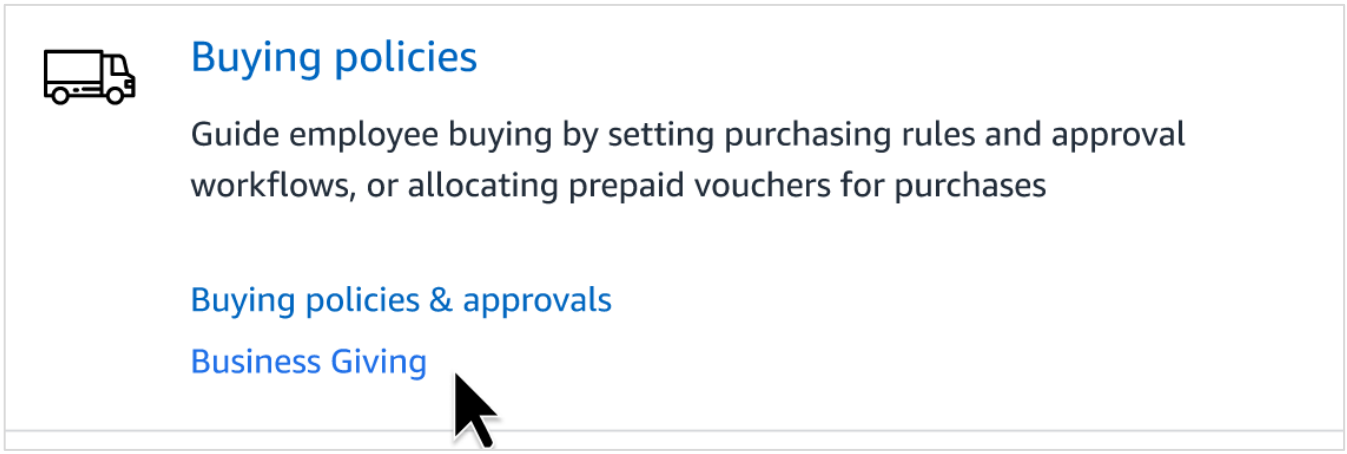


How-to Guide:
Create a Business Giving Campaign

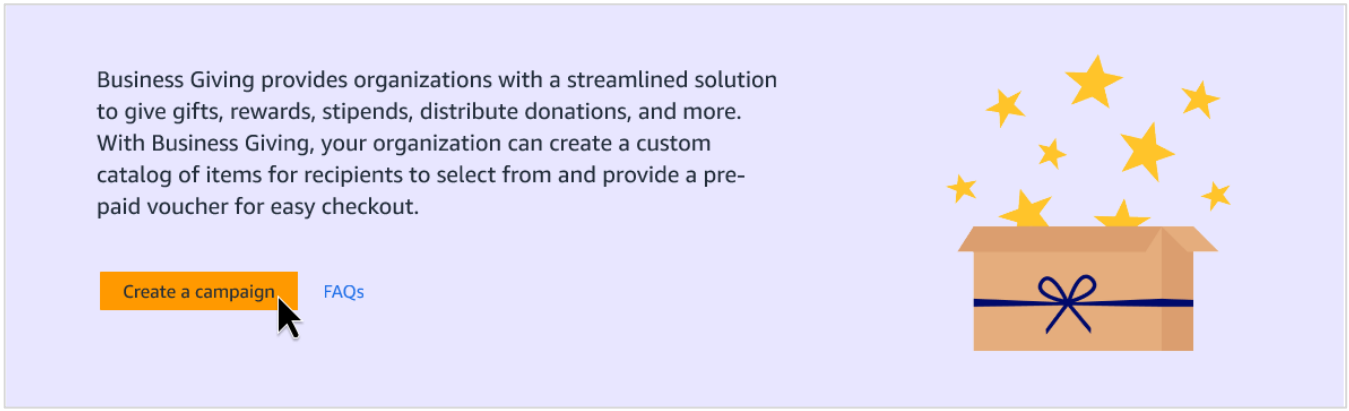
amazon business

Create a Business Giving Campaign

1. Hover over **“Hello, NAME”** in the upper right hand corner of your home page.
2. Click **Business Settings** from the drop down menu.
3. Click **Business Giving** within the **Buying Policies** section.



4. Click **Create a campaign**.



5. Enter all required fields to Create new campaign. Once entered, click **Create**.

    a. **Campaign name** (Required) - The campaign name will be visible to voucher recipients in their email invite and on their item select page. Campaign names can be up to 30 characters in length.

    b. **Organization name** (Required) - Organization name is visible to voucher recipients and can be up to 30 characters in length.

    c. **Description message to recipients** (Optional) - Message or details that is visible to recipients. Messages can be up to 300 characters in length.

    d. **Administrator Name** (Optional) - Administrator name is visible to voucher recipients.

