

CrowdChange How-To-Guide

How to Start Your Philanthropy Event

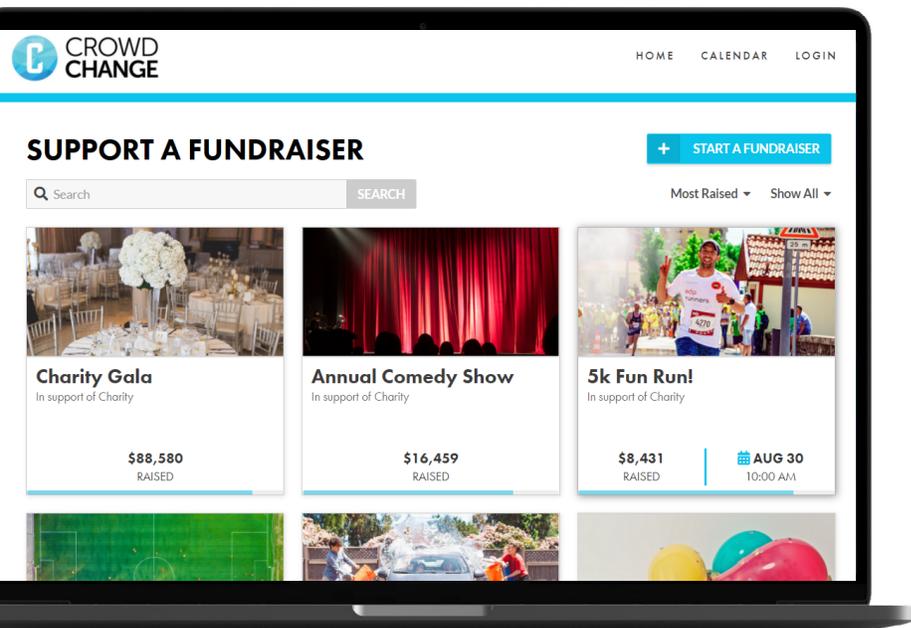
Donations, tickets, and more



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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!

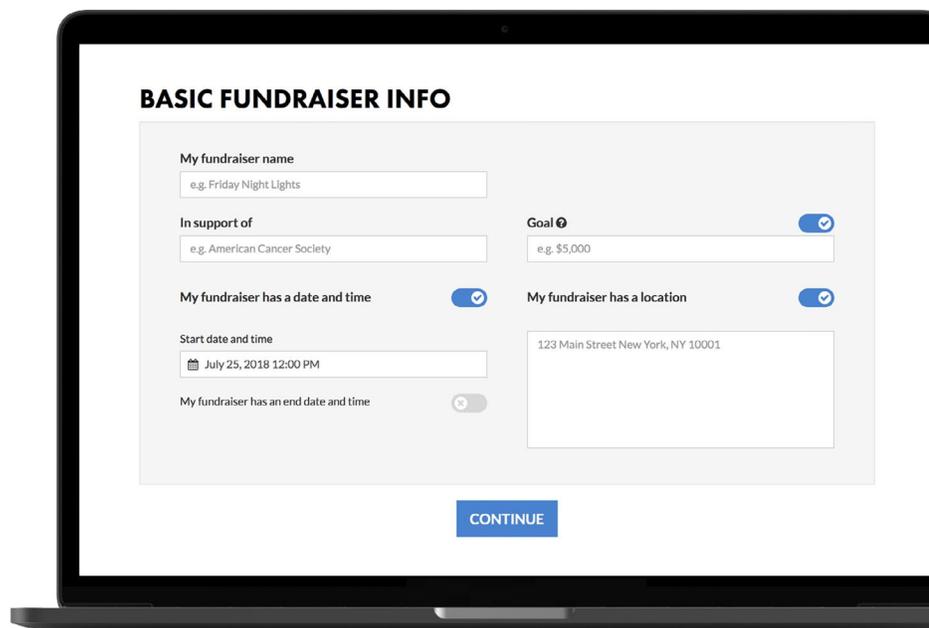


Step 1: Get Started

Go to kkgalumnae.crowdchange.co and click the “Start a Fundraiser” button!

