

CrowdChange How-To-Guide

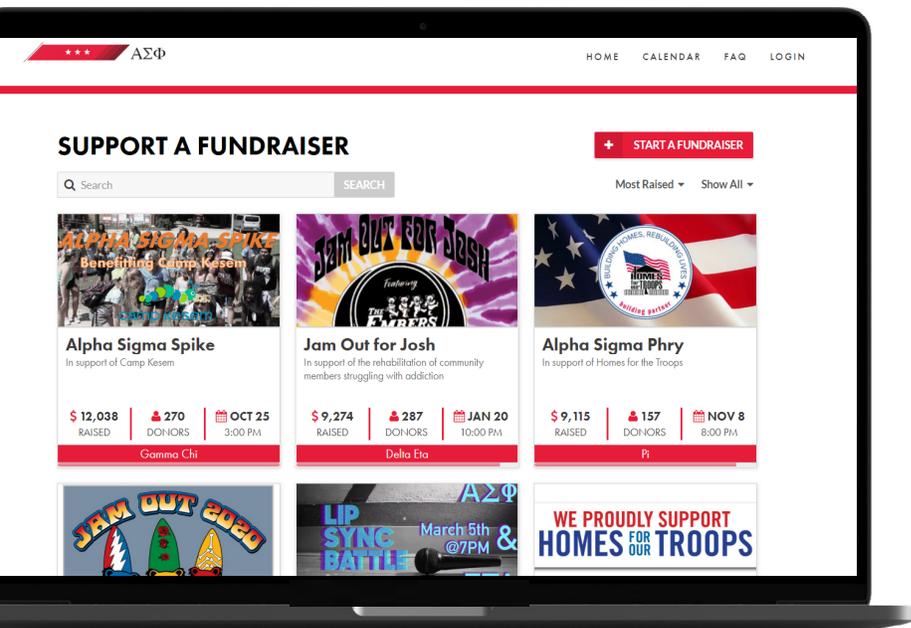
How to Start Your Philanthropy Event

Donations, tickets, and more



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 alphasigmaphi.crowdchange.co and click the “Start a Fundraiser” button!