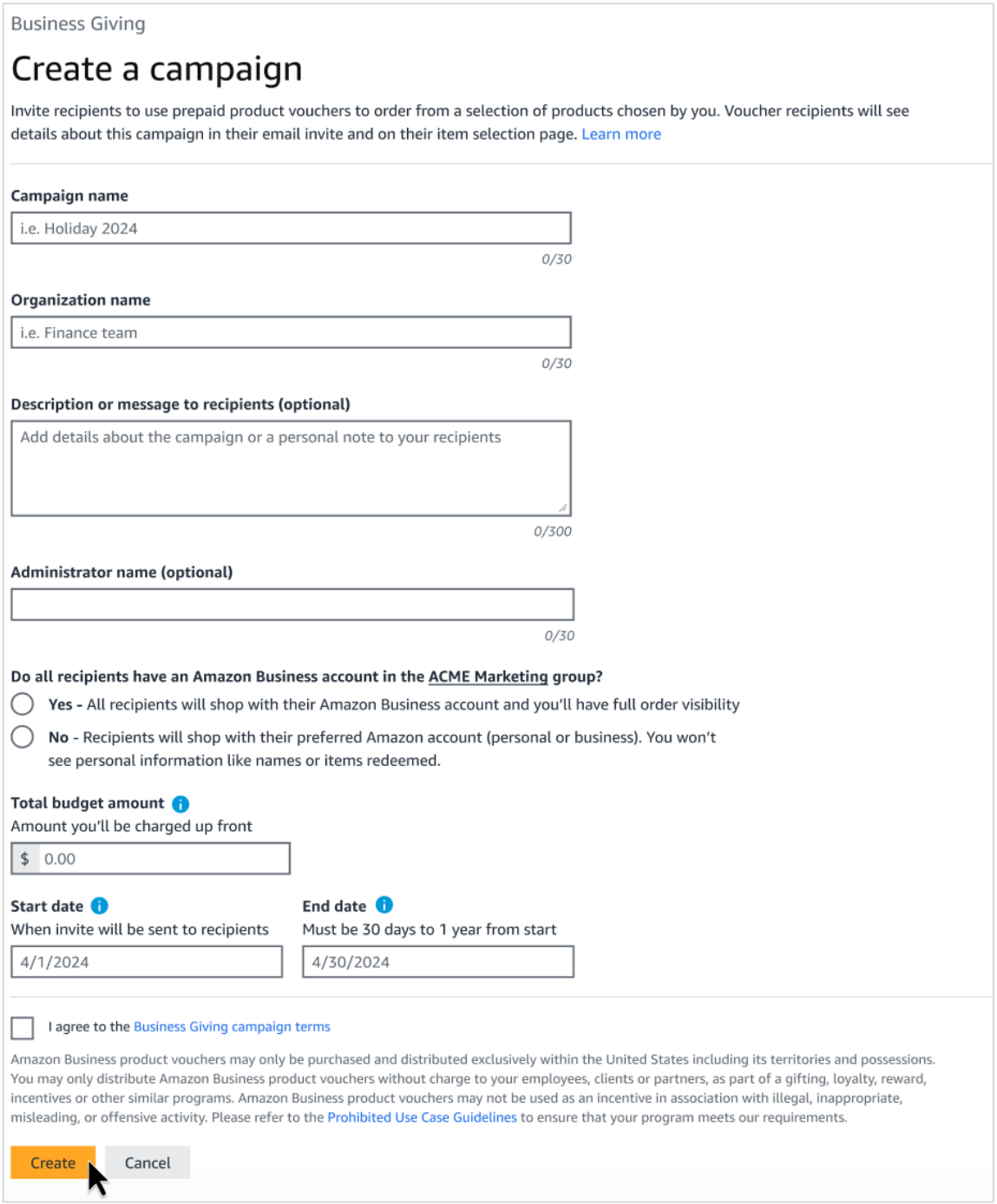
    e. **Do all recipients have an Amazon Business account in this group?** (Required) - Selecting "Yes" means all recipients will order through the Amazon Business account. Selecting "No" means recipients will order through their Amazon or Amazon Business account of choice. Note that if "No" is chosen, order data will be available to administrators only at an aggregate level, rather than an order level.

    f. **Total budget amount** (Optional) - There are two options for this field: enter a budget value or leave blank. If a budget value is entered, this is the amount you will be charged for the giving campaign at checkout. In this case, you can allocate all or some of the total budget to vouchers. You can return to the campaign at any time to allocate the remaining funds, or add additional funds to the campaign. If you choose to leave this field blank, you will decide the total number of vouchers and applicable allocations for each voucher at a later time and will only be charged for the voucher amount allocated. Whether this field is filled in or left blank, unused funds will be refunded to your payment method upon voucher expiration at the end date you select below.

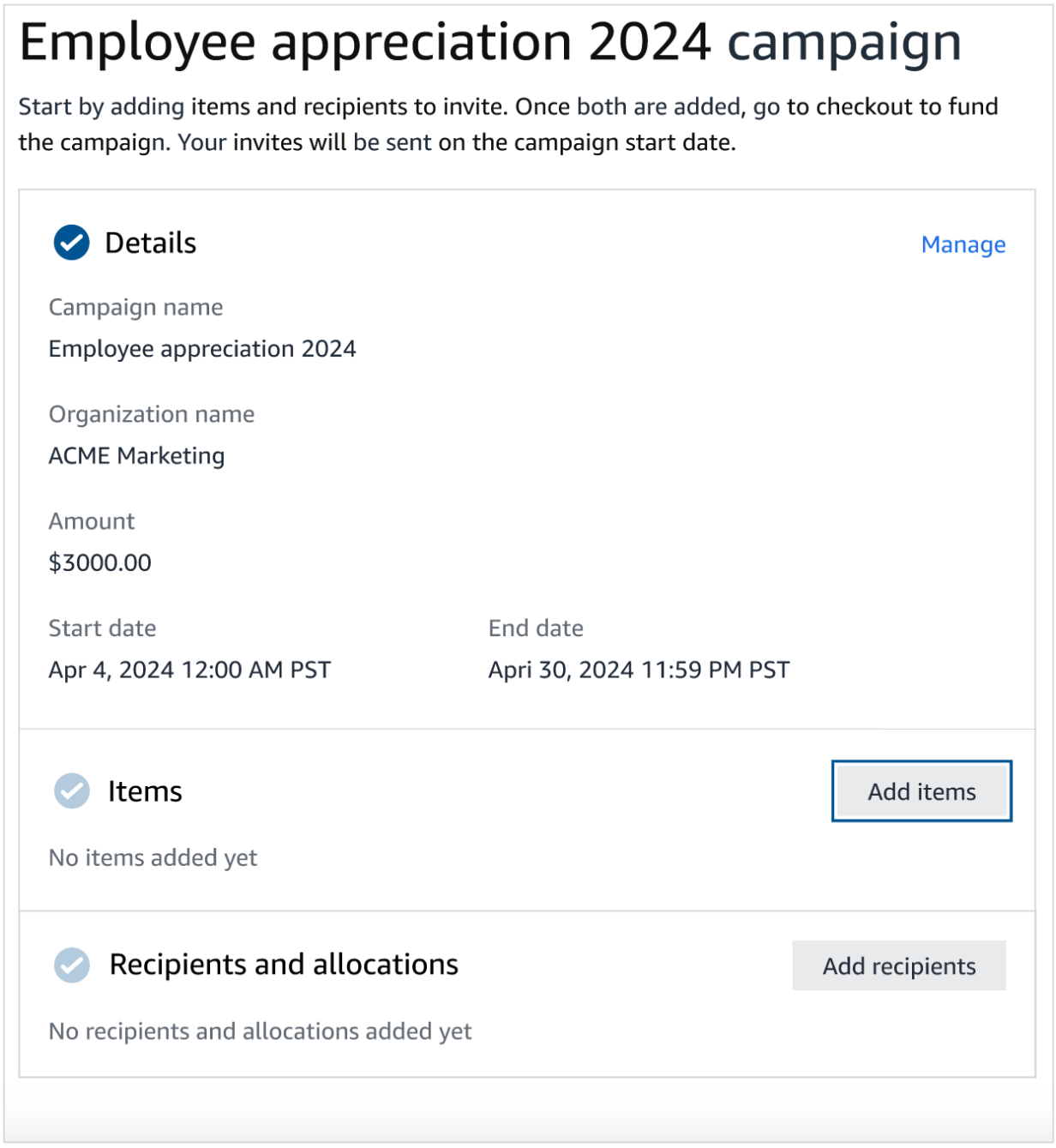
    g. **Start date** (Required): Select a start date for the campaign. This date is when the invite will be emailed to recipients and product vouchers become active.

