

Event Campaigns

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## 1. General Overview

An Event campaign page is a branded ticket sales page. Some common example of events that you might sell tickets to include an annual gala, luncheon, golf tournament).

Event pages are quick and simple to create. If you have all your page assets ready, you can have your page up and running in less than 10 minutes!

## 2. Getting Started

To start a new Event campaign page, log in to your fundraising pages account as an admin. Your admin login page URL is unique to your organization and should look something like:

[https://your-organizations-name.networkforgood.com/admins/sign\\_in](https://your-organizations-name.networkforgood.com/admins/sign_in)

(If you don't know your organization's Giving Site URL, look for an email with the subject "Account Setup Complete" from the time of your first visit to your account or check in with us at [help@networkforgood.com](mailto:help@networkforgood.com) or 888-284-7978, option 2).

Once you're logged in, navigate to your My Campaigns page. Select the turquoise button Add an Event Campaign.

This will take you to the event setup form. We recommend filling out only the required fields (\*) at first, then clicking Save to establish your campaign. You will not be able to add ticket types until the campaign has been created.

Required fields\*:

### Event Name

Your Event name should be descriptive. For reporting purposes, it should be distinct from any other Event. Some examples: 2016 Annual Gala, Bowl-a-thon 2015, 2016 Fall Luncheon.

### Status

If you are ready for your Event page to go live, select Active. Otherwise, select Inactive. (Keep in mind, no one will see your page until you share the link. You'll also need your Event to be Active in order to view the ticket types.)

### Starts at and Ends at

Enter the start and end date/times of your event. This information will be displayed on your Event page.

### Brief description of your event

Use this space to concisely convey what your event is all about. Keep this short and to the point. You can provide additional details about your event in another section.

### Event address

Enter the physical location of your event. This will be displayed on the Event page and in the optional automated event email sent to all attendees after they complete their order.

Click Save & Exit to create the campaign. From the Event Overview page you can review the details of your Event or click Edit to continue updating your campaign. Now you'll want to go back to the following unrequired fields:

## Image and video

The all-important visuals of your page!

Use an image that is approximately 1200x600 pixels. Event pages are responsive, so your image will appear slightly differently depending on the screen size. Try previewing your page on several devices.

A video is a great way to compel donors to purchase tickets and/or make a donation. Use a video hosted on YouTube or Vimeo (if you only have a video file on your computer, upload it to YouTube or Vimeo first, then paste the link into the appropriate field).

## Primary call to action

This is the heading directly above the ticket form. It will appear center-aligned, in your site's call-to-action color unless the color is too dark, in which case it will appear in white. (You may find a primary call to action is redundant on an Event page.)

## Additional event details

This section is where you can elaborate on why your audience should purchase a ticket, what attending the event will be like, the impact your guests' attendance and/or contribution will have on your mission, or other pertinent information about your organization or the event. Use this area to show off all the wonderful benefits of attending your event! Remember, though, to keep it succinct. You do not want to distract donors with too much "fine print" or links out to other webpages.

The screenshot shows a web page for an event titled "Help Us Save Puppies" on September 30 from 5:00 PM to 9:30 PM. The page features a green header with the event title and date. Below the header is a paragraph of text explaining the event's purpose: to help save stray puppies by raising money for a new shelter wing. The main content area has a background image of a brown puppy and a dark overlay with a ticket purchase form. The form includes three ticket options: General Admission (\$25.00), Silver Admission (\$50.00), and Gold Admission (\$100.00). Each option has a "Ticket Quantity" input field and a "Purchase" button at the bottom.