Step 2: Basic Fundraiser Info

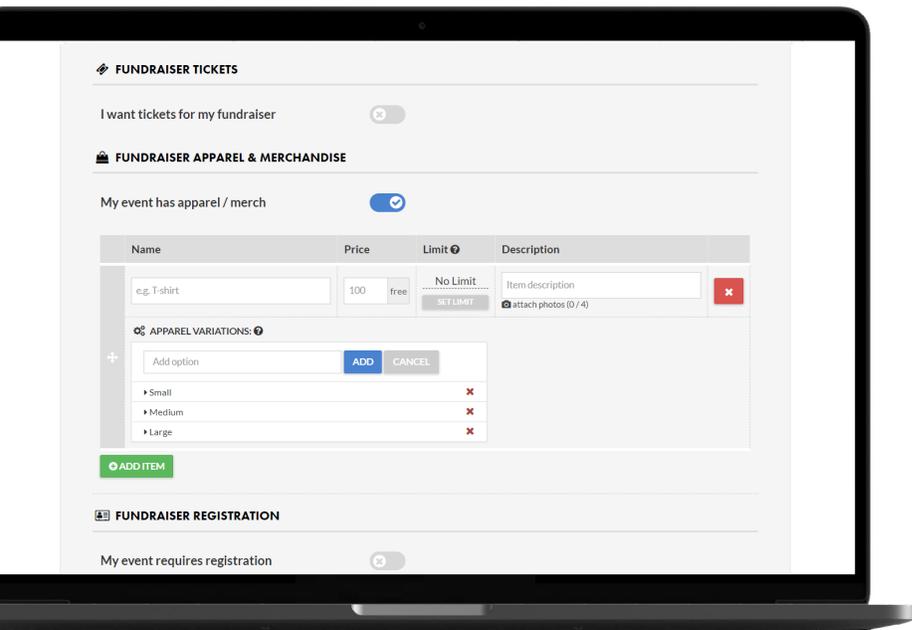
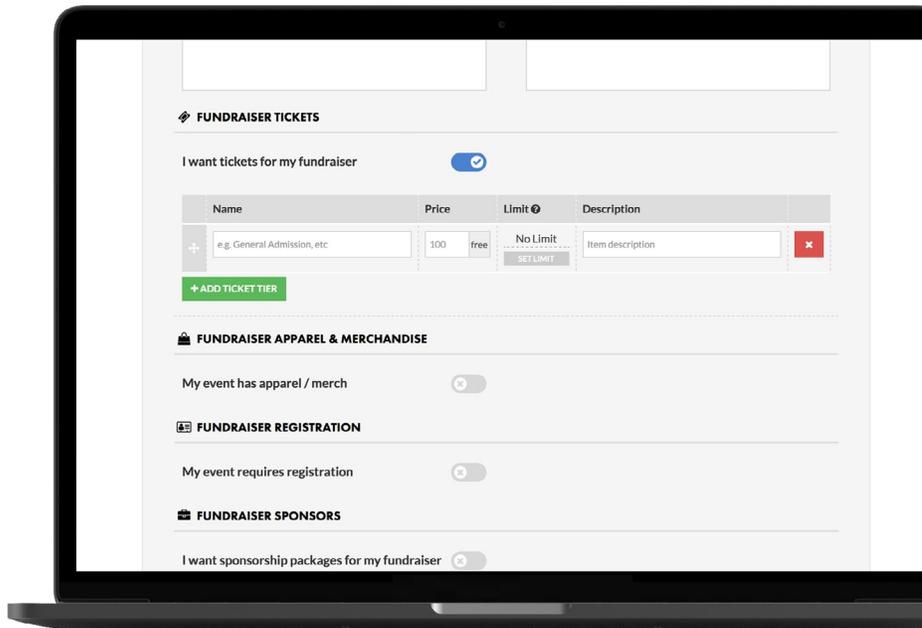
Page one is where you fill in the basic information about your philanthropy event. If you would like the amount raised to remain a secret, simply toggle off the fundraising goal. If your fundraiser does not have a time, date or location, leave these features toggled off.