    h. **End date** (Required) - Select an end date that is between 30 days or 1 year from the start of the campaign. After the end date unused funds are returned and product vouchers are no longer valid.

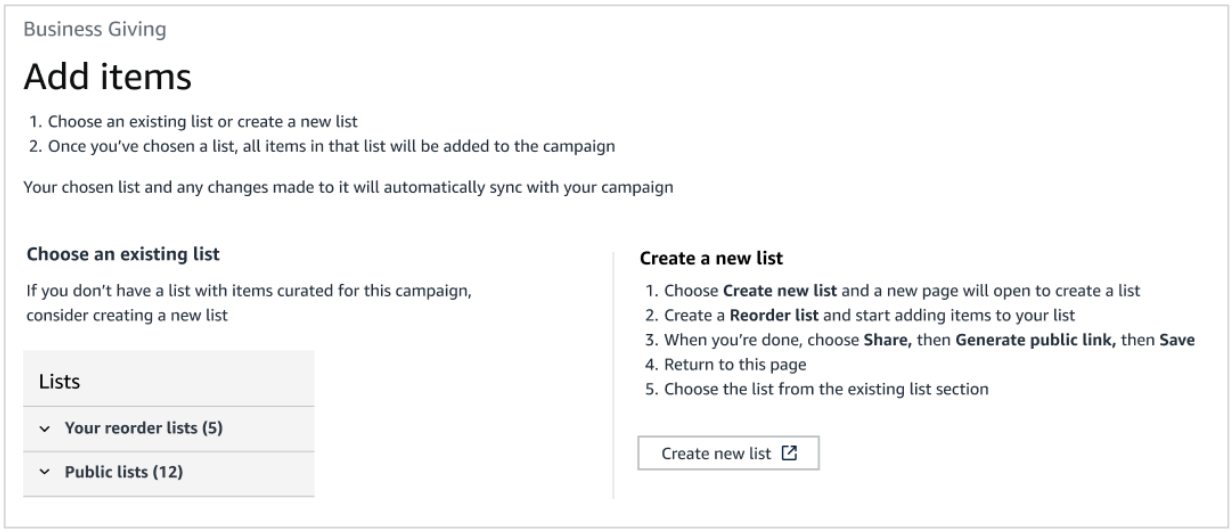
Create a Business Giving Campaign



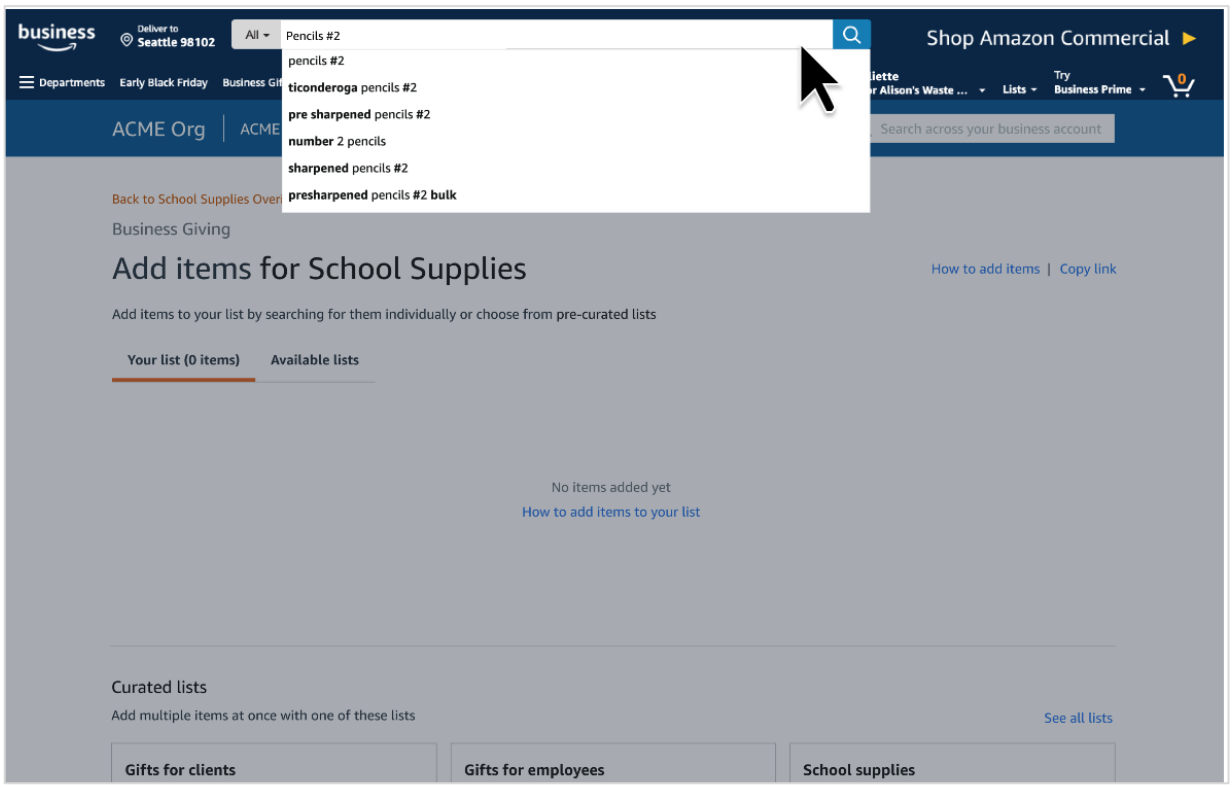
6. Click **Add items** to create a list of items that recipients can choose from. You can choose an existing list or create a new one.