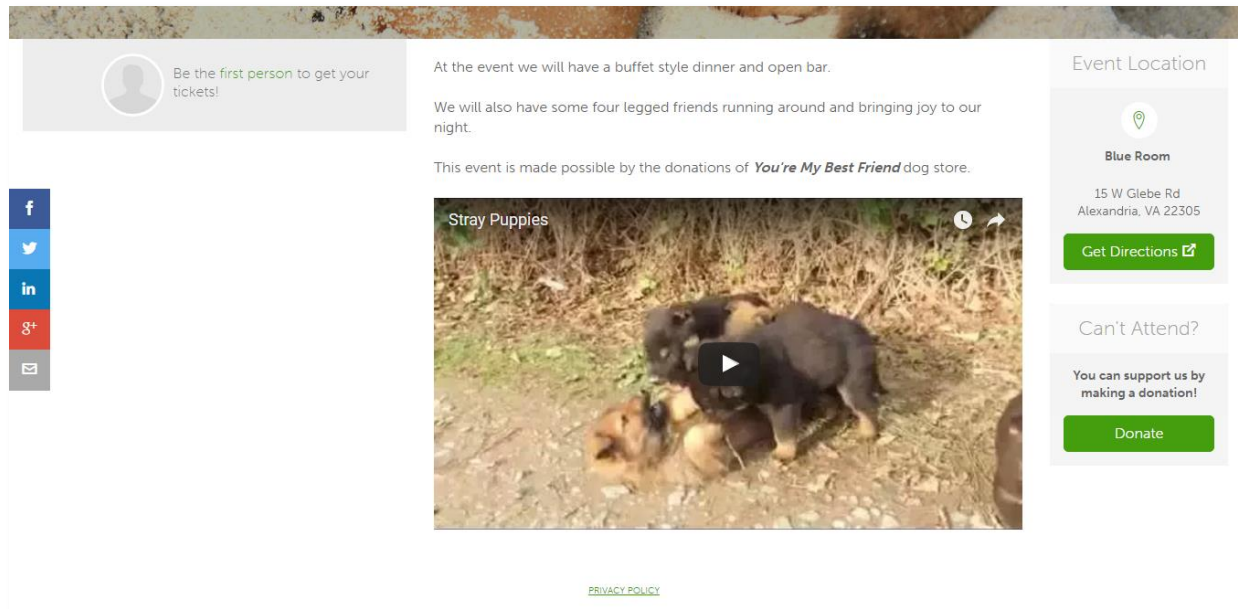
**Help Us Save Puppies**  
SEPTEMBER 30 @ 5:00PM – 9:30PM

Please come and join us a dog lover in our community and help us save stray puppies in our neighborhood. Far too many stray dogs are being put down due to insufficient space in shelters. This event is dedicated to help raise money and awareness for our local shelter. We are hoping to raise \$100,000 to build a new shelter wing to the existing shelter that will add space for another 35 dogs.

**Join us in saving stray puppies in our neighborhood**

23 tickets left	<b>General Admission</b> Food, drinks and fun with puppies	<input type="text" value="Ticket Quantity"/>	\$25.00
10 tickets left	<b>Silver Admission</b> Food, Drinks and a reserved seat	<input type="text" value="Ticket Quantity"/>	\$50.00
5 tickets left	<b>Gold Admission</b> Food, Drinks, seated dinner and a mention in the program	<input type="text" value="Ticket Quantity"/>	\$100.00

**Purchase**



## Ticket types

Now for the main event (pun intended)!

Adding ticket types is very simple. Once you have created your Event page, navigate to the Event Overview page. Click "Add Ticket Type."


A window will appear. Give your ticket type a name (e.g. General Admission, VIP, Early bird special), a description for that ticket type, and the price of the ticket.

You will also have the option of including a fair market value for each ticket. This is important if your guests intend to write off the donated portion of the ticket price on their taxes. In their tax receipts, the tax-deductible portion will be indicated as the difference between the ticket price and the ticket's fair market value.

Limit the total number of tickets available for sale for each ticket type by entering a value in the ticket quantity field. When you do this, the number of tickets available at any given time is displayed on the page interface. When there are no tickets left, the ticket type will be displayed as "sold out" and users will not be able to purchase them.

Lastly, you can set dates when certain ticket types become available for purchase and when their sale ends. This is a great way to set up your early bird specials.

## Deleting ticket types



Ticket types cannot strictly be deleted. To hide a ticket from the interface and prevent anyone from being able to purchase it, you can set the availability dates to a date range in the past. Alternatively, you can convert the ticket type into some other ticket type.

# Add Ticket Types To Your Event

## Basic Event

STARTS: NOVEMBER 30 @ 10:21AM ENDS: DECEMBER 28 @ 10:21AM

### \* Ticket Type Name

General Admission

### Ticket Type Description

Includes entry to the event, one drink, and a souvenir

*What are the unique attributes of this ticket? Say it in 15 words or less.*

You have 5 words left.

### \* Price

\$ 50

## Optional Settings

### Fair market value

\$ 20

### Total Tickets Available

500

*Once you've sold this many tickets, they are listed as 'sold out'*

### Ticket Availability Begins

Sep. 23, 2016

### Ticket Availability Ends

Oct. 20, 2016

*Are you offering a special offer like an "early bird special?" Set dates to limit their availability.*

