

Engage more and raise more by making peer-to-peer fundraising social, mobile, and fun.

The Social Engagement and Fundraising Platform for Run-Walk-Ride Events



Improves how registration works for you and your participants



Drives more participation and fundraising



Motivates engagement before, during, and after your event

Customize Registration to Fit Your Event Needs and Increase Self Donations

- Allow individual and/or team participation.
- Include free and/or for-fee registration types.
- Define maximum capacity, registration start and end dates, discount codes, and questions for each registration type.
- Add the option to register additional participants.
- Sell additional items, such as T-Shirts.
- Include a self-donation option.
- Choose to require and enforce a fundraising minimum.



Make It Easy for Participants to Register and Get Started

Our registration wizard makes signing up simple and intuitive.

Participants can pay all fees, including additional registrations, a self-donation and purchase of items in a single transaction.

Once a participant completes registration, their participant page is automatically created with an orientation tour to prompt them to take the next steps.

The image shows two overlapping screenshots of the 'REGISTER FOR ANNUAL AUTISM RIDE/RUN' registration wizard. The top screenshot shows the 'YOUR INFORMATION' step with fields for First Name (Sadie), Last Name (Van), Email Address (sadie.van@gmail.com), Street Address (101 W. Monroe St.), City (Austin), State (TX - Texas), and Zip (78704). A message above the fields says 'First, let's make sure we have all your information correct.' The bottom screenshot shows the 'ADDITIONAL REGISTRATIONS' step with a section for 'Your Registration *' listing 'Sadie Van' with a '42 mile ride (\$50)'. It also includes options for 'T-shirt size?' (N/A), 'Would you like to purchase raffle tickets along with your registration?' (N/A), and 'Would you like to purchase one of the 2015 jerseys (not all sizes available)?' (N/A). There is an 'ADD A REGISTRATION' button at the bottom right.

A screenshot of a registration prompt: 'You are the first person from Team Boris to register. Do you want to start this team again?' with two radio button options: 'Yes, I am getting the team back together.' (selected) and 'Not at this time.'

A screenshot of a 'Your Donation Asks' section. It features a table with the following data:

ALL SOLICITATIONS	
David Smith <dcsaustin@gmail.com> Not yet asked Donated \$60 for a previous event	Ask
Heather Hardy <superheathy@yahoo.com> Not yet asked Donated \$35 for a previous event	Ask
Melanie Chasteen <melanie.chasteen@gmail.com> Not yet asked Donated \$60 for a previous event	Ask
William Richmond <traybilly@gmail.com> Not yet asked Donated \$20 for a previous event	Ask
Elizabeth Mackey <lmackey@susquehannaspca.org> Not yet asked Donated \$20 for a previous event	Ask
Etienne Lepine <lepineorama@gmail.com> Not yet asked Donated \$60 for a previous event	Ask

Recognize Prior Participants to Make Registration and Fundraising Even Easier

Our platform recognizes prior participants based on their login.

Their name, email, and contact information is auto-populated in the registration form.

They are prompted to start or join the team they were on the previous email (or most recent year they participated).

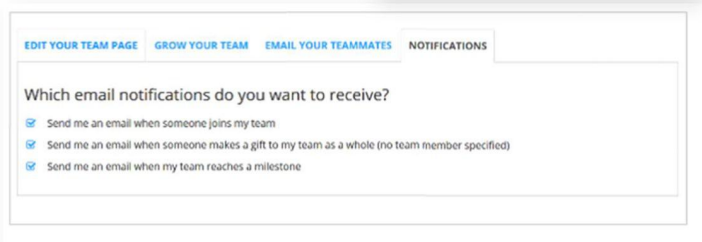
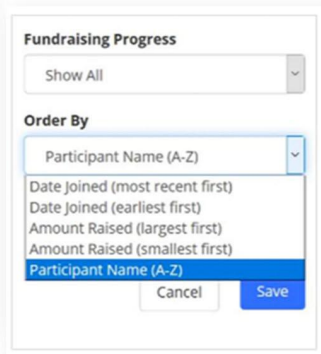
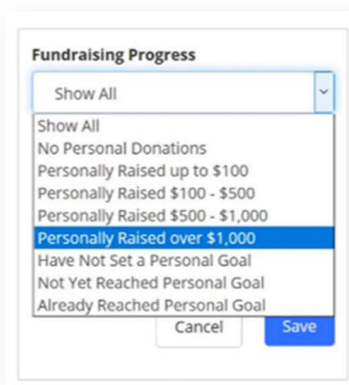
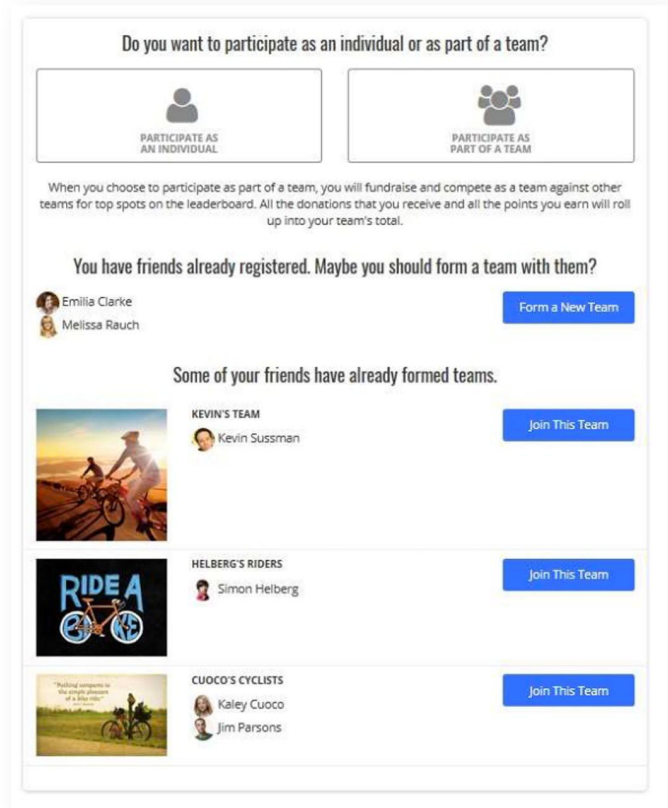
Their suggested fundraising goal is pre-populated based on past performance, as well as their donor list with donation amounts.