7. Search for items to **Create a new list** or **Choose an existing list**.

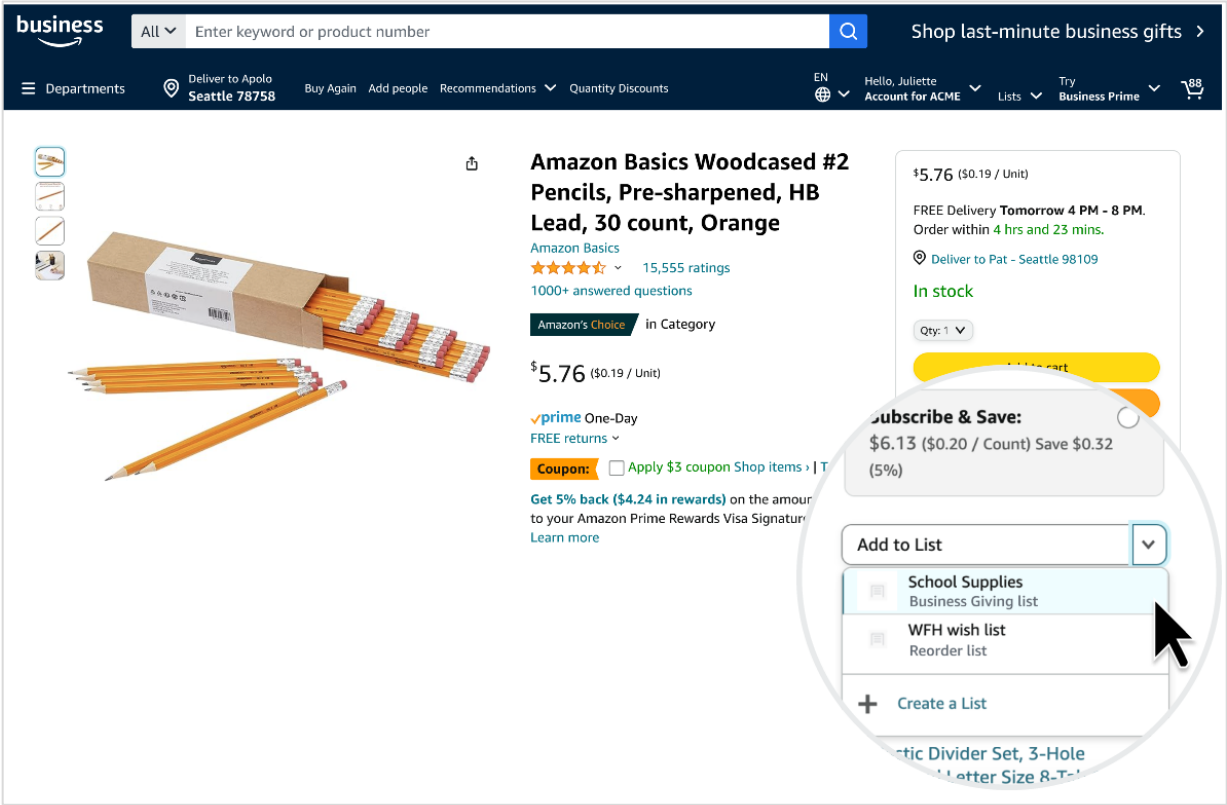


8. In the case of adding individual items, search for an item.

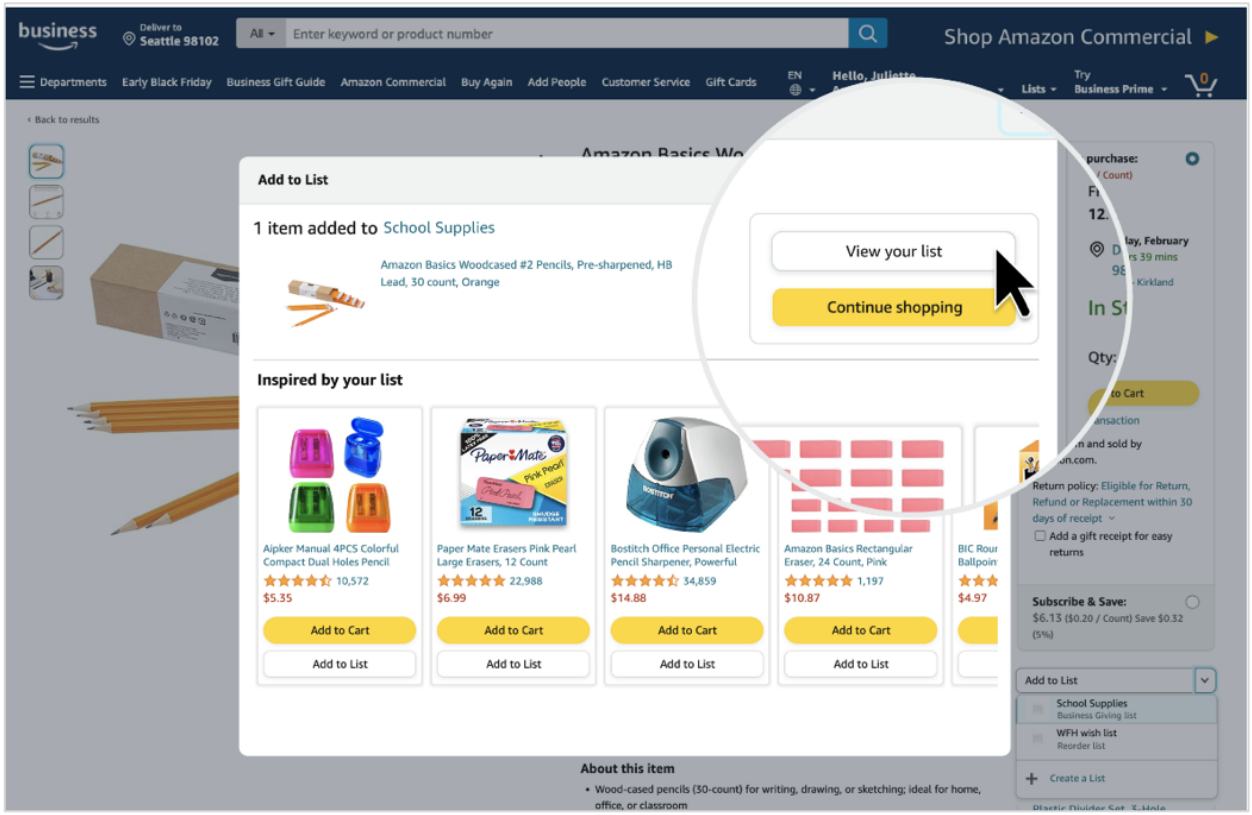


