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Share in the chat your name, location, and cause or organization, (and the weather in your area)!



Event Ambassador Fundraising:

Turning Influence into Revenue Impact

Steve Lausch
Director of
Product Marketing



Joe Duca
VP of Product
Strategy



Layla Cline
Manager of
Relationship Events,
Alzheimer's Association
of Coastal Georgia



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- ✓ Visit [OneCause.com/Resources](https://www.onecause.com/Resources) for on-demand webinars.
- ✓ Add comment or send emojis in the Chat.
- ✓ Add questions in the Q+A module.
- ✓ Help share on social!

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Your Chance to WIN an Amazon Gift Card**



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Event Ambassador Fundraising:

Turning Influence into Revenue Impact

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Director of
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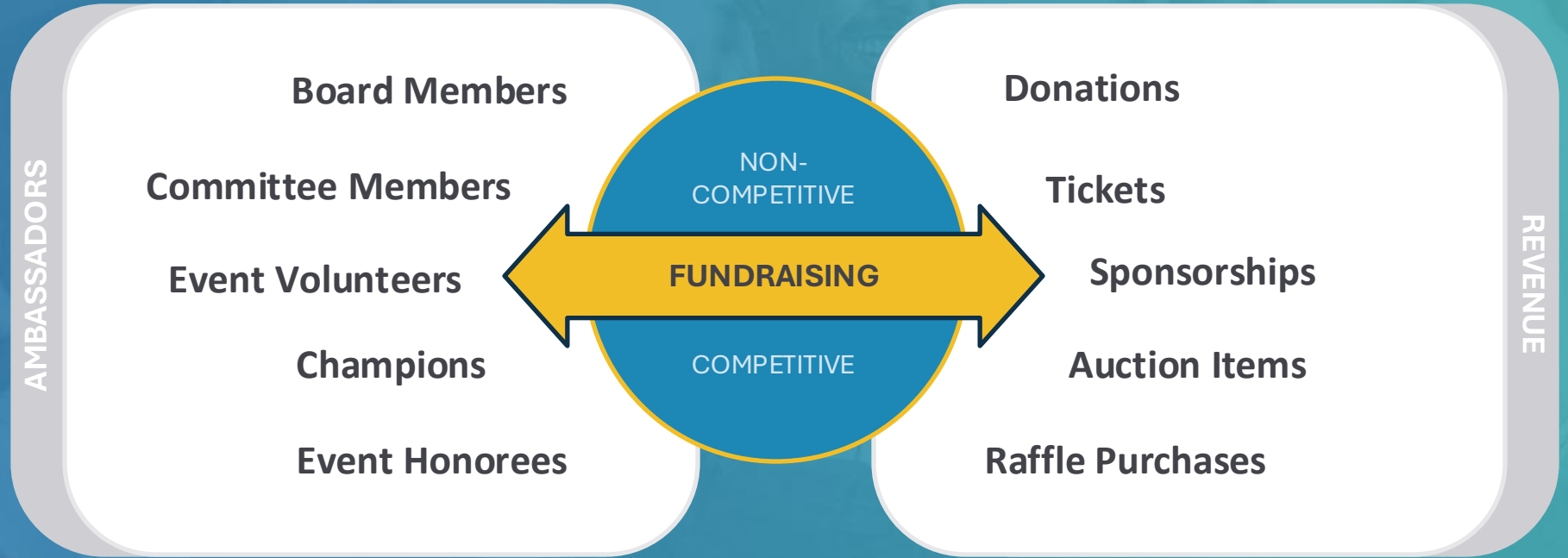
Joe Duca
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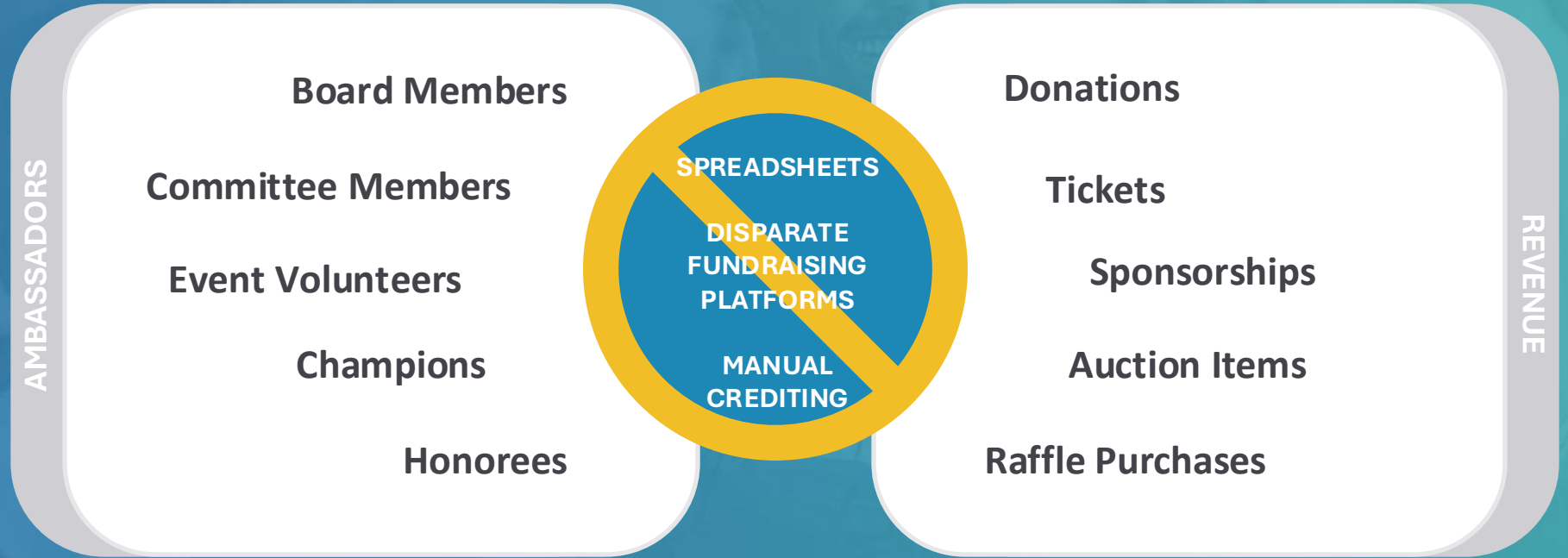
Layla Cline
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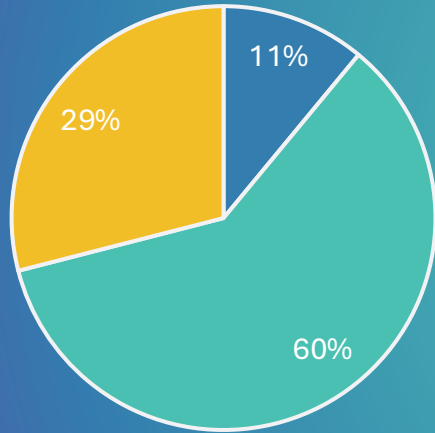
EVENT AMBASSADOR FUNDRAISING