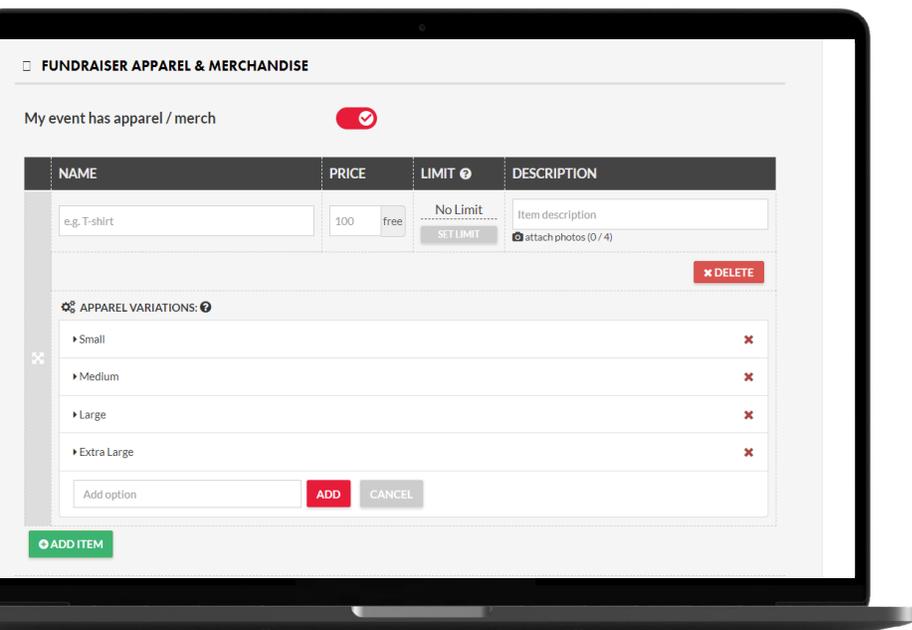
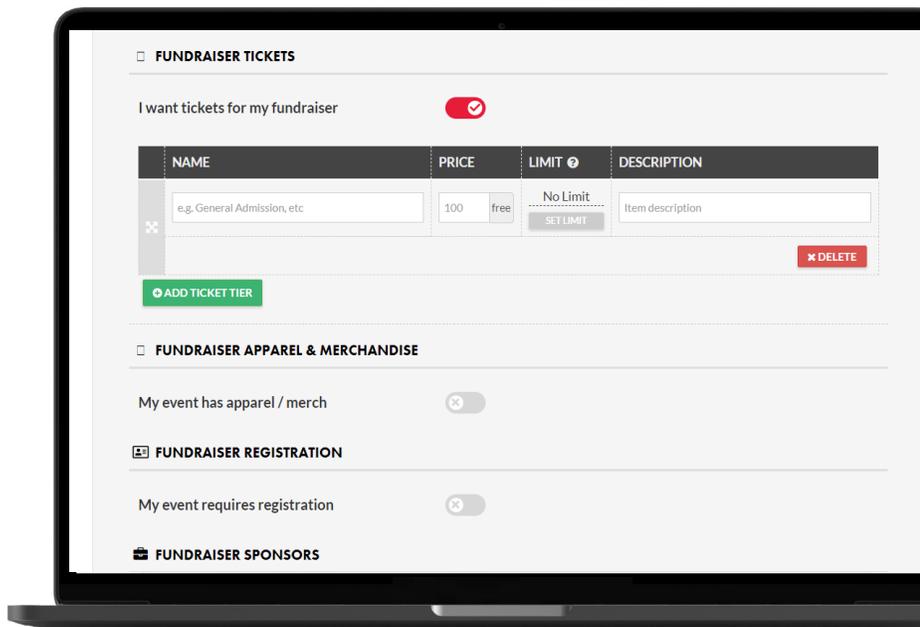
Step 2: Basic Fundraiser Info

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

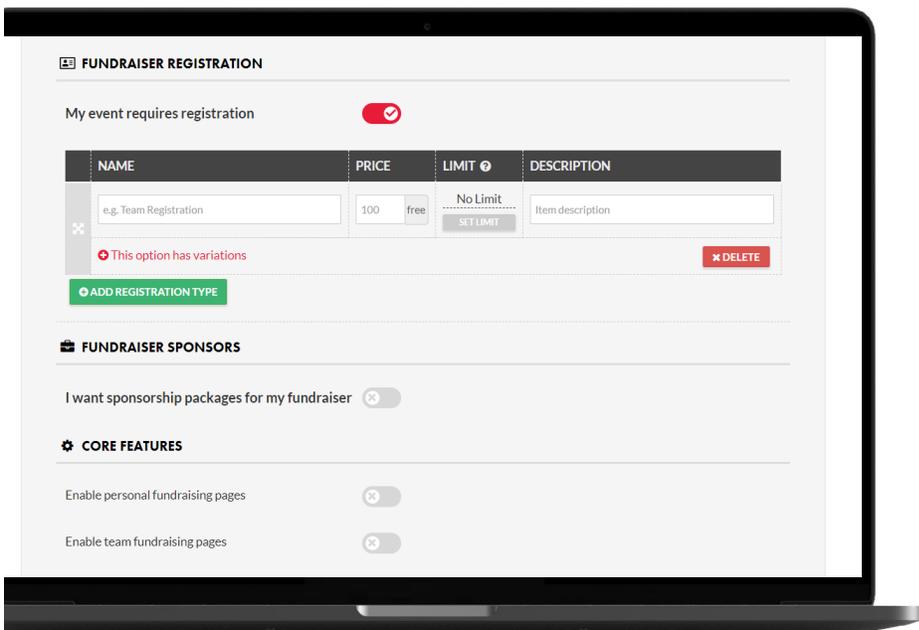
Tickets:

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 "this item has 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.

