



GiveSignup 101

March 6, 2024

Today's Agenda

- ❖ Donations
- ❖ Charity Partners
- ❖ Peer-to-Peer Fundraising (P2P)
- ❖ Gamification & Incentives
- ❖ Email Communication





Technology Solutions For Your Charitable Events

Always Free

Powerful, easy-to-use technology to create events, raise awareness, and grow participation.

Control Your Brand and Date

Your data is always your data, and **your brand (and mission)** are always first. You have full control over the settings & features you enable.

Secure and Reliable

PCI Level 1 compliant (highest possible) to protect your data and ensure accurate and on-time payments. No worries.

All-In-One Registration & Fundraising

Streamlined registration and fundraising pathway to **reduce drop-off rate** and increase donations.



28K+

**Number of Events
Using Our Platform**
As of March 2023

\$2.3B

**Amount
We've Helped
Customers Raise**
Since 2010



DONATIONS MAKE IT EASY FOR DONORS TO GIVE

"We make a living by what we get. We make a life by what we give." -- Winston Churchill

There are 3 basic ways to help reach your event's fundraising goal:

- 1) A simple DONATION option during and outside of registration.
- 2) Easy CHECKBOX at checkout with a pre-set donation amount.
- 3) Peer-to-Peer FUNDRAISING



- ❖ Begin with a built-in donation ask within as well as outside the registration path for your event.
- ❖ No two fundraising events look the same – so match your setup to your organization's objectives.
- ❖ Regardless of the setup, assess your capacity to support fundraising.



Donations Setup

General Settings

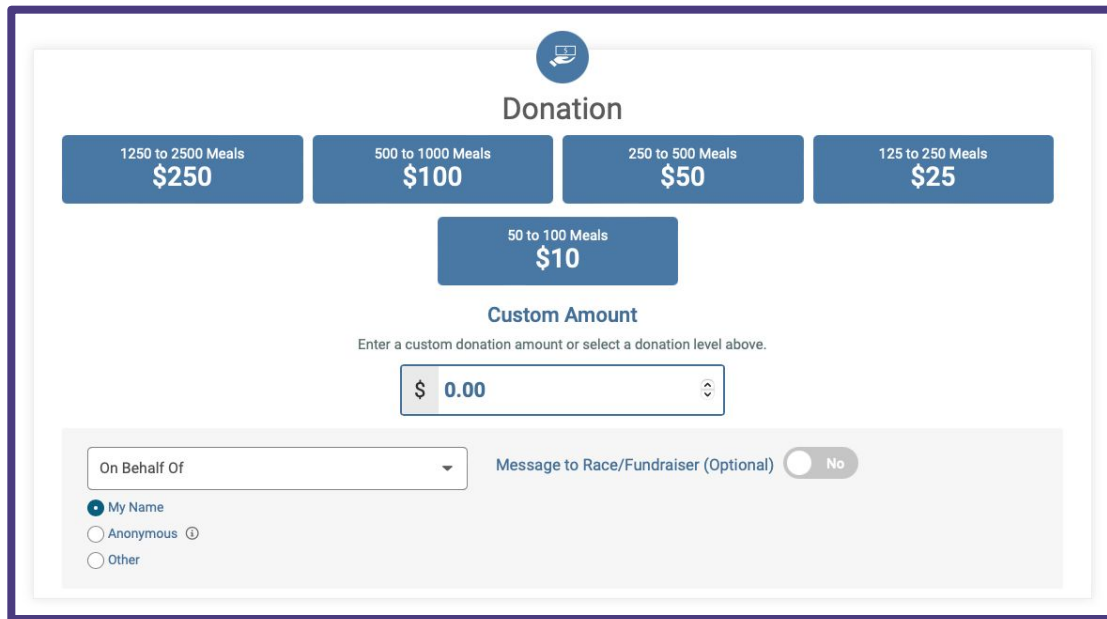
- ❖ Start & End Dates
- ❖ Goals
- ❖ Description
- ❖ Non-Profit Logo
- ❖ Donation Levels

