

CrowdChange How-To-Guide

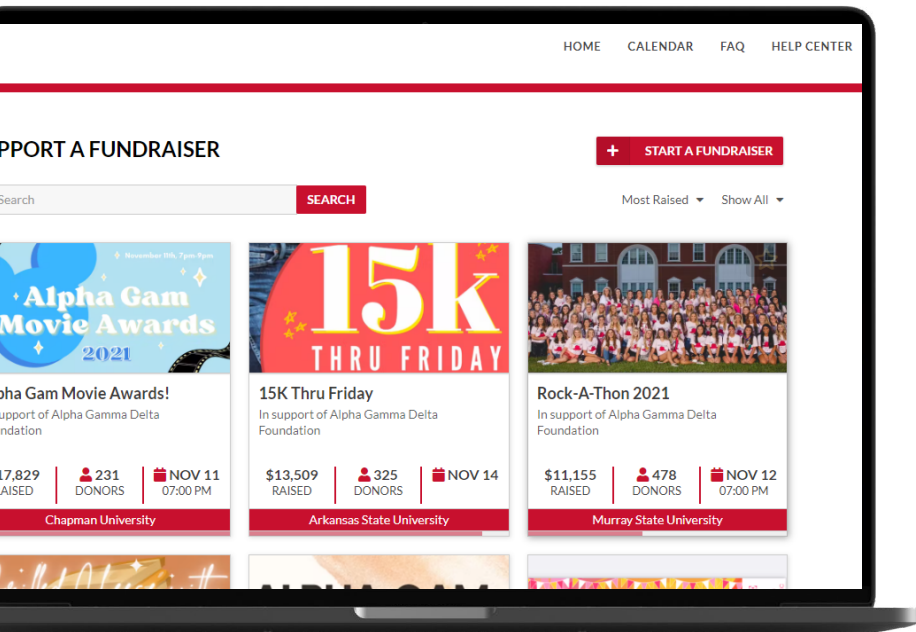
How to Start Your Fundraising Event

Donations, tickets, and more



Welcome!

Welcome to the CrowdChange “how-to” guide! This guide will walk you through how to start your online fundraiser and customize it specifically for your event. Every feature you need – all in 10 minutes or less!



Step 1: Get Started

To get started, simply click the “Start a Fundraiser” button on your CrowdChange site.

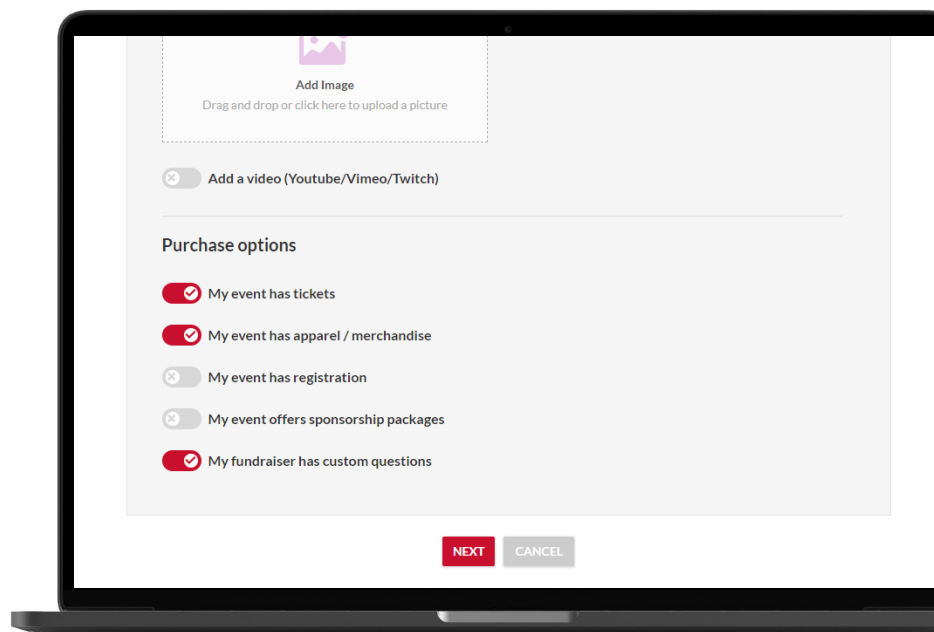
- Go to: alphagammadelta.crowdchange.co

Step 2: Create Fundraiser

Page one is where you fill in the basic information about your fundraiser. If you would like the amount raised to remain a secret, simply toggle off the fundraising goal. If your fundraiser does not have a time or location, leave these features toggled off.