Step 3: Customize

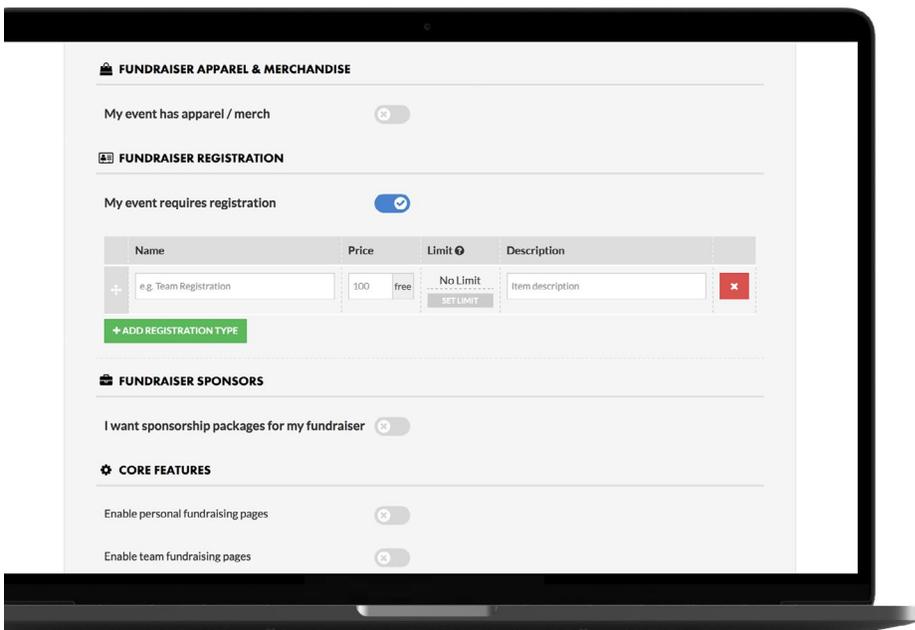
Tickets:

Turn on “I want tickets for my fundraiser” to enable tickets, then fill in your ticket tiers. 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.



Fundraiser 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 variations" located below 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.

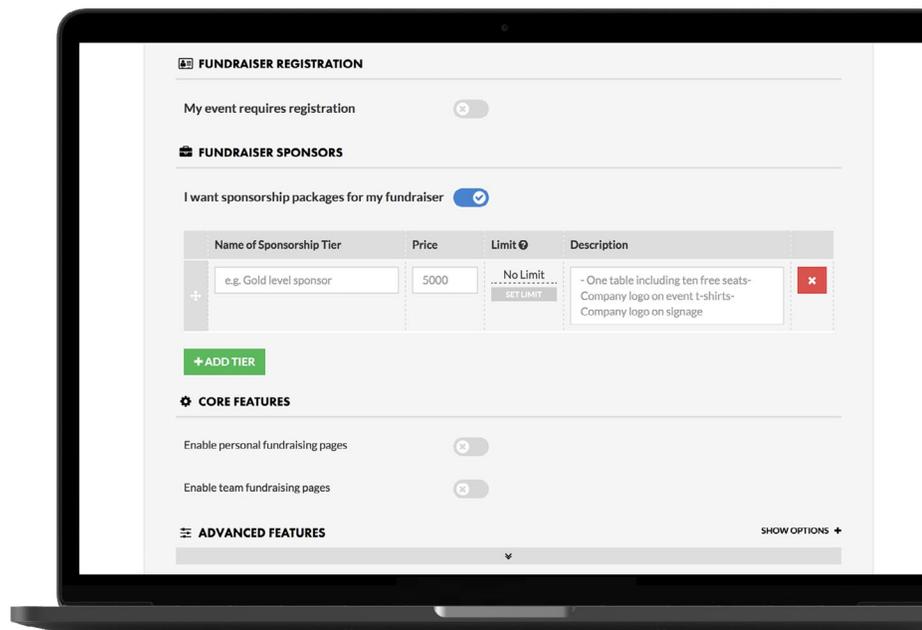


Fundraiser Registration:

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.