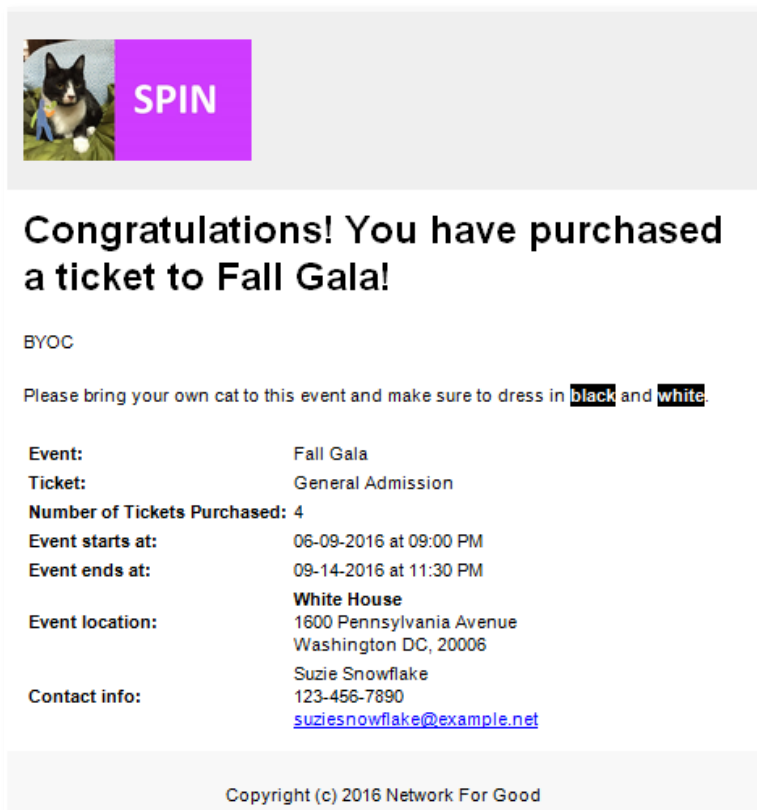
Create Ticket type

## Contact information

Include a way for event attendees to reach out with questions about the event by assigning a contact person and sharing their information with event attendees. This information is not visible on your Event campaign page, but it will be included in the automated follow-up email you can optionally configure in the next section.

## Event email body

This field allows you to set up and customize an email message that every ticket purchaser receives after their transaction is complete. This is a good place to say thank you, solicit more information from the guest, or include more details about the event. The email will not be sent if you leave this field blank. Your email will look something like this:



## 3. Editing & Previewing a Campaign Page

To edit an Event page, from your My Campaigns page, click the name of your event on the top of the campaign "tile". This will take you to the campaign's Event Overview page.

From the Event Overview page, click any of the Edit buttons you see on the page to edit any part of your campaign. When you are done editing your page, click Save & Exit to save and publish your changes.

If you want to preview your Event page as a donor would see it or if you want to find the URL to the page, from the Event Overview page, click the name of the campaign. A preview of your page will appear in another tab or window.

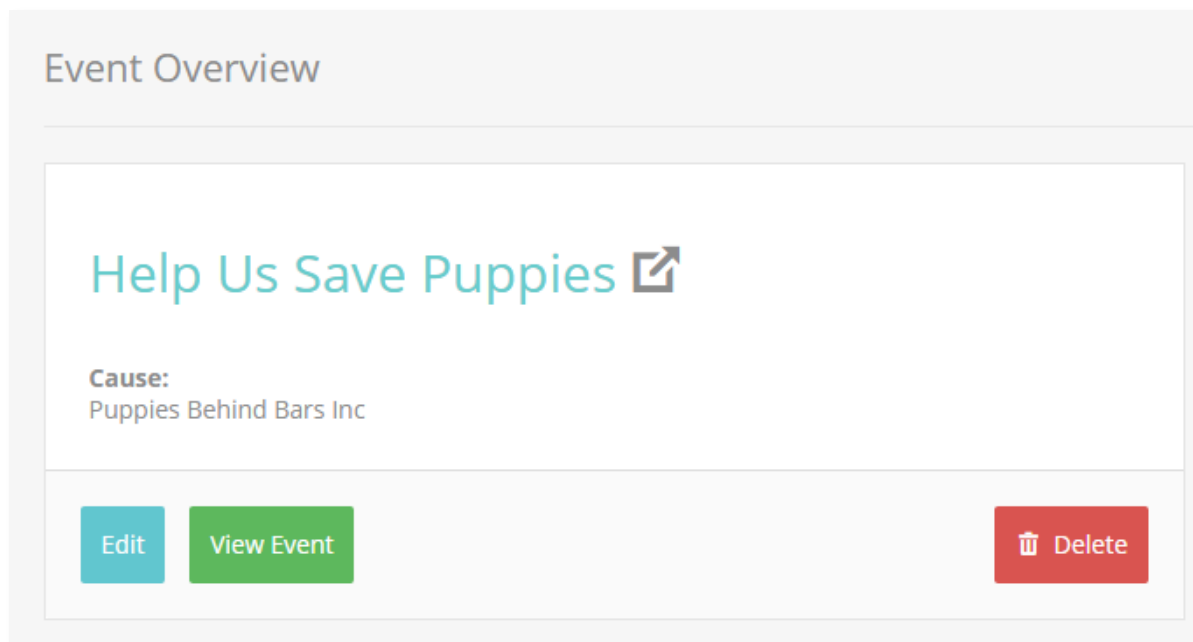
#### 4. Collecting Additional Information

Oftentimes, you want to collect more information from event attendees. If you need to solicit additional information from those who purchase a ticket, we recommend asking for a reply to the automated follow-up email (see section Event email body). You might even consider creating a form that you can link to in the follow-up email. Use a form-building service or the Forms feature in Network for Good's Donor Management system if that is part of your suite of services.