Encourage Team Participation with “Suggested” Friends and Teams

Anyone can register without having to make the decision to start or join a team.

When users register with a social account (or later link one or more social accounts) our platform suggests teams their friends have joined and displays a list of their friends who aren’t yet on a team.

You can choose to promote a “Start or Join a Team” registration option on your site, and a page will be automatically created with a team search and listing.



Empower Better Team Communication

Team members can email one or more team members through the platform without anyone’s email address being shared or displayed.

The team member list can be filtered by registration date, amount raised, fundraising progress, and more.

Team members can manage team notifications they wish to receive directly from our platform.

Motivate with Contests, Leader Boards, Drawings and Interim Goals

Encourage participants to fundraise earlier and more with contests.

Customize leader boards for fundraising, recruitment, social media sharing, and overall with your own rewards.

Create drawings for individuals and/or teams based on points earned, amount raised, or number of people recruited.

Create and display interim goals for registrations, donations, and new teams to create urgency during your long fundraising period.

Overall Leaders

Rank	Name	Fundraising	Social Media	Recruiting	Total Points
1	We're in this for the tshirts.	\$2,450	20 points	150 points	2,695 points
2	#AISDRCKS	\$75	40 points	150 points	315 points
3	Team Nora	\$25	0 points	200 points	250 points
4	Team Potts	\$25	60 points	125 points	235 points
5	Not to old for this	\$50	10 points	25 points	185 points
6	B-Team	\$50	0 points	75 points	175 points
7	Round				
8	The Fast				
9	Hunter				
10	The Ha				

Fundraising Leaders

Name	Donation Amount
We're in this for the tshirts.	\$2,450
Round#Rock#Austin	\$75
#AISDRCKS	\$75
Not to old for this	\$50
B-Team	\$50
Hunter's Velocipose	\$50

Social Media Leaders

Name	Social Media Points
Team Potts	60
#AISDRCKS	40
We're in this for the tshirts.	20
The Harts of Texas	10
Not to old for this	10

Recruiting Leaders

Name	Recruiting Points
Team Nora	200
We're in this for the tshirts.	150
#AISDRCKS	150
Team Potts	125
The Fast Friday's	125
The Harts of Texas	75

Encourage Participants with Built-in Coaching, Milestones and Feedback

Our personalized Participant Dashboard provides instant feedback so participants see the results of their efforts and can identify what's working.

Triggered emails are sent based on interaction with your event to provide acknowledgments, reminders, and encouragement.

Use milestone badges and triggered emails to recognize and reward a participant's or team's progress.

MY DASHBOARD

Hi John, here's how you're doing this week.
Jun 23, 2017 to Jun 30, 2017

ONLINE DONATIONS LAST WEEK: \$0

PAGE VIEWS LAST WEEK: 5 (+17%)

EMAILS SENT LAST WEEK: 0

Activity on Your Page For The Last 2 Weeks

John Abraham's Fundraising Progress

100%
RAISED: \$685 GOAL: \$650

Your Team's Points

Fundraising:	\$685
Activities:	0 points
Social:	10 points
Recruiting:	25 points
Bonuses:	44 points
Total:	764 points

Your Personal Points

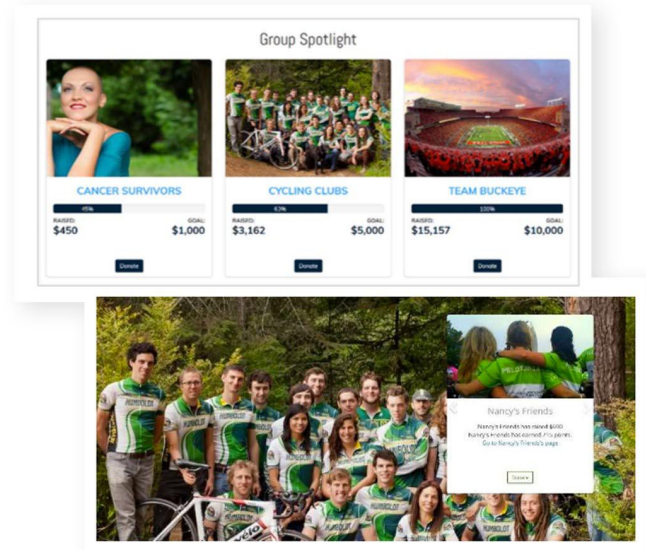
Fundraising:	\$685
Activities:	0 points
Social:	10 points
Recruiting:	25 points
Bonuses:	729 points
Total:	764 points