EVENT AMBASSADOR FUNDRAISING

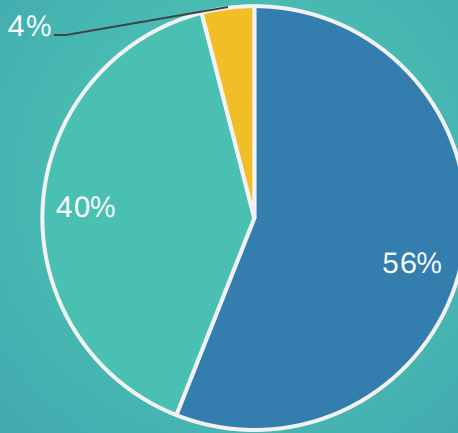


How effective are you at leveraging your supporters to fundraise on your behalf?
(Select one)



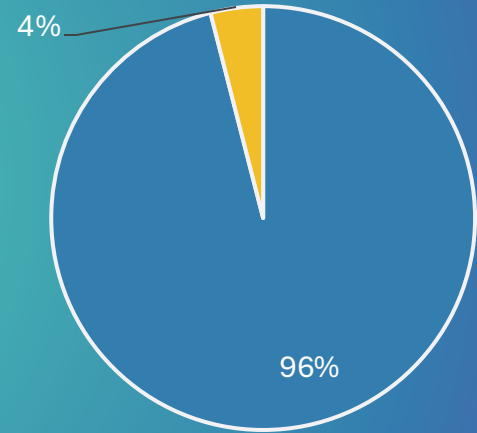
- Very Effective
- Somewhat Effective
- Not Effective At All

