

Program Launch Dashboard **Cover Story**

Creating an effective program cover story

Promote and share your program launch with Cover Story — research shows that 40% of people respond better to visual information than plain text. It's located at the top of the Spark dashboard and is the first thing your people will see once they log in for the first time. You can customize the image, text and link for your campaign.

Create a **Cover Story** that ties it all together

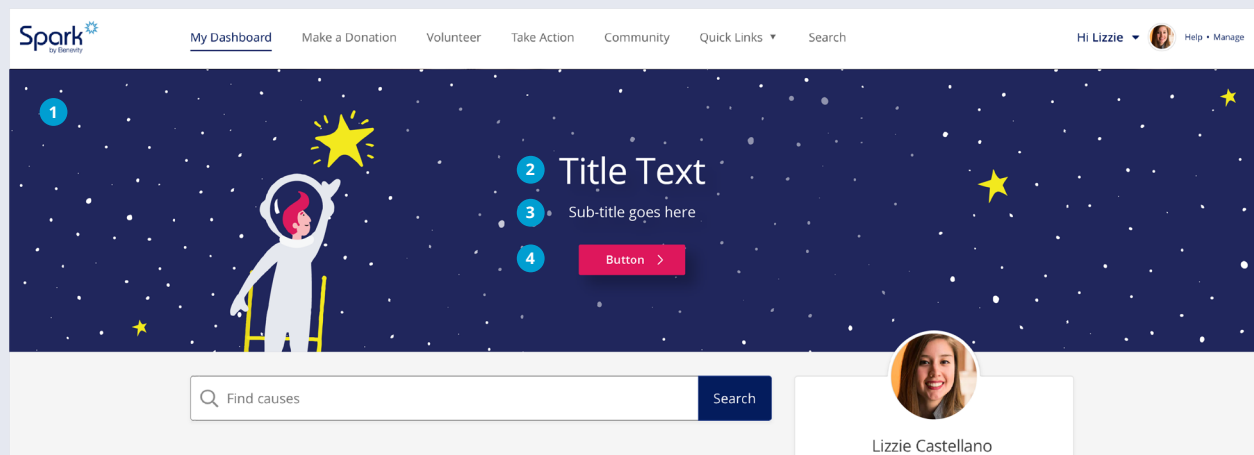
The Cover Story is your chance to promote your campaign to your people, with brief details on the opportunities they can get involved in. Upload an image, and add text and a call-to-action button right in Spark. We've provided you with a set of images you can use, but feel free to use your own!

Want more details on publishing content? You'll find it [here](#).

Make sure you're logged in to Spark to access articles on the B-Hive

1 Add an image

Find and use your own images, or use the templated images provided [here](#).



2 Add title text

Your attention-catching title goes here — up to 60 characters.

3 Add a sub-title

Add a 90-character sub-title to provide context and engage people's interest.

4 Select a button

LEARN MORE > DONATE NOW > SIGN UP >

5 Add a link to the button

Once you've selected a button, be sure to add a link to the News Article, Giving Opportunity, or Volunteer Opportunity.

Sample cover stories

Example 1: Intro to program

<Title text: up to 60 characters>

Let's Begin Your Goodness Journey!

<Sub-title: up to 90 characters>

- Support the causes you care about and we'll match it
- Support the causes you care about and earn rewards
- Support the causes you care about and use your donation currency
- Support the causes you care about and be part of positive change

<Button>

LEARN MORE >

Example 2: Program options

<Title text: up to 60 characters>

- Start Making a Difference With Our Corporate Purpose Program
- So Many Ways to Give
- Every Action Counts – How to Get Started
- Imagine the Good We Can Do Together

<Sub-title: up to 90 characters>

- There are so many things you can do with our new corporate purpose program
- View your account and take advantage of our special launch promotion
- View your account and donate your [XX] Giving currency
- Donate and double your impact with automatic company matching
- Volunteer and earn volunteer rewards you can donate to eligible causes
- Set up one-time or recurring donations to be deducted from your paycheck
- Take action with small, everyday Missions activities that make a big impact
- Use the Benevity mobile app to donate, log volunteer hours and track your positive actions

Example 3: Intro to seeding

<Title text: up to 60 characters>

- It All Begins With a Seed
- Get Started in Doing Good
- Giving Sure Feels Good – Donate Your [XX]!

<Sub-title: up to 90 characters>

- Donate your [XX] Giving currency to a cause you care about
- Giving sure feels good – donate your [XX]!

<Button>

LEARN MORE >

Using Images

Find and use your own images, or use the templated images provided [here](#).

Scheduling

Select your start times and dates. The start date and time will default to the day you begin the form and to the time zone in your personal account settings.

You can choose to set a Cover Story to run indefinitely by checking the box "Keep this Cover Story featured until I decide to set an End Date/Time."

Targeting

Select who sees your Cover Story. If you have content filters enabled, you can select who can see the cover story. If you have content filters and don't select any of them, everyone will see the cover story.

If you have no content filters to select from, everyone will see the cover story. Work with your Implementation team to set up content filters and ensure you have the right information in your demographic data. This helps you target cover stories to groups based on their location, program details, or even by language.