Use the purchase options as an event checklist to select which types of features you'd like to offer your supporters. Once enabled, you'll be prompted to add in the details later.

Once complete, click "Next" to continue.



Tips & Tricks

Many consider this to be the #1 tip to raising more money on CrowdChange:

We encourage you to take five minutes in a chapter meeting to get everyone in your chapter to create a personal page and send it to five people WHILE IN THE MEETING.

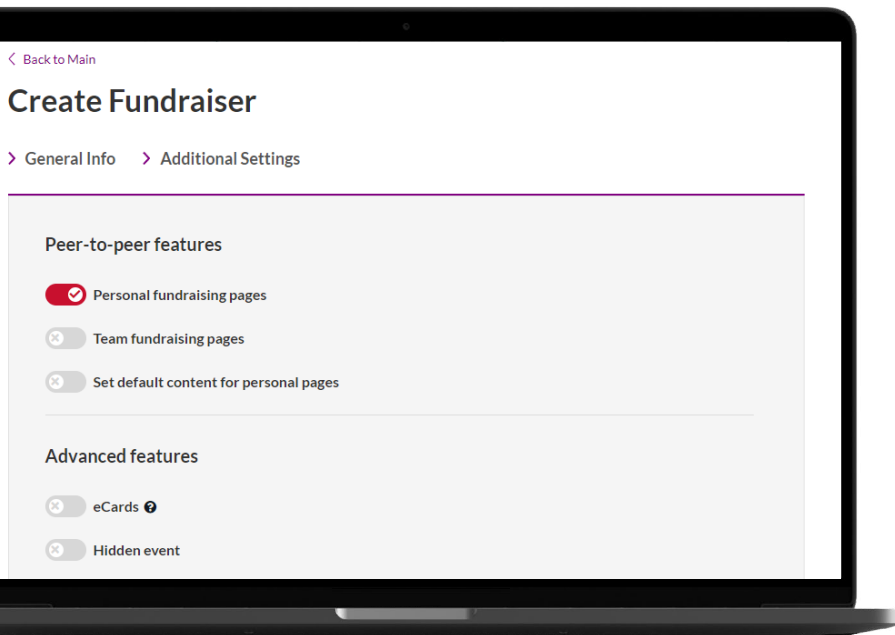
People can share this personal page with family and friends as a way to receive additional donations.

Personal Fundraising Pages:

This is a great way to engage your donors and raise more for your event. It allows everyone in your chapter to create a personal fundraising page that is part of your broader fundraising page. Toggle on the “Personal Fundraising Pages” button to enable this.

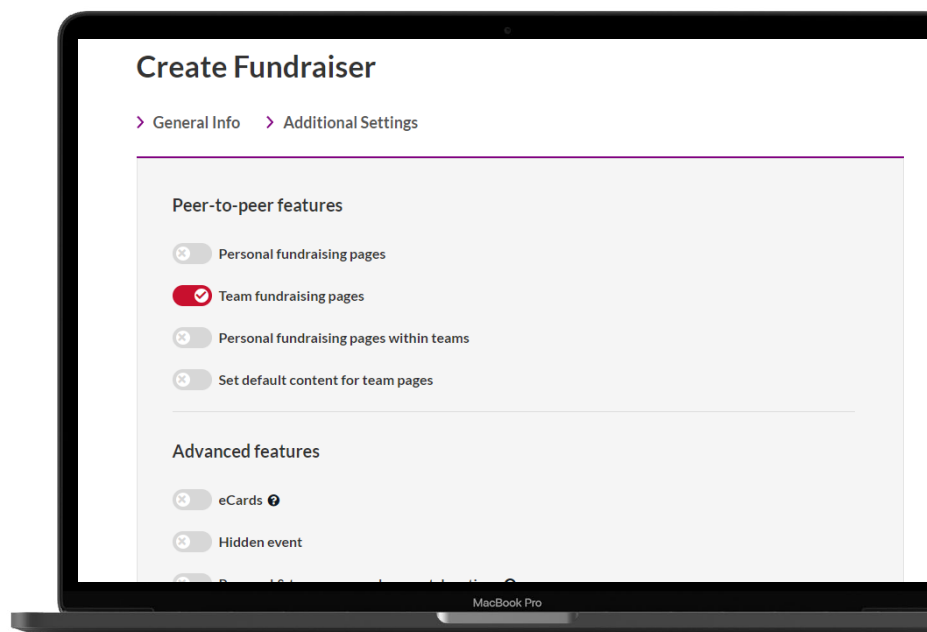
A button will be added to your fundraiser which participants can use to create their pages.