How important is it that your organization leverages its supporters more effectively?
(Select one)



- Very Important
- Somewhat Important
- Not Important At All

Do you believe there is an opportunity to raise more by leveraging these supporters?
(Select one)

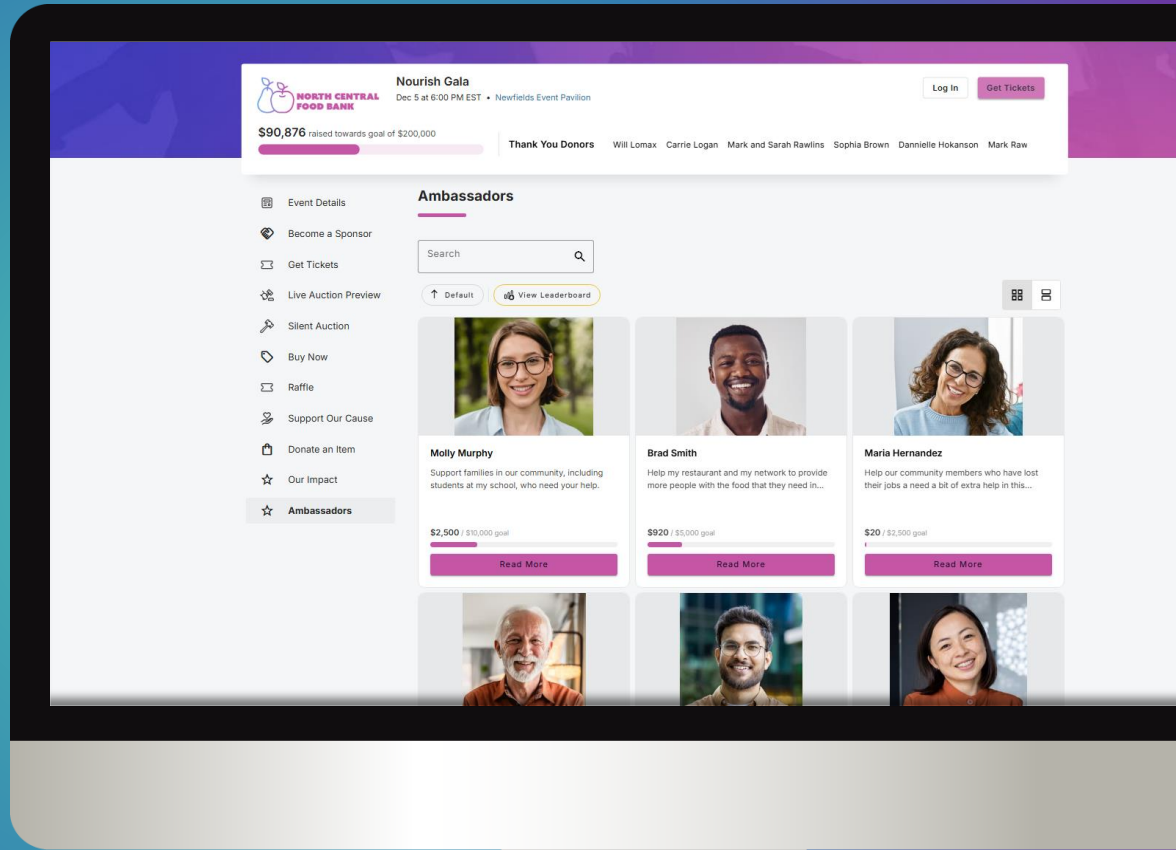


- Yes
- No

INTRODUCING

EVENT AMBASSADOR FUNDRAISING

AVAILABLE NOW
ON THE ONECAUSE
FUNDRAISING PLATFORM®



Let's take a look ...

