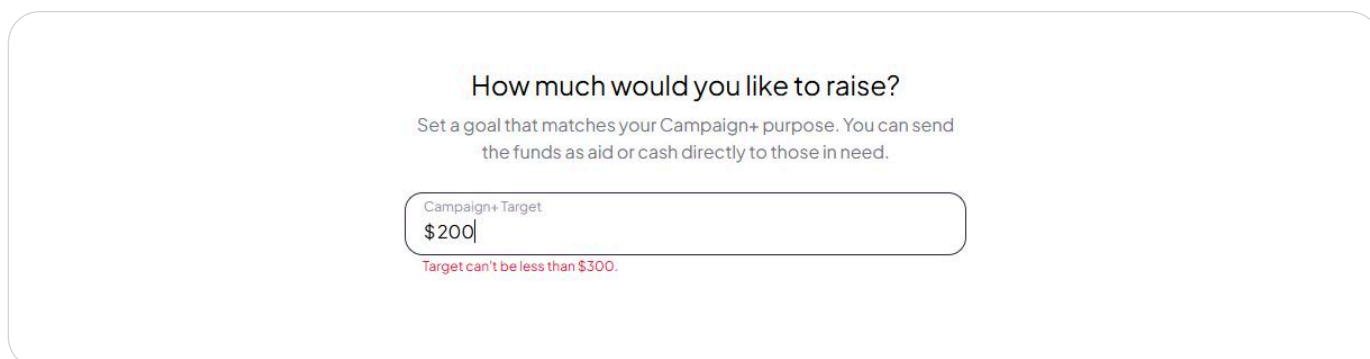
Enter the total amount you would like to raise for your campaign. Your target should reflect the real cost of the support you plan to provide.

When setting your target:

- Make sure it matches the actual need
- Choose a realistic and explainable amount
- How will you thank donors and supporters?
- Base it on clear cost calculations

The campaign target cannot be less than \$300. If you enter an amount below \$300, the system will not allow you to proceed.

A clear and realistic goal builds trust and helps donors understand the impact of their contribution. After entering your Campaign+ Target, click Next to continue.



How much would you like to raise?

Set a goal that matches your Campaign+ purpose. You can send the funds as aid or cash directly to those in need.

Campaign+ Target
\$200

Target can't be less than \$300.

3. CREATING YOUR CAMPAIGN

Step 4: Tell Your Campaign's Story

In this step, you will give your campaign a title and write a clear description explaining why you are raising funds.

This is where donors understand:

- Who you are helping
- What support is needed
- Why it matters

Add a Clear Campaign Title

Your campaign title should:

- Be short and specific (up to 70 characters)
- Clearly describe the purpose
- Avoid vague or emotional wording

Example:

Provide Winter Aid for 5 Families

Write Your Campaign Description

Your description should include:

- Who the campaign is for
- What the funds will be used for
- Why support is needed now
- How the support will make a difference

Keep it simple and easy to read, respectful and transparent, and focused on facts instead of exaggeration.

Tell your campaign+'s story

Give your campaign+ a name and share the story behind it. Let people know why you're raising funds and how their support will make a difference.

Campaign title 0/70

Campaign description

0/600 | **B** **I** **U** |

3. CREATING YOUR CAMPAIGN

Step 5: Add Photos to Your Campaign

Photos help donors understand your cause and build trust. A clear and respectful image makes your campaign more impactful.

Upload a Main Photo (Required)

Your main photo represents your campaign. Choose an image that clearly shows:

- Who is being supported
- The situation or need
- A real and respectful moment

Make sure the photo:

- Is clear and good quality
- Respects dignity and privacy
- Matches your campaign title and description

 *You can update your main photo later if needed.*

Add Additional Photos (Optional)

Use additional images to:

- Show the living conditions or environment
- Provide supporting proof of the need
- Highlight progress or updates


Avoid staged or misleading images. Authentic photos build stronger donor trust.

Technical Requirements

- Maximum file size: 3MB
- Supported formats: JPG, JPEG, PNG

Main photo


Your main photo helps share your story. You can always update it later if you find a better one.



Upload Photo
Maximum file size is 3 MB
Supported file types:
JPG, JPEG, and PNG

Showcase your campaign+ (Optional)

Add more photos to give supporters a better view of your cause and make your story more impactful.