Create a Business Giving Campaign

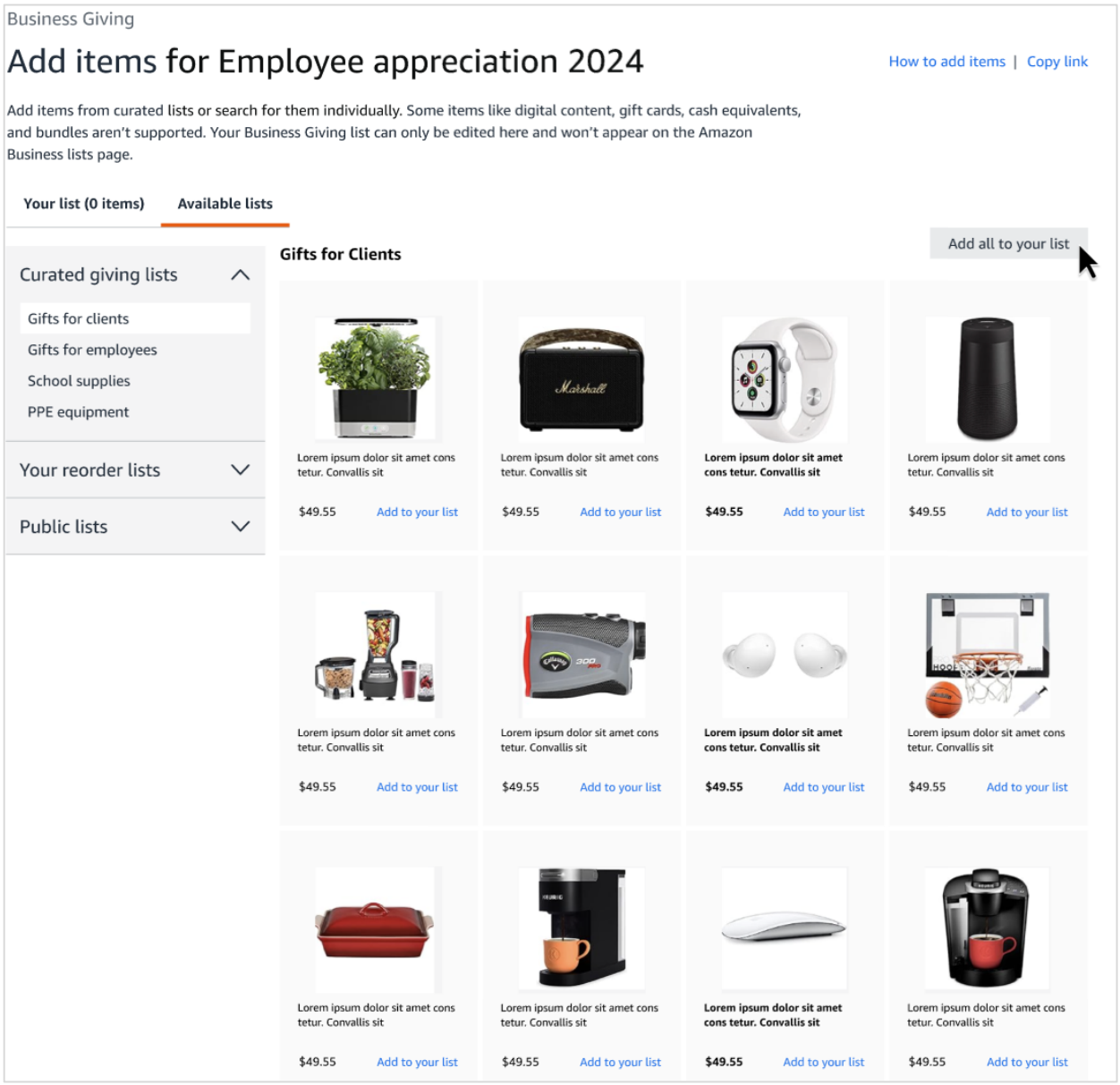
9. Go to the sidebar and click **Add to list** and select the Business Giving list associated with your campaign.