Your Event Site Now Includes “Ambassadors”



Leader of the Pack Annual Dinner
May 14 at 8:00 AM EDT

My Account Cart

Story

- Donate
- Pet Tickets
- Admission Price
- Become a Sponsor
- Pack Leaders
- Registration
- Menu

LEADER OF THE PACK ANNUAL DINNER

Donate Today

Donate

Thank you Sponsors


- Palmetto
- Britt
- Corolla
- EZ Clean
- Yuletice

- Get Tickets
- Become a Sponsor
- Pack Leaders
- Silent Auction
- Raffle
- Donate an Item

Join us for an unforgettable evening at the Springfield Animal Shelter annual Leader of the Pack Gala! This exciting event will bring together the community in a spirited competition among local fundraisers dedicated to supporting our mission of providing medical and adoption services to all animals. Guests will enjoy a delightful night filled with delicious food, live entertainment, and the thrill of a silent auction featuring exclusive items and experiences. Additionally, attendees can participate in our exciting raffle for a chance to win fabulous prizes!



Ambassadors Can Be Invited to Manage Their Own Page



Springfield Animal Shelter

Hey Annie,

You've been added as an ambassador for Hope Charity Palm Springs. Sign in now to customize your event page and start fundraising! With just a few clicks, you can personalize your page, share your unique story, and connect with your supporters.

After your page is ready to go, you can share it with others using this link: [dev.onecau.se/_4ybs4n1](https://dev.onecause.se/_4ybs4n1)

To get started, simply click the link below:

[Manage Your Page Here](#)

Leader of the Pack Gala ✉

May 14, 2026, at 6:00 pm

Ambassadors Can Edit Their Page

The screenshot shows a public page for an ambassador named Annie. At the top, there are buttons for 'Publish My Page', 'Donor Activity', 'Edit', and 'Share'. The 'Edit' button is highlighted with a yellow box and an arrow pointing to the 'Edit Your Page' modal. The page content includes a profile photo of Annie with a dog, a fundraising goal of \$25,000, a 'Donate Today' button, and a 'Personal Message' section. Below the message is a 'Why I Support SAS' section with text and a photo of two cats.

The 'Edit Your Page' modal is shown on the right. It contains the same profile photo, fundraising goal, and message as the public page. A yellow callout bubble points to the profile photo with the text 'Add a photo to appear on her page'. Another callout bubble points to the fundraising goal with the text 'Set a goal to see a thermometer'. A third callout bubble points to the 'Personal Message' section with the text 'Summarize why she's involved'. A fourth callout bubble points to the 'Why I Support SAS' section with the text 'Tell her story (with photos)'. At the bottom right of the modal are 'Cancel' and 'Save' buttons.

Set a goal to see a thermometer

Add a photo to appear on her page

Summarize why she's involved

Tell her story (with photos)

Ambassadors Can See and Thank Donors

Your page is hidden from the public. You're viewing as an admin.

Publish My Page Donor Activity Edit Share


Leader of the Pack Gala

May 14 at 8:00 AM EDT

My Account Cart

Story

← Back to List



Annie Ambassador

All of my furry family has come from Springfield Animal Shelter, thank you for all of the love you have given us!


Ways You Can Help Joe

Get Tickets Donate an Item View Sponsors... Silent Auction Raffle

Why I Support SAS

I support the Springfield Animal Shelter because it's a place that has directly changed my life for the better. The care, compassion, and dedication the staff show to every animal is remarkable—they go above and beyond to ensure each pet is healthy, safe, and truly ready for their fur-ever home. Their commitment to rescue, rehabilitation, and responsible adoption creates real, lasting impact in our community, and I'm proud to stand behind an organization that works so tirelessly for animals who can't speak for themselves.

My support is also deeply personal: Springfield Animal Shelter is where I adopted my dog Rosie and both of my cats Zoe & Zeus. Each one has brought joy, love, and companionship into my life, and I'm forever grateful to the shelter for giving them a second chance and giving me the opportunity to bring them home. Knowing the difference they've made for my family motivates me to champion their mission and help ensure they can continue connecting people with pets who need them.



Donor Activity

Search...

Newest Add Filter +

DEC 8, 2025

Sue Tracey Donation	\$1,000	>
Sue Tracey Ticket Purchase x2	\$500	>
Amara Aquilla Raffle Entry x15	\$300	>
Amanda Sefton and Kurt Wagner Raffle Entry x5	\$100	>

DEC 7, 2025

Anonymous Donation	\$1,000	>
Always Be Closing Realty Sponsorship	\$10,000	>

MAY 13, 2024

Be a Race Car Driver for a Day x5	\$2,500	>
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Ambassadors Can See and Thank Donors

← Sue Tracey

Thank You Email

Create Thank You

Activity (2)

DEC 8, 2025

- \$1,000 Donation Not Sent
- \$500 Ticket Purchase x2 Not Sent

Send thank yous through the system

← Sue Tracey

Thank You Email

Paragraph B I U Ix ...