Upload Photo
Maximum file size is 3 MB
Supported file types:
JPG, JPEG, and PNG

3. CREATING YOUR CAMPAIGN

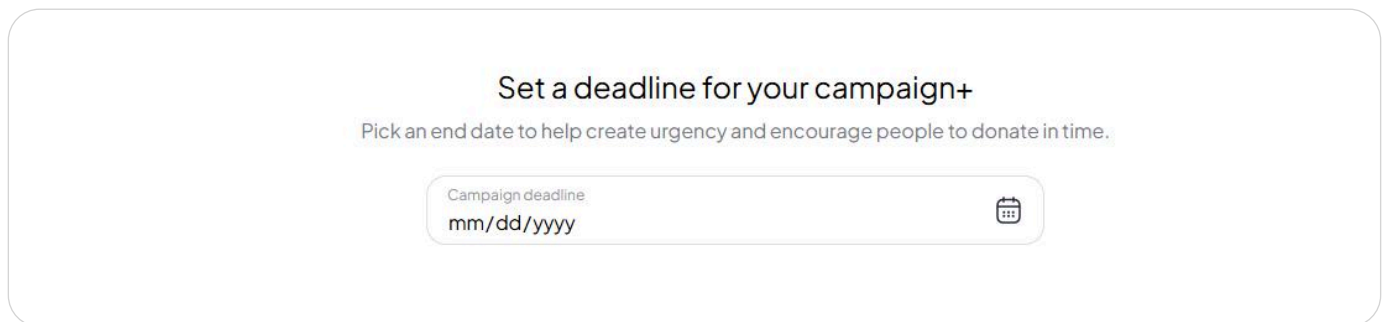
Step 6: Set a Campaign Deadline

Setting a deadline creates urgency and encourages people to donate sooner rather than later.

When selecting a deadline, consider:

- How urgent the situation is
- How quickly funds are needed
- How long you realistically need to reach your target

For emergency cases, choose a shorter timeline. For long-term support, you may set a longer deadline. A clear and realistic deadline helps donors feel confident and motivated to act.



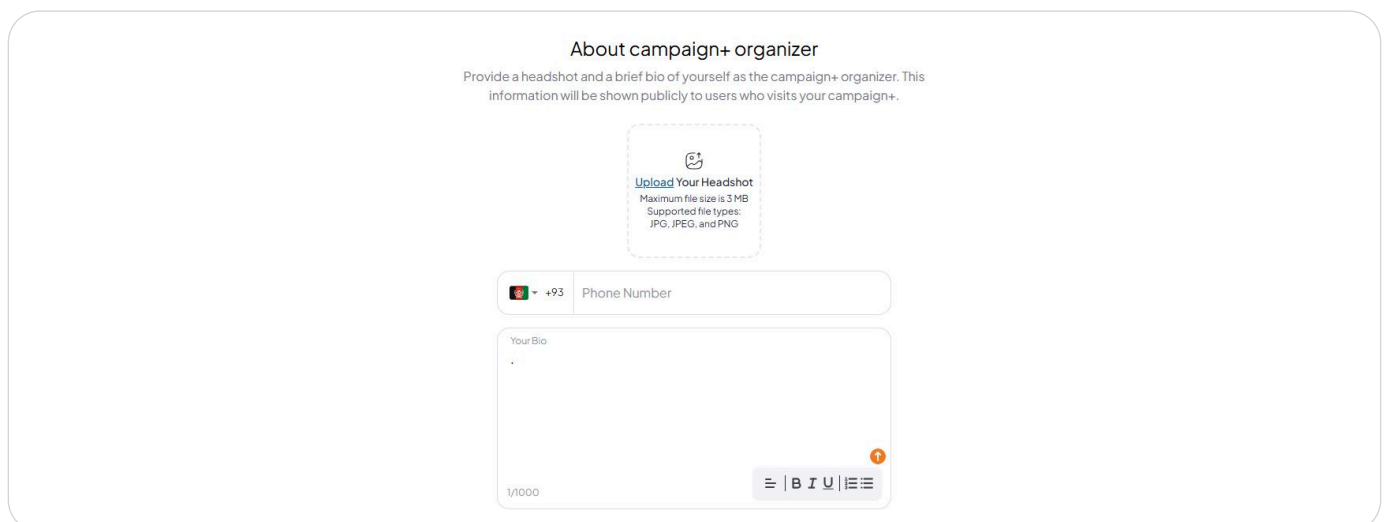
The screenshot shows a form titled "Set a deadline for your campaign+" with a subtitle "Pick an end date to help create urgency and encourage people to donate in time." Below the subtitle is a text input field labeled "Campaign deadline" with a placeholder "mm/dd/yyyy" and a calendar icon on the right.

Step 7: Introduce Yourself as the Organizer

Your profile helps build trust with donors. People are more likely to support a campaign when they know who is behind it. Add a clear photo and a short bio about yourself.

What to include:

- A real, clear profile photo (preferably a headshot)
- Your full name
- A short introduction about who you are
- Your connection to the beneficiary or cause
- Why you are organizing this campaign



The screenshot shows a form titled "About campaign+ organizer" with a subtitle "Provide a headshot and a brief bio of yourself as the campaign+ organizer. This information will be shown publicly to users who visits your campaign+." Below the subtitle is a dashed box for "Upload Your Headshot" with instructions: "Maximum file size is 3 MB" and "Supported file types: JPG, JPEG, and PNG". Below the headshot box is a text input field for "Phone Number" with a dropdown menu showing "+93". Below the phone number field is a text area for "Your Bio" with a character count "1/1000" and a rich text editor toolbar with icons for bold, italic, underline, and list.