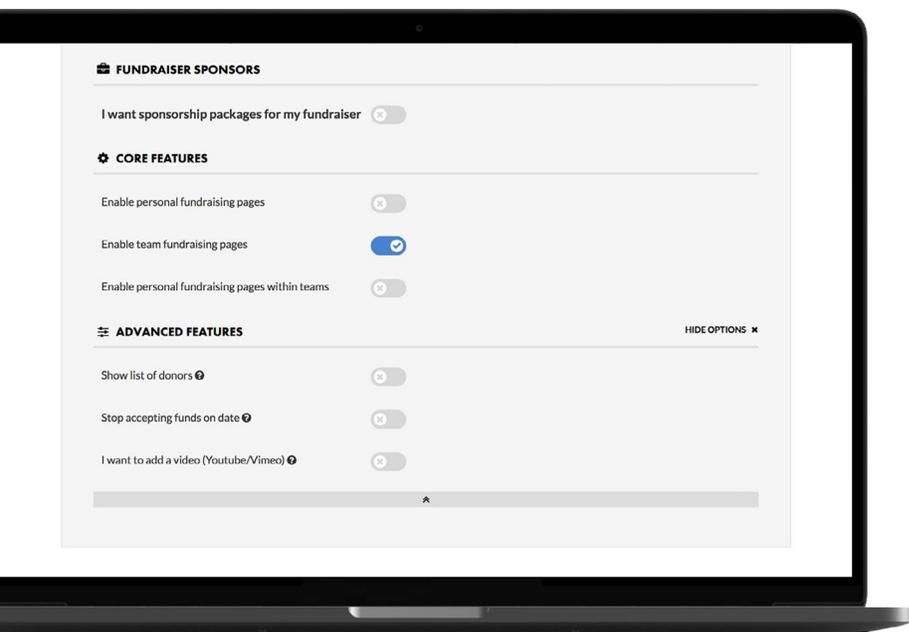
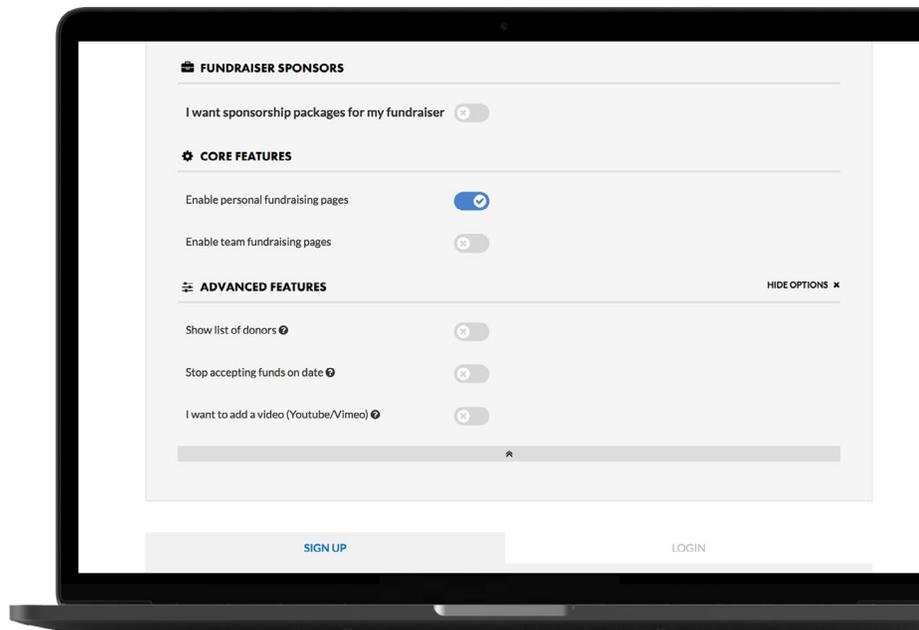
Fundraiser Sponsors:

Chapters can engage companies through our sponsorship feature. Create as many different sponsorship tiers as you wish to offer, and companies can go to your CrowdChange page and purchase a sponsorship package online by credit card. Common sponsorship tiers include offering the naming rights for the event, including company logos on apparel and incorporating company logos on event signage.