The screenshot shows a laptop displaying a web form for 'Donations Setup'. The form has the following sections:

- Start Date ***: 02/12/2024 (America/New_York Time)
- End Date**: 02/20/2024 (America/New_York Time)
- Goal**: \$ 25000.00
- Description/Additional Information ***:
 - File Edit View Insert Format Tools
 - Paragraph
 - Rich text editor with bold (B), italic (I), underline (U), bulleted list, numbered list, link, unlink, indent, outdent, undo, redo, and source code icons.
 - Text: "A dollar today make a difference tomorrow. Your generous donation to Your Local Food Pantry will help us help individuals and families facing food insecurity:"
 - List:
 1. Donated dollars translate into more meals.
 2. Donations build healthier communities.
 3. The Food Pantry use donated funds to combat food waste.
 4. Not all food banks have the capacity for large food donations.

Donations Setup

Donation Levels



Donation

1250 to 2500 Meals
\$250

500 to 1000 Meals
\$100

250 to 500 Meals
\$50

125 to 250 Meals
\$25

50 to 100 Meals
\$10

Custom Amount

Enter a custom donation amount or select a donation level above.

\$

On Behalf Of

Message to Race/Fundraiser (Optional) ☐ No

☒ My Name

☐ Anonymous ⓘ

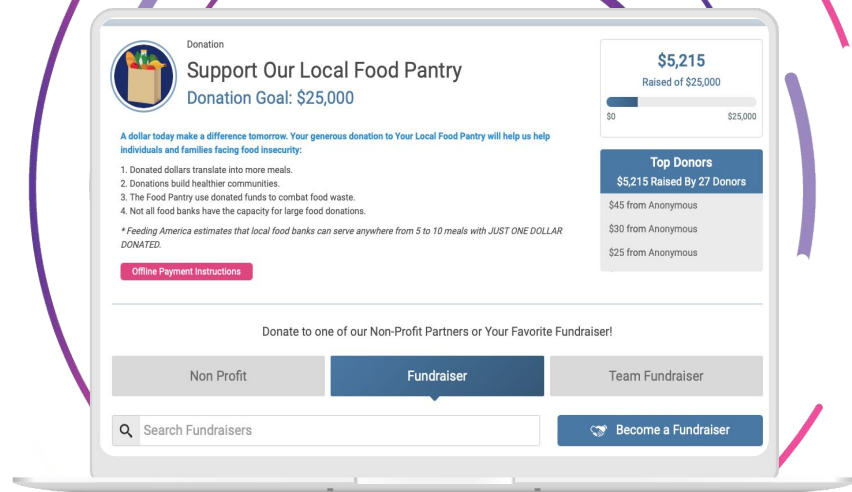
☐ Other

Setup your donation levels to appeal to a wide range of donors. Add donation levels that are appropriate for every donor, from less than \$10 to more than \$1,000. To further prompt action, add descriptive names that make the impact of the donation come to life.

Donations Setup

Donation Page Customizations

- ❖ Donation Page Heading
- ❖ Goal Thermometer
- ❖ Default Tab on Your Race Donation Page
- ❖ Custom Wording
- ❖ Offline Donation Instructions
- ❖ Attribution (On Behalf Of) Options
- ❖ Donor List



Donations

More Considerations

- ❖ Tribute Information – **NEW!**
- ❖ Tax Deduction Rules
- ❖ Donation Discounts
- ❖ Corporate Matching Gifts
- ❖ Donation Summary Email

The screenshot shows a donation form with the following elements:

- Donation Amount:** Buttons for \$500, \$100 (selected), \$25, and \$10. A 'Custom Amount' section shows '\$5' and a text input field with '\$ 100.00'.
- On Behalf Of:** A dropdown menu with options: 'My Name', 'Anonymous', and 'Other' (selected). Below it is a text input field containing 'Johanna Goodie'.
- Recipient Information:** Fields for 'Recipient Name *' (Johanna Goodie), 'Street Address *' (123 Main Street), 'Country *' (US - United States), 'City *' (Philadelphia), 'Zip Code *' (19130), and 'State *' (PA - Pennsylvania).
- Mail a Card for Donations:** A purple mailbox icon with a pink envelope. Below it, a checkbox labeled 'Send a card in the mail.' is checked. An arrow points from this checkbox to the 'Enable Mailing Address Collection?' section.
- Enable Mailing Address Collection?:** A section with a toggle switch labeled 'On' and a text input field for 'Donation Dedication Text' containing 'Send a card in the mail.'.
- Navigation:** A pink bar at the top right contains buttons: 'Donations' (with a left arrow), 'Setup' (with a right arrow), and 'Tribute Information' (with a right arrow).
- Buttons:** 'Continue' (orange) at the bottom left, 'Save' and 'Cancel' (blue) at the top right of the 'Enable Mailing Address Collection?' section.

Donations Setup

Tribute Information

If donors choose to dedicate their donation, your nonprofit can offer the option to mail a card to the honoree or preferred recipient.

Donations

Your donations started on January 2, 2023.

General Settings

Basic settings like dates, descriptions, levels, and image

Donation Page Customizations

Menu text, heading text, and other display settings

Tribute Information

Enable collection of donation dedication information.


Tax Deduction Rules

Enter your tax deduction information for donations and registrations

Donation Discounts

Offer discounts to your users based on their donation amount

New Feature



Donation

Enter a custom donation amount or select a donation level below.

Enter \$ 250.00

Level \$500

Customize \$250

Recurring \$100

On Behalf Of

☒ My Name

☐ Anonymous ⓘ

☐ Other

Message to GIVING/Fundraiser (Optional) ☐ No

☒ Would you like for a card to be mailed to the honoree or a family member/friend of the honoree?

Recipient Name *

Street Address *

Country *
US - United States

Zip Code *

City *

State *

☒ Please consider covering the processing fees -- we thank you!



CHARITY PARTNERS EFFECT AN IMPACT FOR YOUR NETWORK

"Alone we can do so little; together we can do so much." – Helen Keller

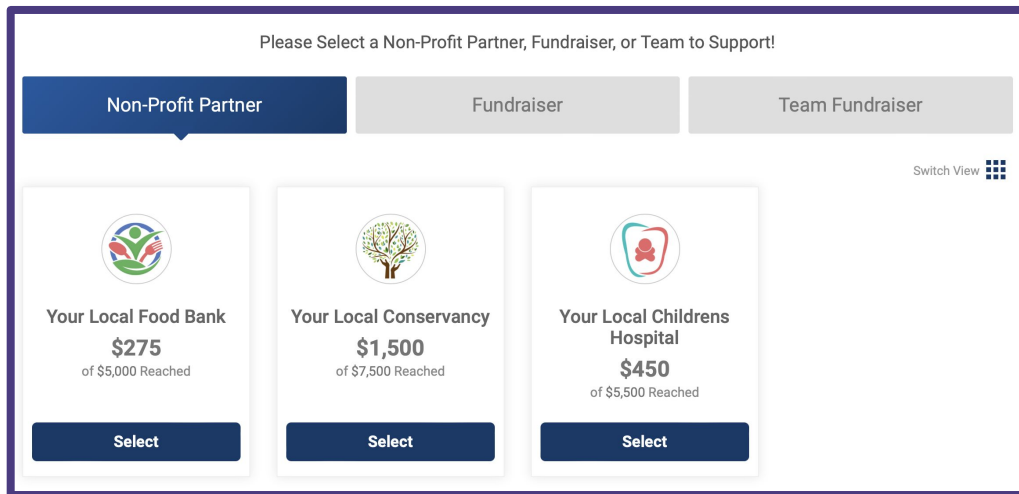
What is a Charity Partner?