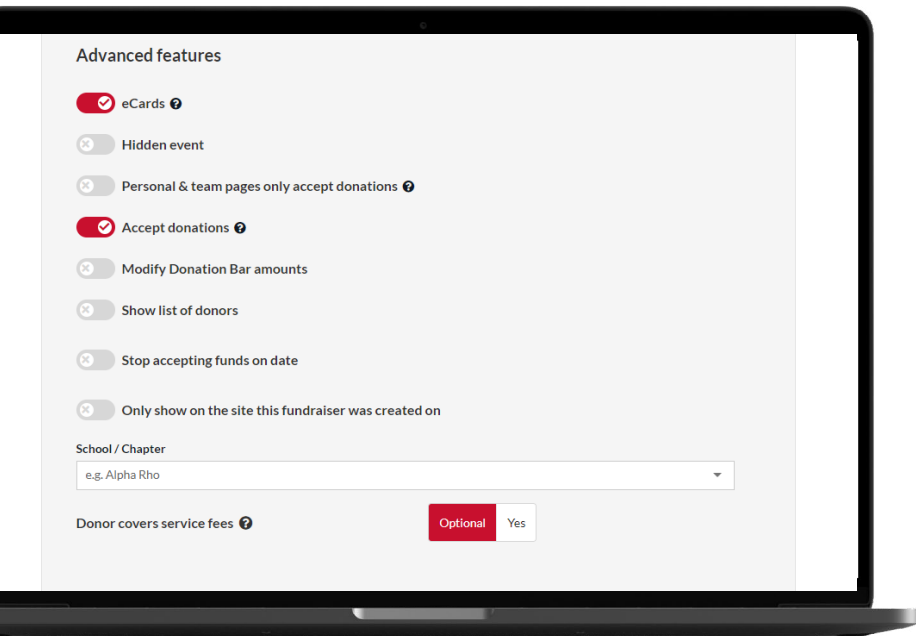
Make sure that your chapter members create a personal page within your fundraiser - **NOT** a new fundraiser altogether.



Team Fundraising Pages:

This will enable you to create team fundraising pages as part of the broader fundraising page (e.g. for different fraternities participating in an event). These pages will appear in a leaderboard format on the fundraising page. Toggle on the “Team Fundraising Pages” button to enable this feature.





Advanced Features:

Here you can choose to show the donor list, stop accepting donations on a certain date, modify the suggested donation amounts, and more.

To help you raise even more money, we have a feature where you can make it mandatory or optional for donors to cover transaction fees.

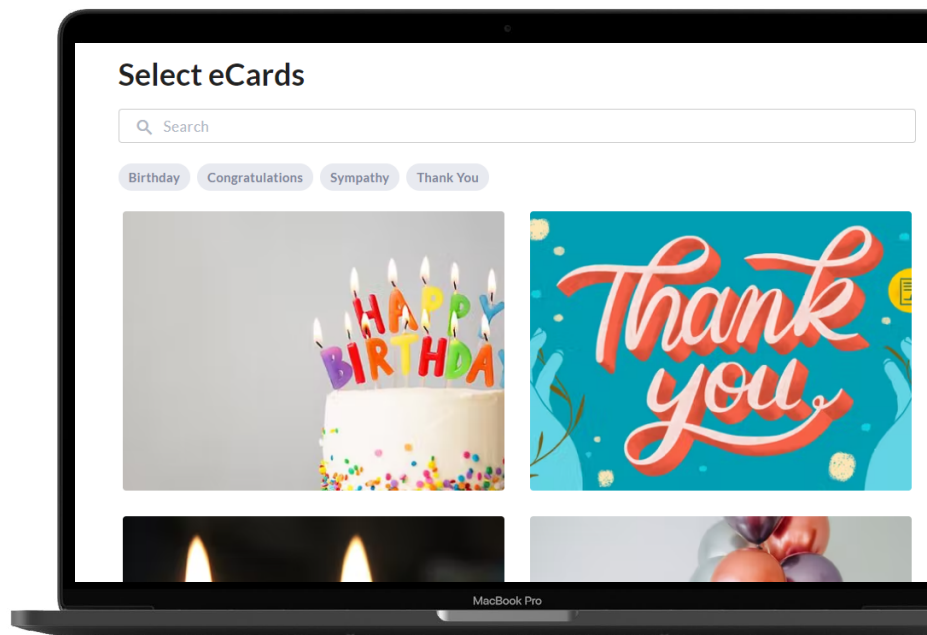
You'll also need to select your campus/ chapter here.