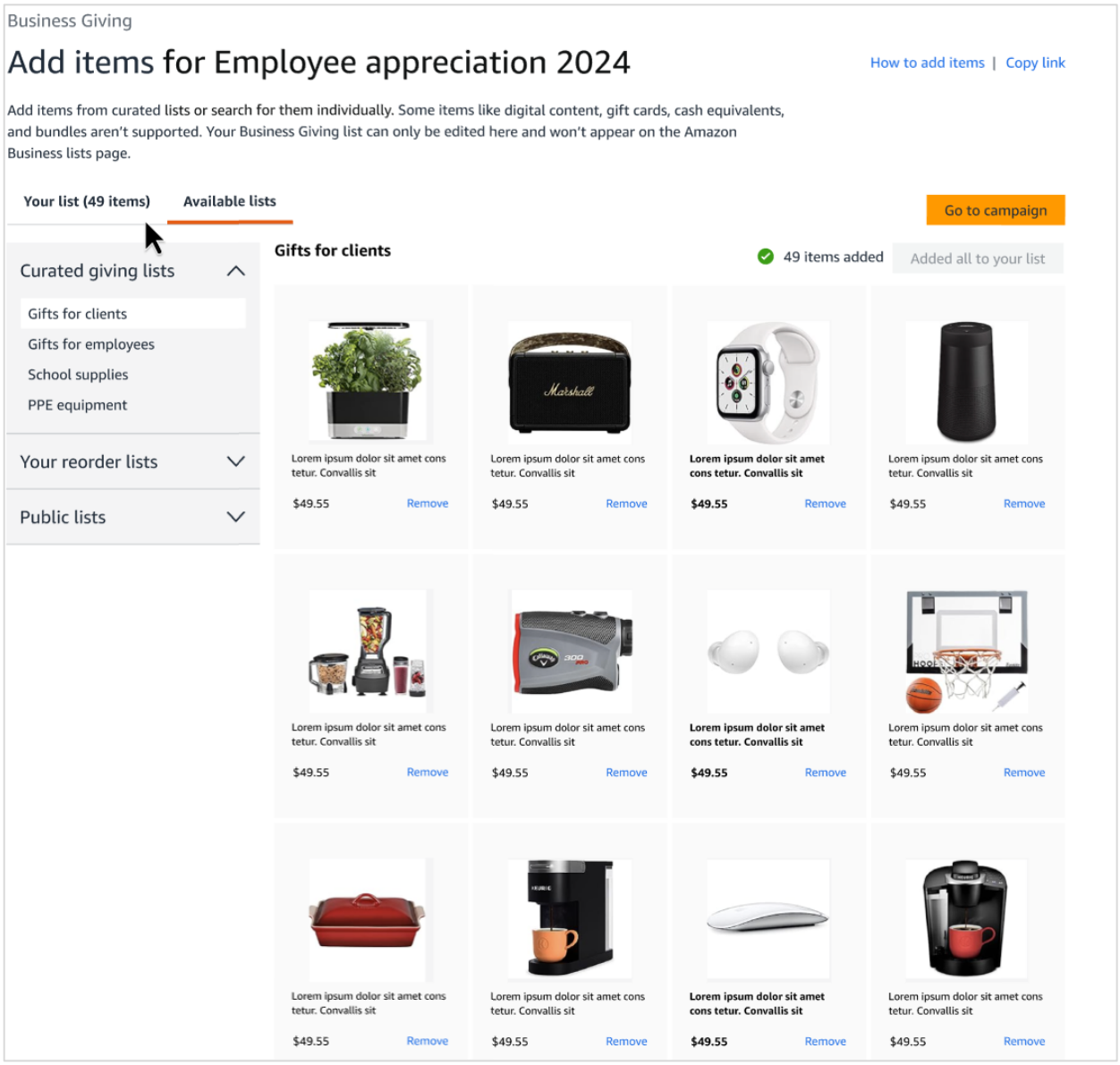
10. Return to your list by clicking **View your list**.



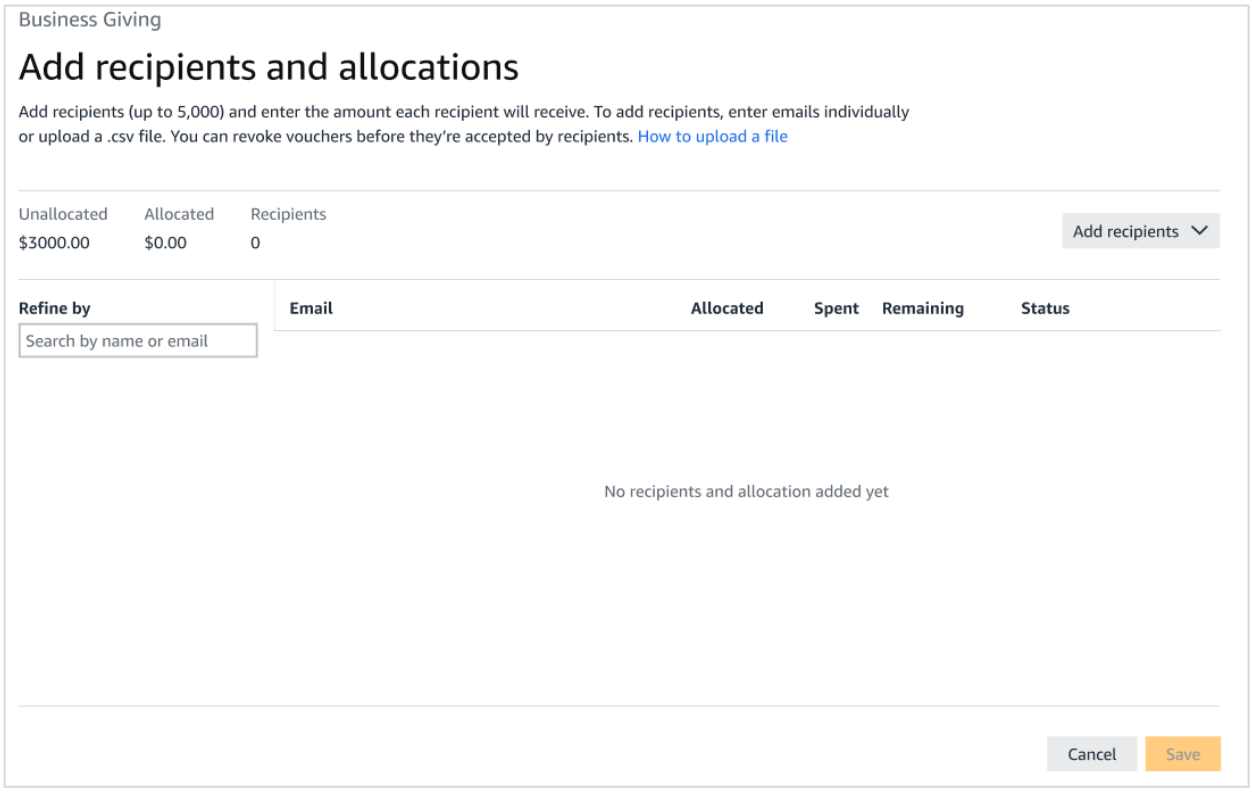
11. In the case of adding items from an existing list, click on the **Available lists** tab. Select a list from the sidebar and choose the items you want to add or select **Add all to your list**.