3. CREATING YOUR CAMPAIGN

Submitting Your Campaign

Once you have completed all the steps:

- Review all the information carefully.
- Make sure your title, description, and target amount are accurate.
- Confirm your photos and personal details are correct.
- Click Create Campaign+ to submit.

Your campaign will then be reviewed according to Aseel's transparency and accountability standards.

What Happens Next?

After submission:

- Your campaign may go through a review process.
- You may be contacted if additional information is needed.
- Once approved, your campaign will go live and become visible to donors.

Now you can begin sharing your campaign and engaging your network.

4. Launching & Engaging Donors



4. LAUNCHING & ENGAGING DONORS

Campaign Review & Approval

After submitting your campaign, it will be reviewed by the Aseel team. Campaigns do not go live immediately.

Your campaign may have one of the following statuses:

- **Under Review:** The Aseel team is verifying your campaign details.
- **Approved:** Your campaign is live and visible to donors.
- **Rejected:** Your campaign did not meet the requirements and must be revised before resubmission.

This review process ensures transparency, credibility, and donor trust.

Launch Your Campaign

Once your campaign is approved, you can begin sharing it publicly.

Start by:

- Sharing the campaign link with family and friends
- Posting on social media platforms
- Sending it via messaging apps or email
- Asking supporters to help share

Early engagement builds momentum and credibility.

Engage Supporters Consistently

Active communication increases donations and builds trust.

Consider:

- Sharing progress updates
- Highlighting fundraising milestones
- Reminding supporters of the deadline
- Responding to questions and comments

Consistent engagement keeps your campaign active and visible.

To expand your impact:

- Share in relevant community or humanitarian groups
- Reach out to aligned organizations
- Ask donors to repost and recommend your campaign

The wider your reach, the stronger your fundraising potential.

5. Distribution of Funds



5. DISTRIBUTION OF FUNDS

Prepare for Distribution

Once your campaign reaches its goal or raises sufficient funds, begin planning how the support will be delivered.

Before distributing funds:

- Confirm the total amount available
- Recalculate costs if needed
- Identify the final beneficiaries
- Ensure all necessary documentation is ready

Careful preparation helps prevent delays and ensures responsible delivery.

Deliver the Support Responsibly

Funds must be used strictly for the purpose stated in your campaign.

You may distribute support in the form of:

- Cash assistance
- Food packages
- Medical payments
- Educational supplies
- Other essential support

Make sure:

- The support matches what was promised
- Beneficiaries receive the correct amount or items
- Distribution is organized and documented

Responsible delivery builds credibility and trust.

Document the Distribution

Proper documentation is essential for transparency.

During distribution:

- Take clear and respectful photos
- Record short videos if appropriate
- Keep receipts or proof of purchases
- Track how much was distributed and to whom

Always respect privacy and dignity when collecting documentation.

5. DISTRIBUTION OF FUNDS

Maintain Transparency

Transparency protects both donors and beneficiaries.

- Avoid using funds for unrelated purposes
- Do not delay distribution without reason
- Be clear about any changes to the original plan

Accountability strengthens your reputation as an organizer.

6.Reporting & Proof of Delivery



6.REPORTING & PROOF OF DELIVERY

Share Distribution Updates

After delivering the support, update your campaign page to inform donors.

Your update should include:

- What support was delivered
- When the distribution took place
- Who benefited from the campaign
- How the funds were used

Clear updates reinforce donor confidence.

Provide Proof of Delivery

Transparency is essential to maintaining trust.

Include:

- Respectful photos from the distribution
- Short videos (if appropriate)
- Receipts or purchase confirmations
- A breakdown of how funds were allocated

Proof of delivery shows donors that their contributions made a real impact.

Thank Your Supporters

Acknowledging donors strengthens relationships and encourages future support.

You may:

- Post a public thank-you message
- Send personal appreciation messages
- Tag supporters (if appropriate and consented)

Gratitude builds long-term trust and credibility.

Close the Campaign Responsibly

Once reporting is complete:

- Confirm that all funds have been distributed
- Ensure documentation is uploaded
- Provide a final summary update

A properly closed campaign reflects professionalism and accountability. Transparent reporting and clear proof of delivery protect the integrity of your campaign and the Aseel platform.



Ready to Make an Impact?

You now have the tools to plan, launch, manage, and report your Campaign+ responsibly. By following these steps, you help protect donor trust, ensure accountability, and deliver meaningful support to those in need.

If you require assistance at any stage, the Aseel team is [here](#) to help. Let's create impact together.