- ❖ Amplify the impact of your race!
- ❖ Extend your reach to new audiences.
- ❖ Offer donors a choice of where to give.
- ❖ Provide fundraisers the option to support their favorite non-profit.
- ❖ Offer direct payment to charities so all donation dollars go directly to them.



Charity Partner Setup

Charity partners, like fundraisers, may be featured on the Donation page, showcasing their involvement & impact.



Community Foundations often accept pass-through contributions from donors and distribute these funds to local charities, facilitating a seamless way to support various causes.

Charity Partners

Add A Donation to Checkout

Looking to boost donations?

Include a checkbox with a fixed donation amount towards a selected charity on your registration check out page.

The action is easy, but the results are BIG – races that enable this feature collect from more donors and raise more than 3 times as much.



DASHBOARD
LOCATION

Donations



Charity Partners



FUNDRAISING EXPAND YOUR REACH WITH P2P

"When one gives, two get happy." – Amit Kalantri

Peer-to-Peer (P2P) Fundraising

- ❖ Runs of All Distances
- ❖ Awareness Walks
- ❖ Cycling Rides
- ❖ Virtual Endurance Challenges
- ❖ Golf Tournaments
- ❖ Winter Sports
- ❖ DIY Fundraising
- ❖ Charity Bib Programs



Peer-to-Peer Fundraisers

- ❖ Peer-to-peer fundraising is a powerful way to earn revenue through events.
- ❖ Support your fundraisers during the entire process with FAQ pages, fundraising tool belts, and resources for reaching out to their community.
- ❖ Enable your fundraising settings based on the priorities of the race and understand the tradeoffs of having many fundraisers versus a small number of valuable fundraisers.



Individual Fundraisers

General Settings

- ❖ Default Individual Fundraising Message
- ❖ Default Individual Fundraising Goal
- ❖ Fundraising Rules and Minimums

Individual Fundraisers

0 ▾ Help ⓘ

General Settings

Customize individual fundraiser settings

Default Individual Fundraising Goal

\$

.00

Fundraising Rules and Minimums

☐ Do NOT allow new fundraisers without a registration.
This setting will hide all "Become a Fundraiser" buttons that are not in the registration.

☐ If a registrant selected an event that requires a fundraiser, hide the setup form and automatically create their individual fundraiser.
- If fundraiser teams are allowed, they will be given the option to set up a team during registration.
 - Please test out a registration to be sure this behaves as you intend. With certain settings (like required fundraiser minimums), this option is not appropriate because there is a required registrant entered field.

☐ Force fundraisers to select a charity (if charities are set up).

WAIVED EVENT FEE SETTINGS (OPTIONAL) ⓘ

EVENT	REQUIRE FUNDRAISER	FUNDRAISING MINIMUM (FEE NOT WAIVED) ⓘ	FUNDRAISING MINIMUM (FEE WAIVED)	DONATION DEADLINE FOR WAIVED EVENT FEE	NUMBER OF GUARANTEED FUNDRAISER ENTRIES
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DASHBOARD
LOCATION

Fundraising



Individual Fundraisers



General Settings

Individual Fundraisers

Customizations & Display Settings

- ❖ Replacing the Term “**Fundraiser**”
- ❖ Creating a Custom “Fundraiser” Heading
- ❖ Choosing How **Top Fundraisers** are Displayed
- ❖ Customizing Placement and Display for Call to Action Buttons – **Become a Fundraiser** and **Join**
- ❖ Customizing Fundraiser **Social Sharing Options** and Fundraiser Specific **Emails**



DASHBOARD
LOCATION

Fundraising



Individual Fundraisers



General Settings

Groups/Teams vs. Fundraising Teams

Groups/Teams

- ❖ Typically used for relay events
- ❖ Social teams like family flocks at the Thanksgiving Day Turkey Trots
- ❖ Appeal to Friendly Competition
- ❖ Costume Contests & Spirit Awards