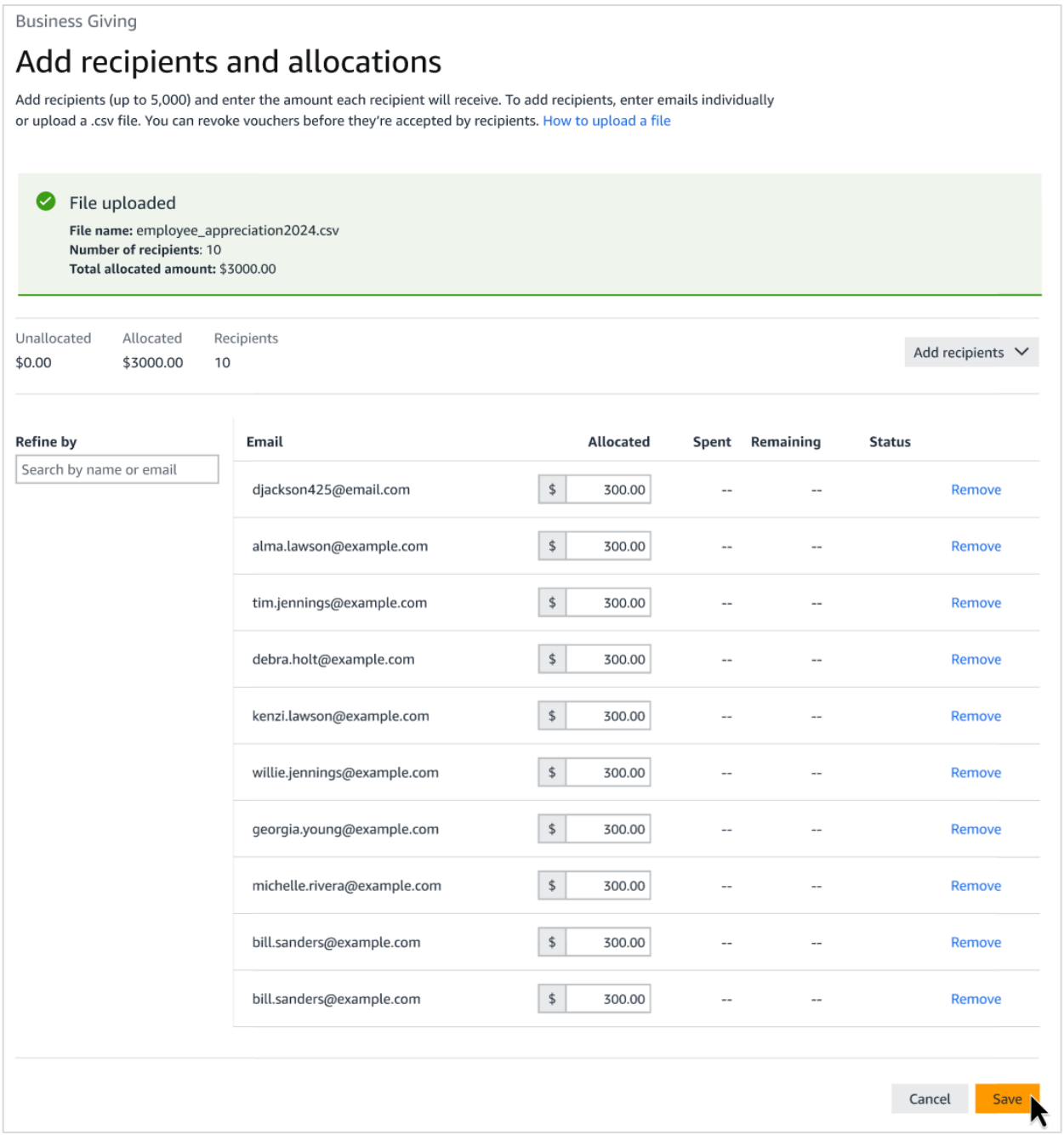
12. After adding items to the catalog, click **Go to campaign**.