#### 5. Sharing a Campaign Page

Once you've completed your Event page, sharing it is simple. You just need to know the web address or URL to your page.

To get the URL you need to preview the campaign page. From My Campaigns page, click View Event. From the Event Overview page, click the name of the campaign. A preview will appear in another tab or window. The public URL to your Event campaign page that you want to share is the URL you see in the web browser address bar when previewing the page.



Example:

<https://your-organizations-name.networkforgood.com/projects/12345-campaign-name>

(The only meaningful part of the URL is the portion up to and including the 5-digit ID number. If you deleted the rest, it would still take the user to your page.)



Embed the URL in a button or text on your website or in an email invite.

## 6. The Payment Process

Once you've set up your page, we recommend going through the payment process as a ticket purchaser to understand their experience.

The payment process is three short steps:

1. The user enters the number of ticket(s) they wish to purchase for each ticket type in the quantity fields.
2. After the user clicks "Purchase", the user is directed to a page where they enter their first and last name and email address or log in via Facebook.
3. Next, the user inputs their payment information and billing address. They will also have the option to cover the 3% transaction fee.

The screenshot shows a payment interface for a campaign titled "Help Us Save Puppies General Admission at \$25". The quantity is set to 1, and the ticket price is \$25. A green toggle switch is turned on, indicating the user wants to cover the 3% transaction fee, which adds \$0.75 to the total. The total amount to be paid is \$25.75. Below the total, there is a section for "Please Acknowledge Me As:" with a text input field containing "juan garcia". A note indicates that the name should be updated with a prefix, suffix, or other preferences if desired. The "Payment Information:" section shows logos for VISA, American Express, and Mastercard. It includes a text input field for the "Full Name as It Appears on the Card" (containing "juan garcia") and a field for the "Card Number".

**OPTIONAL:** if you've enabled donations for the campaign, the user will have the option of adding a donation on top of their ticket purchase. Adjust this setting on the Events Overview page.

After the user completes their transaction, they see a confirmation message. A tax receipt and confirmation email is automatically sent to the ticket purchaser with all the pertinent information about their tax-deductible donation. You can resend these receipts from your account if necessary. The ticket

purchaser also receives the automated event email, if you chose to configure one (see Event email body).

## 7. Reports

To view a detailed report on ticket sales made to your Event campaign, select Reports from the main menu and look for the Event Transaction Summary. To view donations to your Event campaign, view the Donation Summary Report.

By default, the date range will be the current calendar month. To view donations from previous dates, adjust the date range fields and click Generate Report. Export the report you are viewing by clicking Export in the top-right corner of the page. Jump straight to the overview page for a donor by selecting their name in the column Billing Name.

Keep in mind, refunded donations will not appear in your reports.

EVENT TRANSACTION SUMMARY
Export Report ▾

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**FILTER YOUR REPORT**

Begin Date:  End Date:  Donor Last Name:  Event:

Generate Report

SELECTED FILTERS: Event: 10th Annual YMCA Caring for Families Gala ✕

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Show  entries Search:

Transaction Date	Order number	First name	Last name	Email	Phone number	Name of Event	Ticket quantity	Donations total amount	Tickets total amount	Total Amount	Amount you receive	Fair market value	Street1	Street2	City	State	Zip
2/2/2016 1:46PM	712FOC57-687C-4331	█	█	█@gmail.com	█	10th Annual YMCA Caring for Families Gala	2		\$150.00	\$150.00	\$150.00	\$50.00	█		Lebanon	Ohio	45036
2/8/2016 12:45AM	D246A9C2-7CFC-4DA2	█	█	█@yahoo.com	█	10th Annual YMCA Caring for Families Gala	2		\$150.00	\$150.00	\$145.50	\$50.00	█		Lebanon	Ohio	45036

## Appendix A: Other Resources

[2 Questions You Must Ask Before Planning Your Next Event](#)

[7 Steps to Turning Event Attendees Into Donors](#)

[Get More Out of Your Fundraising Events](#)

[How to Inspire More Donations at Your Next Fundraising Event](#)