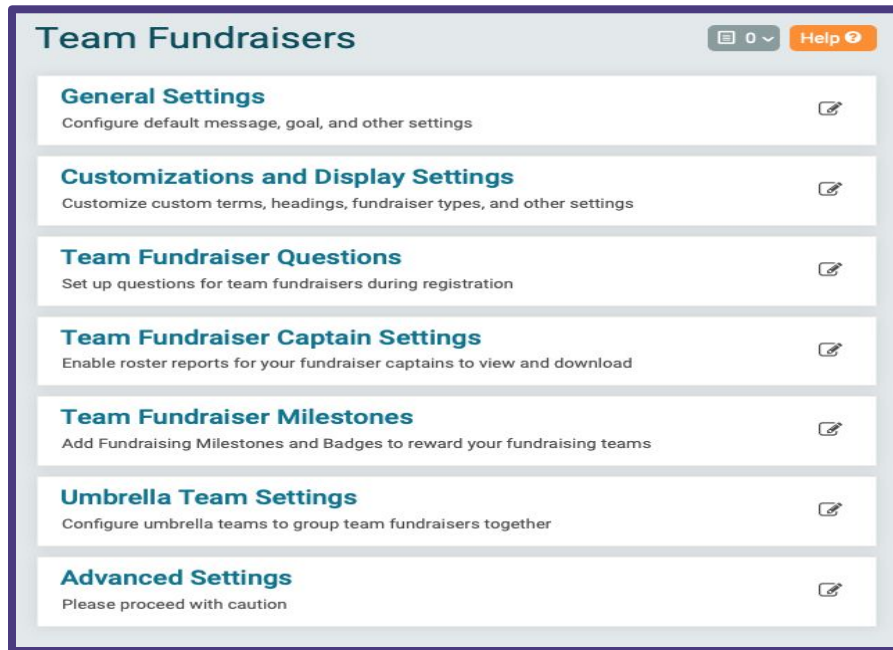
Fundraising Teams

- ❖ Emphasis is on fundraising
- ❖ Comprised of individual fundraisers
- ❖ All donations to individuals are pooled into a team's total
- ❖ Ideal for school event fundraisers

Team Fundraisers

General Settings

Fundraising teams allow fundraisers to join forces to meet their goal and can make fundraising more fun. As with individual fundraisers, there's high variability in the productivity of fundraising teams.



DASHBOARD
LOCATION

Fundraising



Team Fundraisers



General Settings

Team Fundraisers Customizations & Display Settings

- ❖ Customize the Term “**Team Fundraiser**”
- ❖ Customize **Header & Instructions** for Creating and Joining a Fundraising Team
- ❖ Categorize Fundraisers (**Types**)

Custom "Create or Join a Fundraising Team" Header

Want to Fundraise as a Team? Here's Your Chance!

Custom Create/Join Fundraiser Team Instructions

Want to Fundraise as a Team? Here's How...

1. "Join a Team" by searching for the team you want to join OR creating a team of your own!
2. Follow the prompts to enter information about your team -- this includes a name and your team's goal!
3. Customize this page like you did for your own fundraising page -- add photos, videos, and a story that inspire people to donate.

For more information, please read How Do I Become A Fundraiser? on the event details page.

☒ Show Raised Amount For Each Team Member

Fundraiser Types

If you want to be able to categorize your fundraisers, you can add fundraiser types here.

FUNDRAISER TYPE	DEFAULT	ORDER
Civic & Community Teams	<input type="radio"/>	↑ 🗑 ↓
Fire, Police, & EMS Teams	<input type="radio"/>	↑ 🗑 ↓