ROCKSTAR FUNDRAISER

Motivate Using Groups and Head-to-Head Competitions

Appeal to your participants' unique affinities by adding Groups to your event. These can be for companies, schools, clubs, particular interests - anything you choose.

Create cooperative groups so individuals and/or teams can work together, or create head-to-head competitions to further motivate peer-to-peer fundraising with a new level of friendly competition.

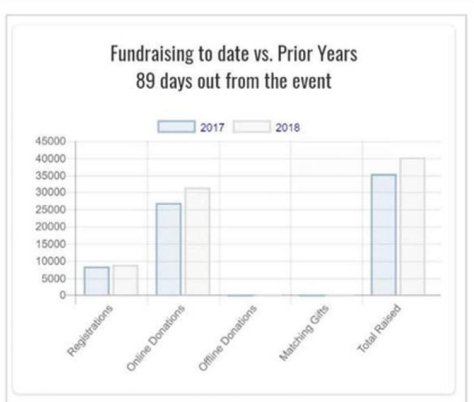
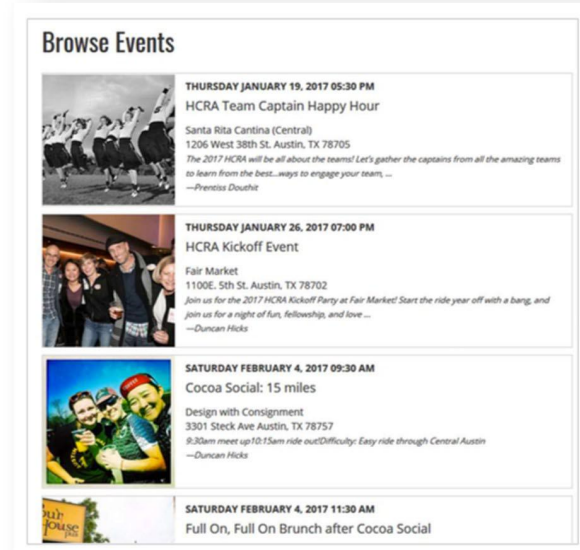


Empower Participants to Raise More with “DIY” Events Built Right In

Participants can easily create "real" events such as dinner parties, happy hours or training sessions to raise money towards their fundraising goal.

Participants can personalize their event including requiring or suggesting a donation with event attendance.

All events are automatically rolled up into a searchable and visual event calendar.



Track Year-Over-Year Progress and Identify Top Fundraisers

See year-over-year point in time comparisons of registrations and fundraising.

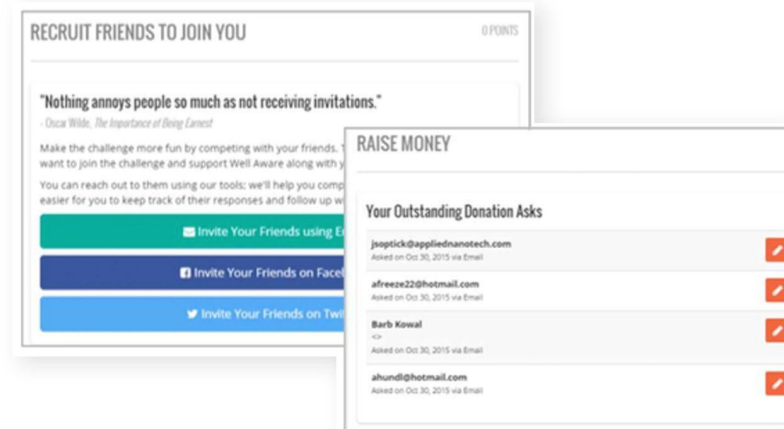
See the list of top fundraisers who have and haven't registered yet so you can contact them directly.

Make Peer Recruitment and Donation Asks More Effective

Participants can easily invite others and ask for donations directly through email and social media.

Built-in recruitment and solicitation messages as well as photo, video, and progress updates give participants compelling reasons to invite others to join or donate.

Participants can manage their invitations and solicitations with filters and lists that make it easy to send follow-up messages and thank-you messages via email, Facebook and/or Twitter.



Encourage Donors to Give to Additional Participants

After submitting a donation, the donor sees a list of other participants they may know based on social connections.

Additional donations can be made without re-entering their credit card.

Add Unique Geolocation-based Photo and Video Activities

Give participants the opportunity to earn more points by completing photo and/or video activities at specific locations along your route.

All photos and videos populate your gallery to help capture the fun of your event.

Participants can easily share their photos and videos directly to social media to increase your social reach.