Feature Highlight: eCards

Enable eCards on your fundraiser to create digital greeting cards in seconds that can be purchased and automatically sent out by donors via email or SMS!

When setting up eCards, you can simply click Add Card, upload an image, and set a tag and price for each card.

eCards are a great addition to an existing fundraiser, or they can be used on their own as an "eCard store".



Once you've created your fundraiser, you can choose whether you'd like to customize your purchase options immediately or do it later.

If you choose to do it later, you can follow the prompts that will be displayed on your fundraiser or click Advanced > Setup in the top-right corner of your page.

Step 3: Customize

Tickets:

Click Add Ticket Tier to begin filling in your ticket information. Everyone who buys a ticket will get an email with a PDF ticket attached. As the event organizer, you will be able to download a full guest list with one click.

Purchase options

Tickets
Add tickets for this fundraiser. Hide Not setup

Ticket

Name

Price
Free Set Price

Limit
No Limit Set Limit

Description

Ticket variation
+ Add ticket variation

CANCEL SAVE

ADD TICKET TIER

Apparel & Merchandise Show details

Apparel & Merchandise:

If you are looking to sell apparel or merchandise for your event, we've got you covered!

Simply fill in the name of what you are selling, set the price and add any sizes or colors you would like to offer by clicking "Add apparel variations" located to the right of the name field.

For events with registration that includes a t-shirt, simply put the name as "Registration + t-shirt", and this feature will allow you to collect sizes from participants that register.

Apparel & Merchandise

Name

Price
Free Set Price

Limit
No Limit Set Limit

Description

Apparel variation
Small Delete

Medium Delete

Large Delete

Extra large Delete

+ Add apparel variation

CANCEL SAVE

ADD ITEM

Registration Show details
Add registration tiers for this fundraiser. Not setup

Sponsors Show details

The screenshot shows the 'Registration' setup page. At the top, it says 'Registration' and 'Add registration tiers for this fundraiser.' with a 'Hide' button and 'Not setup' status. The main form area is titled 'Registration' and contains fields for 'Name', 'Price' (with 'Free' selected and 'Set Price' button), 'Limit' (with 'No Limit' selected and 'Set Limit' button), and 'Description' (with 'Add a description...' placeholder). There is also a 'Registration variation' section with a red '+' icon and 'Add variation' button. At the bottom right of the form are 'CANCEL' and 'SAVE' buttons. Below the form is a green 'ADD REGISTRATION TYPE' button. At the bottom of the screen, there are sections for 'Sponsors' (Add sponsorship tiers, Show details, Not setup) and 'Custom questions' (Here you can add questions and surveys, Show details, No questions).

Fundraiser Registration:

For events that require individual or team registration, we've made it easy. You can create as many registration tiers as you wish, and participants can pay and register directly online. All participant information can be downloaded, with one click, right to Excel.

Sponsorship Packages:

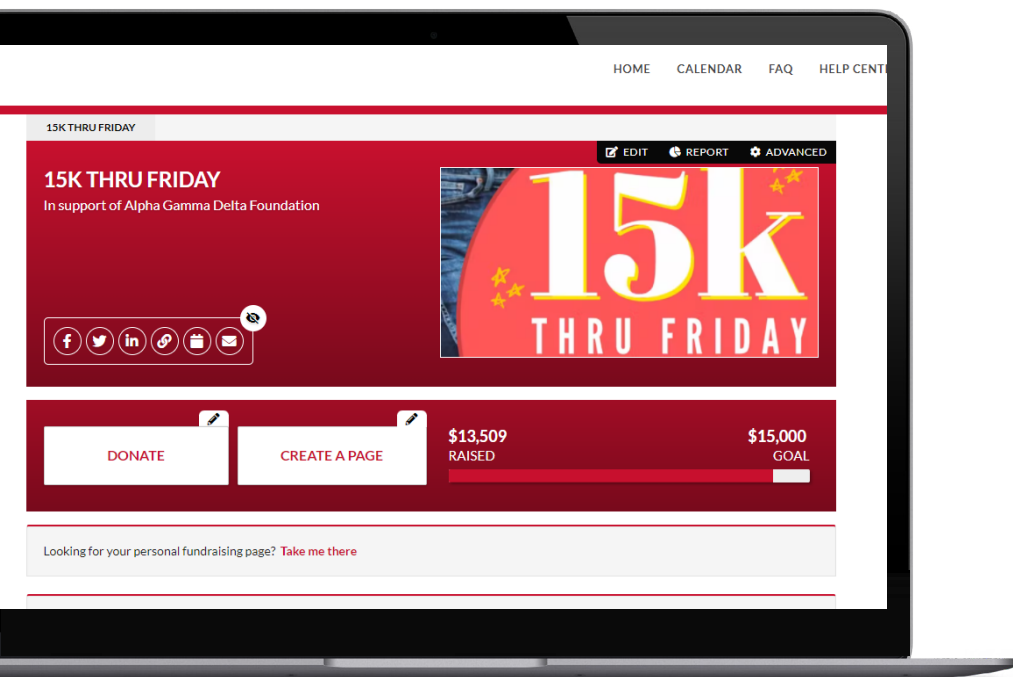
Chapters can engage larger donors through our sponsorship feature.

Create as many different sponsorship tiers and price points as you wish to offer, and sponsors can purchase a sponsorship package online directly through your page.

Common sponsorship tiers include offering the naming rights for the event, including company logos on apparel and incorporating company logos on event signage.

The screenshot shows the 'Apparel & Merchandise' setup page. At the top, it says 'Apparel & Merchandise' and 'Add apparel, merchandise, or other items.' with a 'Show details' button and '1 Tier(s)' count. Below this is the 'Sponsors' section with 'Add sponsorship tiers.' and a 'Hide' button and 'Not setup' status. The main form area is titled 'Sponsorship' and contains fields for 'Name', 'Price' (with '100' entered), 'Limit' (with 'No Limit' selected and 'Set Limit' button), and 'Description' (with 'Add a description...' placeholder). At the bottom right of the form are 'CANCEL' and 'SAVE' buttons. Below the form is a green 'ADD TIER' button.

Once you've started: Editing, Reporting, and Flow of Funds



Editing:

At any point, you can click the Edit button (top-right) to update or remove features and change your fundraiser's basic information.

To edit Purchase Options, click the Advanced button (top right) then click Setup (in the dropdown) and select the option you'd like to edit.

Access your report:

Once you have created a fundraiser, you can click on the "Report" button (top-right) to view fundraiser information, including a breakdown of ticket sales, apparel, donations, and more.

You can also receive a download link for a detailed Excel file of this report by clicking the "Get Excel" button (top-right)

ID	NAME	EMAIL	CONTACTABLE	AMOUNT
227887	Donnell Crooks	demo-random-1047@example.com	✓	\$25.00
Date: Mar 11, 2020 - 5:05 PM		Total: \$25.00		
CHANGE TEAM OR PAGE		RESEND RECEIPT		
227886	Brisa Thiel	demo-random-1391@example.com	✓	\$50.00
227885	Michele Thompson	demo-random-1301@example.com	✓	\$15.00
227884	Lyla Littel	demo-random-382@example.com	✓	\$5.00
227883	Pearline Fadel	demo-random-1401@example.com	✓	\$20.00
227882	Josue Greenholt	demo-random-1473@example.com	✓	\$1.00
227881	Hanna Tremblay	demo-random-976@example.com	✓	\$100.00
227880	Jensen Okuneva	demo-random-467@example.com	✓	\$1.00
227879	Dennis Stehr	demo-random-206@example.com	✓	\$1.00

All funds raised will flow directly to your chapter's Billhighway account on a rolling basis. You can follow these steps to access your Billhighway account:

1. From the Billhighway homepage, go to Reports, then Transaction Reports.
2. Select Deposits, then set the parameters of the report to match the CrowdChange campaign dates.
3. Funds will appear in the report as a Donation in the Online Donations account category.

Have a great fundraiser!