Add Another Fundraiser Type

Fundraisers that Select Fundraiser Types

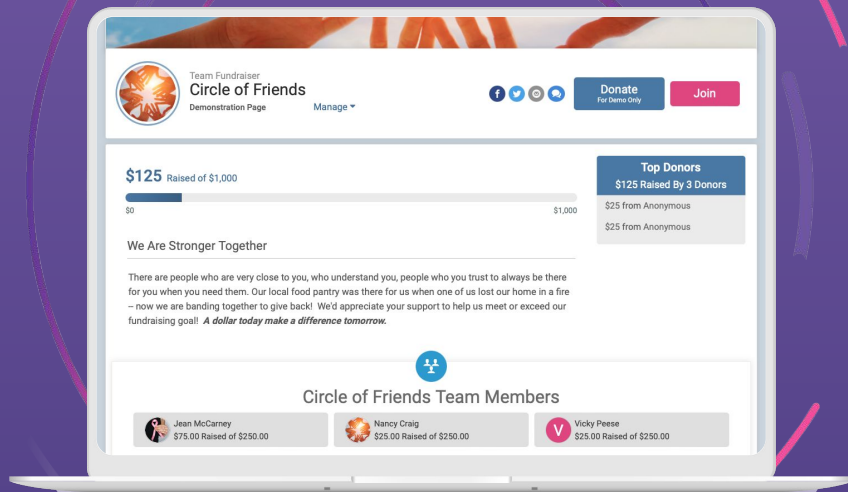
Team Fundraisers

Fundraiser View

Customizing Fundraiser Pages

Encourage Your Fundraisers To:

- ❖ Personalize (edit) their details
- ❖ Add profile photo, banner photo...even a slideshow.
- ❖ View their donations.
- ❖ Share their links to their page across social media channels, email, or text.





GAMIFICATION & INCENTIVES **ENGAGEMENT IS KEY**

"One way to keep momentum going is to have constantly greater goals." – Michael Korda

Milestones, Badges & Rewards

- ❖ Recognize Specific Goals & Actions
- ❖ Encourage Progress
- ❖ Add Motivation
- ❖ Offer Refunds Tied to Fundraising Threshold
- ❖ Complement Email Communication
- ❖ **Demonstrate Appreciation**



Fundraiser Milestones & Badges

----- Select A Milestone -----

✓ Amount Raised

Facebook Fundraiser Enabled

Team Member

Team Captain


First Donation Received

Number of Donors

Custom Question

Choose your image

You can upload .png, .jpeg, .jpg, or .gif files.



Milestone Label *


\$500

Amount Raised *


\$ 500.00

Badge Type *

Custom



Fundraiser
Larry Manage ▾



f t w s

DONATIONS
Demo Event

\$1,525 Raised of \$250



\$0

\$250

Demo Fundraiser Page

Demo Fundraiser Page

Recognitions



View All
Recognitions



DASHBOARD
LOCATION

Fundraisers



Individual Fundraisers



Fundraiser Rewards



DASHBOARD
LOCATION

Fundraisers



Team Fundraisers



Team Fundraiser Milestones



COMMUNICATION THANK, INSPIRE, & UPDATE

"The single biggest problem in communication is the illusion that it has taken place." – George Bernard Shaw

Email Communication

- Your Event and Your Fundraisers
- Your Event and Your Donors
- Your Fundraisers and Their Donors

Each one is an opportunity to recruit, motivate, and build relationships!



General Notifications

- ❖ Customize and tailor your communications to fit your needs.
- ❖ Vary messages for team members and captains.
- ❖ Send notifications to email addresses that may not be Race Directors.