Hi {{ .Recipient.FirstName }},

Thank you so much for your contribution to {{ .Shared.OrganizationName }}. It truly means the world to me that you chose to give to an organization that means so much to me.

Knowing that you joined in this effort reminds me how powerful it is when we come together for a cause that matters.

Because of you, many lives will be touched in meaningful ways.

68 words tiny

For tips on using the HTML editor, please [click here](#)

Mark as sent automatically

Send Email

Cancel

Manually marked people who were thanked outside the system

← Sue Tracey

Thank You Email

Create Thank You

Activity (2)

DEC 8, 2025

- \$1,000 Donation Not Sent
- \$500 Ticket Purchase x2 Not Sent

- Not Sent
- Sent
- Won't Send
- Other

Ambassadors can Invite Friends and Family

Your page is hidden from the public. You're viewing as an admin.

Publish My Page **Donor Activity** **Edit** **Share**

Leader of the Pack Gala
May 14 at 8:00 AM EDT

My Account Cart

Story
← Back to List

Donate
Get Tickets
Fixed Price
Become a Sponsor
Pack Leaders
Silent Auction
Raffle
Donate an Item

Annie Ambassador
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Recent Activity

Donation	Sam Guthrie	\$1,000
Donation	Amanda Sefton and Kurt Wagner	\$500
Donation	Sue Tracey	\$1,000
Raffle Entry	x50	\$1,000
Ticket Purchase	x12	\$2,200
Ticket Purchase	x2	\$300
Raffle Entry	x20	\$400
Donation	Anonymous	\$5,000
Item Donation		x1
Raffle Entry	x9	\$180

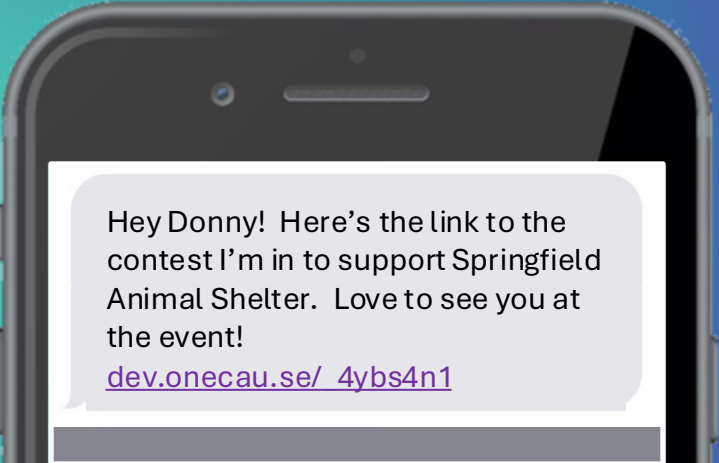
See All

Share Your Page

Your page is visible to the public. Copy the unique link to your page to let others know you're ready to start fundraising.

dev.onecau.se/_4ybs4n1 Copy Link

TIP You can copy & paste this link anywhere



Supporters Support Ambassadors from Their Page

The screenshot shows a fundraising page for "Annie Ambassador" at the Springfield Animal Shelter. The page is titled "Leader of the Pack Annual Dinner" and is scheduled for May 14 at 8:00 AM EDT. The user's account information, including "My Account" and "Cart", is visible in the top right corner. The main content area features a profile picture of Annie, a woman with a dog, and a "My Pack Leader" badge. A sidebar on the left lists various actions: Story, Donate, Get Tickets, Fixed Price, Become a Sponsor, Pack Leaders (highlighted), Silent Auction, Raffle, and Donate an Item. Below the profile picture, there is a section titled "Ways You Can Help Annie" with buttons for Get Tickets, Donate an Item, View Sponsors..., Silent Auction, and Raffle. A "Why I Support SAS" section contains a personal testimonial from Annie. At the bottom, there is a photo of two cats. On the right side, the page shows that \$24,730 has been raised, a "Donate Today" button, and a "Recent Activity" table listing various transactions.