Personal Fundraising Pages:

This is arguably the best feature for increasing funds raised. It allows everyone in your chapter to create a personal fundraising page that is part of your broader fundraising page. Turn on the toggle button for “Enable Personal Fundraising Pages” to enable this.



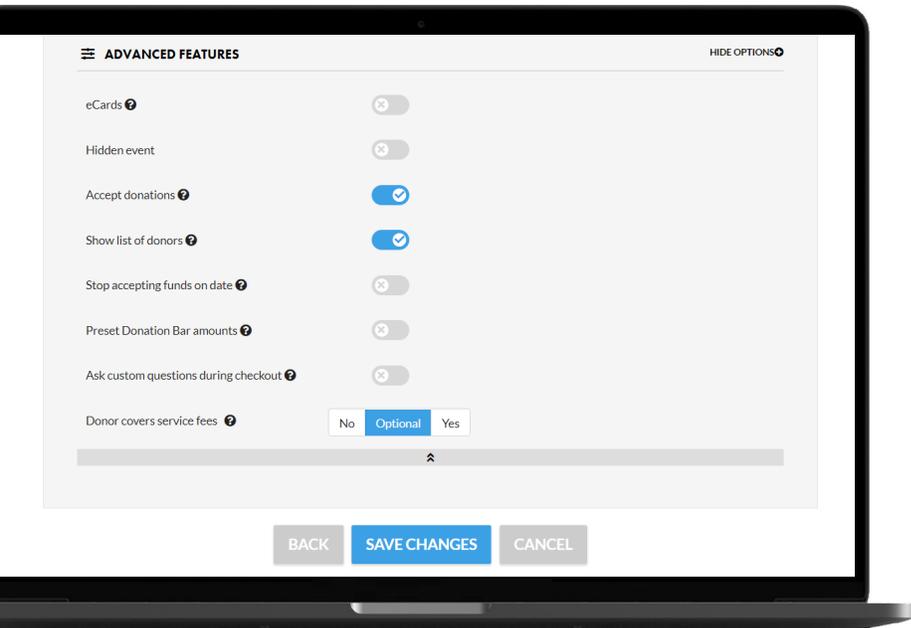
Team Fundraising Pages:

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

Tips & Tricks

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

We encourage you to get everyone in your chapter to create a personal page on your fundraiser and send it to five people. People can share this personal page with family and friends as a way to receive additional donations.