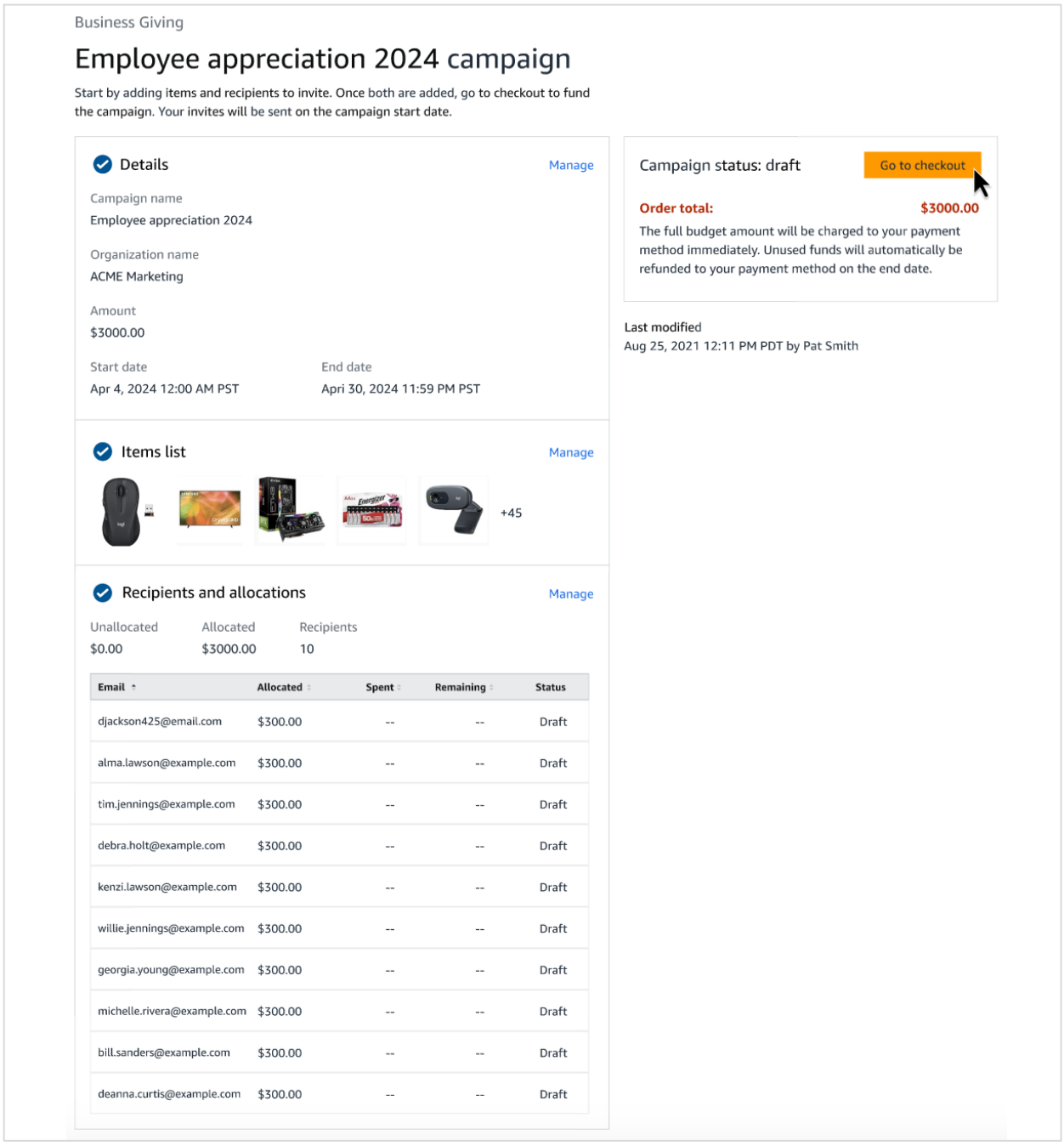
13. Click **Add recipients** and then **Add individual** or **Upload a .csv file** to add multiple recipients at once. If uploading a .csv file, create two columns. One for email address and one for budget balance. Once populated, save the file and upload it using the link.



Create a Business Giving Campaign

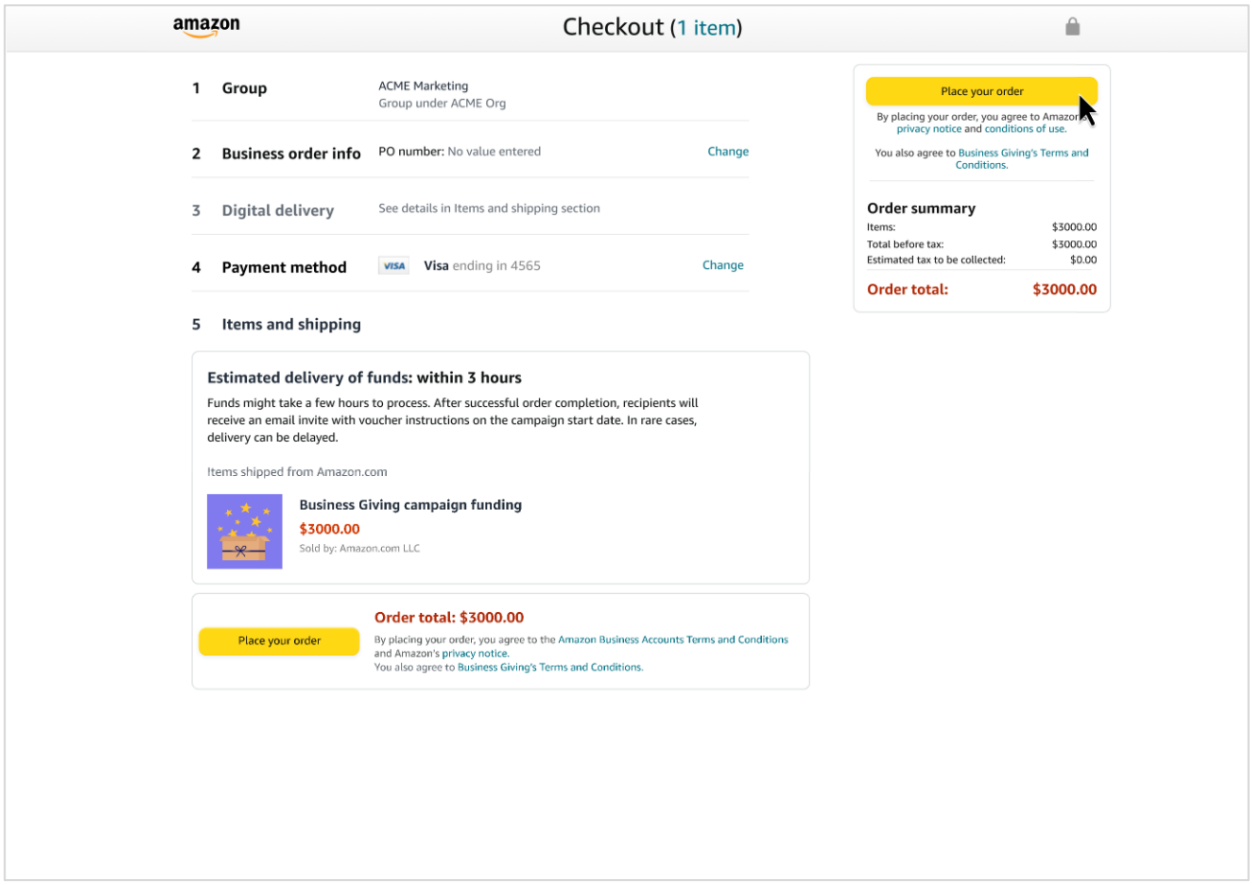


14. Click **Go to checkout**. Note that if you entered a value in the "Total Campaign Budget" field in Step 6, you will be charged that amount. If you left "Total Campaign Budget" blank in Step 6, you will be charged based on the total amount allocated to vouchers in Step 12.



Create a Business Giving Campaign

15. Complete your order by clicking **Place your order**.



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