Leader of the Pack Annual Dinner
May 14 at 8:00 AM EDT

My Account Cart

Pack Leader
Annie Ambassador

← Back to List

★ My Pack Leader

Fundraising for
Springfield Animal Shelter

\$24,730 raised

Donate Today

Donate

Recent Activity

Donation	Sam Guthrie	\$1,000
Donation	Amanda Sefton and Kurt Wagner	\$500
Donation	Sue Tracey	\$1,000
Raffle Entry	x50	\$1,000
Ticket Purchase	x12	\$2,200
Ticket Purchase	x2	\$300
Raffle Entry	x20	\$400
Donation	Anonymous	\$5,000
Item Donation		x1
Raffle Entry	x9	\$180

See All

Ways You Can Help Annie

Get Tickets Donate an Item View Sponsors... Silent Auction Raffle

Why I Support SAS

I support the Springfield Animal Shelter because it's a place that has directly changed my life for the better. The care, compassion, and dedication the staff show to every animal is remarkable—they go above and beyond to ensure each pet is healthy, safe, and truly ready for their fur-ever home. Their commitment to rescue, rehabilitation, and responsible adoption creates real, lasting impact in our community, and I'm proud to stand behind an organization that works so tirelessly for animals who can't speak for themselves.

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Story Donate Get Tickets Fixed Price Become a Sponsor Pack Leaders Silent Auction Raffle Donate an Item

Photo of two cats

Ambassador List Page has 2 Views

See all
Ambassadors
on one list

The screenshot shows the 'Pack Leaders' page for the 'Leader of the Pack Annual Dinner' on May 14 at 8:00 AM EDT. The user is logged in as 'Annie Ambassador'. The left sidebar contains navigation options: Story, Donate, Get Tickets, Fixed Price, Become a Sponsor, Pack Leaders (highlighted with a yellow box), Silent Auction, Raffle, and Donate an Item. The main content area has a search bar and a 'View Leaderboard' button. Three leader cards are displayed in a grid:

Name	Amount Raised
Annie Ambassador (My Pack Leader)	\$24,730
Bob Ortiz	\$25,600
Connie Carlson	\$26,728

View the list
as a
Leaderboard

The screenshot shows the 'Pack Leaders' page in 'Leaderboard View'. The 'Showing Leaderboard' button in the top right is highlighted with a yellow box. The leader cards are arranged in a vertical list, ordered by amount raised:

Rank	Name	Amount Raised
1	Connie Carlson	\$26,728
2	Bob Ortiz	\$25,600
3	Gerl Ivers	\$25,500
4	Annie Ambassador (My Pack Leader)	\$24,730
5	H Robert Holmes	-
6	Dave Logan	-

Supporters Can See, Select, Change Ambassadors

If Donnie buys tickets from Annie's page, she gets credit

If he's logged in and buys tickets from anywhere else, it still defaults to Annie, but he can change it

If he has no default Ambassador, he'll be asked to pick one

Get Tickets

My Pack Leader: Annie Ambassador

Select Tickets

General

\$100.00 - 0 +

VIP

\$150.00 - 0 +


[Additional Details](#)

Contact Info

First Name*

Last Name*

Pack Leader






 Annie Ambassador Change

Contact Info

First Name*

Last Name*

Pack Leader

-  Annie Ambassador
-  Bob Ortiz
-  Connie Carlson
-  Dave Logan
-  Ernie Kiefer

Supporters Can See, Select, Change Ambassadors

Donate ✕

\$1,000 \$100

Donate in Support of Pack Leader

Pack Leader

Annie Ambassador

Donate ✕

\$1,000 \$100

Donate in Support of Pack Leader

Pack Leader

Select your Leader of the Pack!

- Annie Ambassador
- Bob Ortiz
- Connie Carlson
- Dave Logan
- Ernie Kiefer

Let's see it in action!

IN HER OWN WORDS ...

“Event Ambassador Fundraising is a game changer! It saves me so much time and eliminates much of the manual work I was doing before. It gives me clear visibility into our ambassadors’ fundraising efforts and makes it easy for supporters to track their own progress.”



Layla Cline

Manager, Relationship Events

**Alzheimer's Association
of Coastal Georgia**



NOT YET

WITH ONECAUSE



NOT YET

ON THE PLATFORM



ALREADY

ON THE PLATFORM



THE ONECAUSE FUNDRAISING PLATFORM