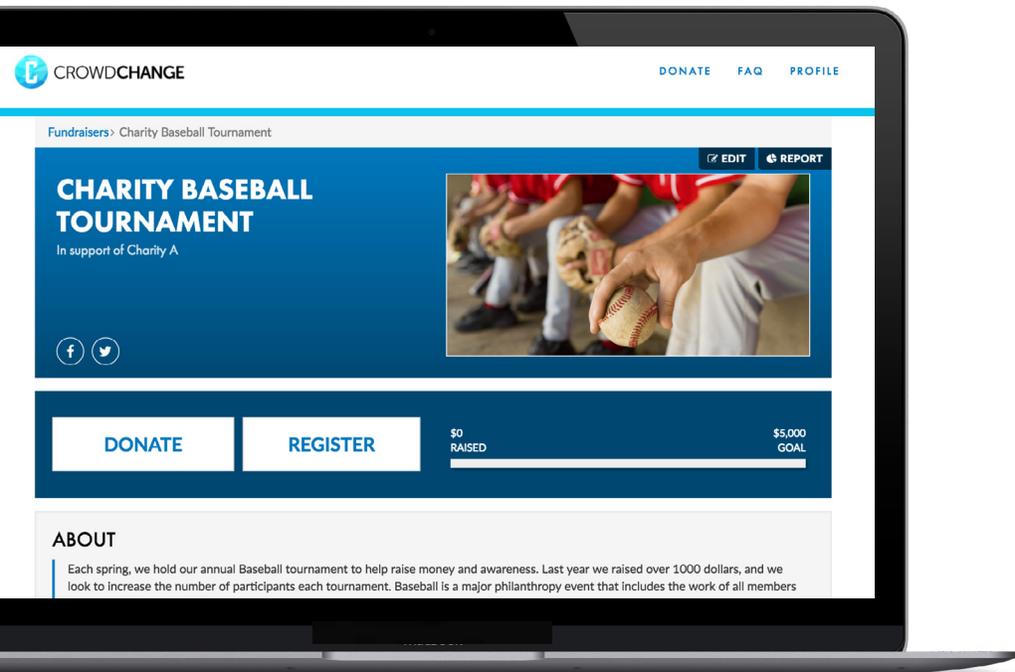


Advanced Features:

Here you can choose to show the donor list, stop accepting donations on a certain date, add promo codes, and more. You can also ask donors custom questions during checkout.

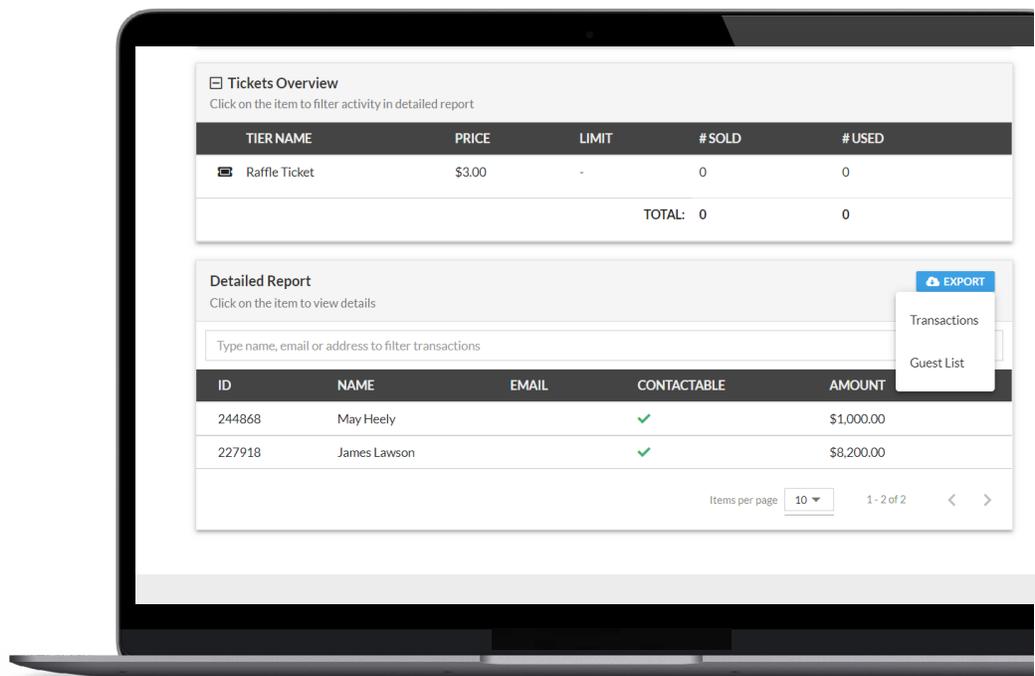
To help you raise even more money, we have a feature where you can make it mandatory or optional for donors to cover transaction fees.

Once you've started: Reporting and Guest Lists



Access your report: Once you have created a fundraiser, you can click on the “Report” button to view fundraiser information, including a breakdown of ticket sales, apparel, donations, and more.

Guest List: If you are selling tickets, apparel or have registration for your event, you can export a Guest List from the Detailed Report section and CrowdChange will email you a full guest list with the names of everyone that supported your event.



Have a Great Fundraiser!