NOTIFICATION	DESCRIPTION	USER	DIRECTOR
Fundraiser Created (race_user_fundraiser_created)	An E-mail will be sent when a new fundraiser is created.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Fundraiser Team Brought Back (race_user_fundraiser_brought_back)	An E-mail will be sent when a fundraiser team is brought back.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Team Fundraiser Created (race_user_fundraising_team_created)	An E-mail will be sent when a new team fundraiser is created.	<input type="checkbox"/>	<input type="checkbox"/>
Fundraiser Deleted (race_user_fundraiser_deleted)	An E-mail will be sent when a fundraiser is deleted.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
New User Fundraiser Added to Team Fundraiser (race_user_added_to_fundraising_team)	An E-mail will be sent to a team fundraisers captain when a user fundraiser is added to the team.	<input type="checkbox"/>	<input type="checkbox"/>
Donation to Fundraiser (race_user_fundraiser_donation_made)	An E-mail will be sent when there is a new race donation to a fundraiser.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Donation to Fundraiser Cancelled (race_user_fundraiser_donation_refunded)	An E-mail will be sent when a new race donation to a fundraiser was cleared within 15 minutes.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Fundraiser Goal Reached (race_user_fundraiser_goal_reached)	An E-mail will be sent when a fundraiser meets it's goal. ★	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Fundraiser Minimum Reminder (fundraiser_minimum_reminder)	This is the E-mail that goes out to participants reminding them of their fundraiser minimums.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Fundraiser Minimum Auto-Pay Completed (fundraiser_minimum_auto_pay_success)	An E-mail will be sent when you auto-charge fundraisers that don't meet their minimum donation amount and the payment completes successfully.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Fundraiser Minimum Auto-Pay Failed (fundraiser_minimum_auto_pay_fail)	An E-mail will be sent when you auto-charge fundraisers that don't meet their minimum donation amount and the payment failed.	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Automated Emails

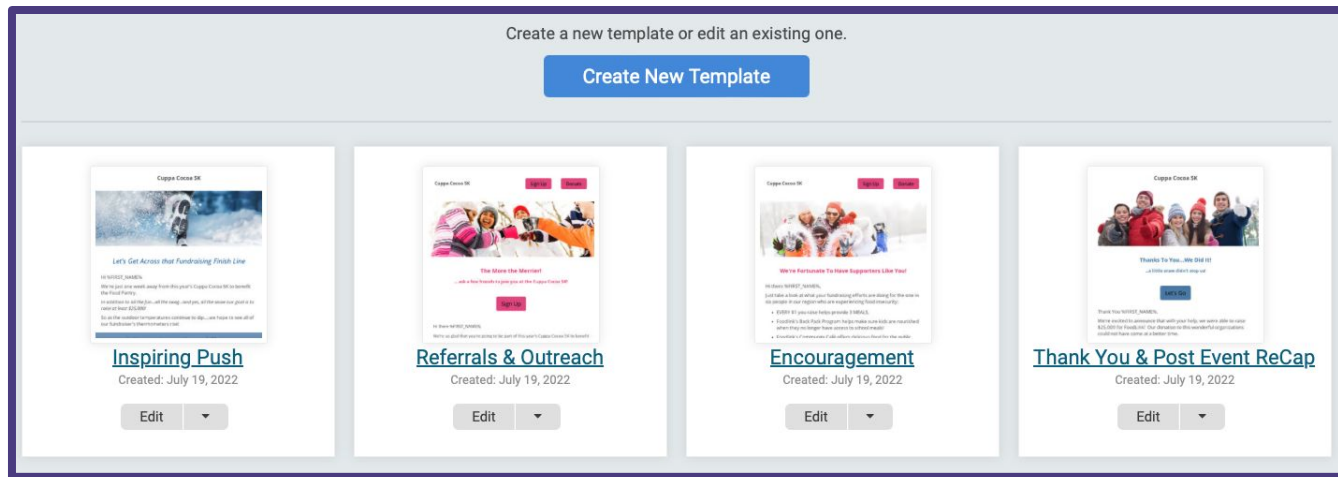
Registration Follow Up

Enable follow up emails to promote and support FUNDRAISING (and your Fundraisers!)

- ❖ **THANK THEM**
- ❖ Prompt customizing page(s) to tell their personal story
- ❖ Share tips & tricks for success
- ❖ Send customizable content & updates



Email Marketing V2 Get Creative!



- ❖ Emphasize Your Brand with System Templates
- ❖ Customize our Pre-Built Templates
- ❖ Design and Schedule a Series of Emails
- ❖ Sustain Communication



*Wait, There's So **Much More...***

- ❖ Team Settings
- ❖ Fundraising Minimums
- ❖ Reporting
- ❖ Your RunSignup Team of Pros
- ❖ Blogs, Webinars, Video Library



Thank You For Joining Us Today

*For more information,
visit us online at: givesignup.org*