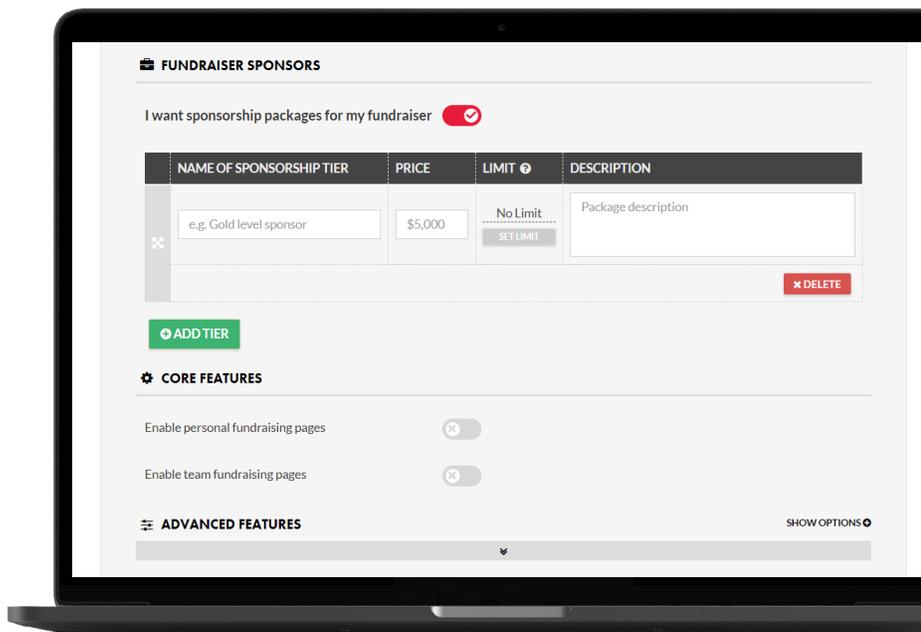


Fundraiser Registration:

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.

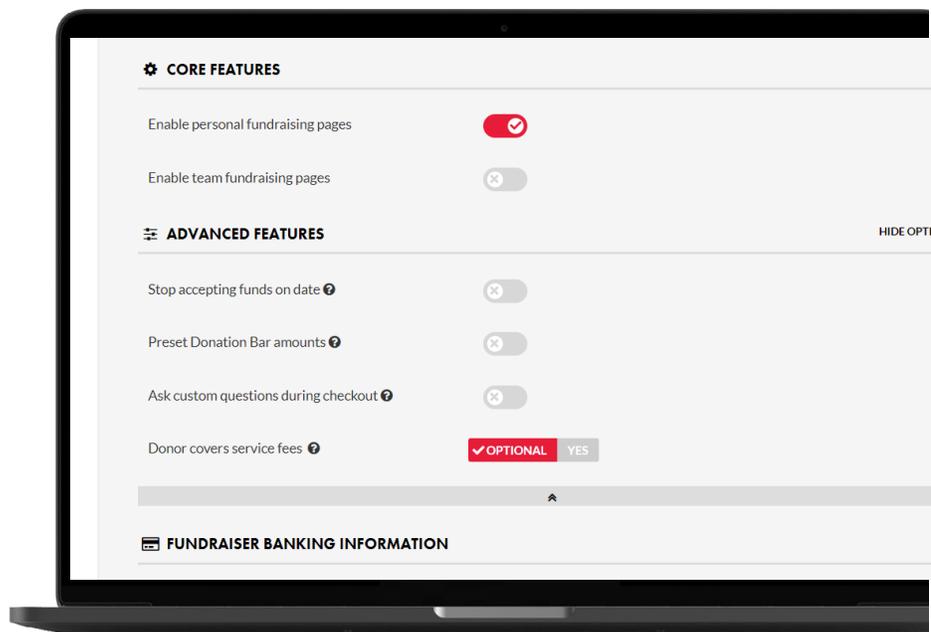
Fundraiser Sponsors:

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.



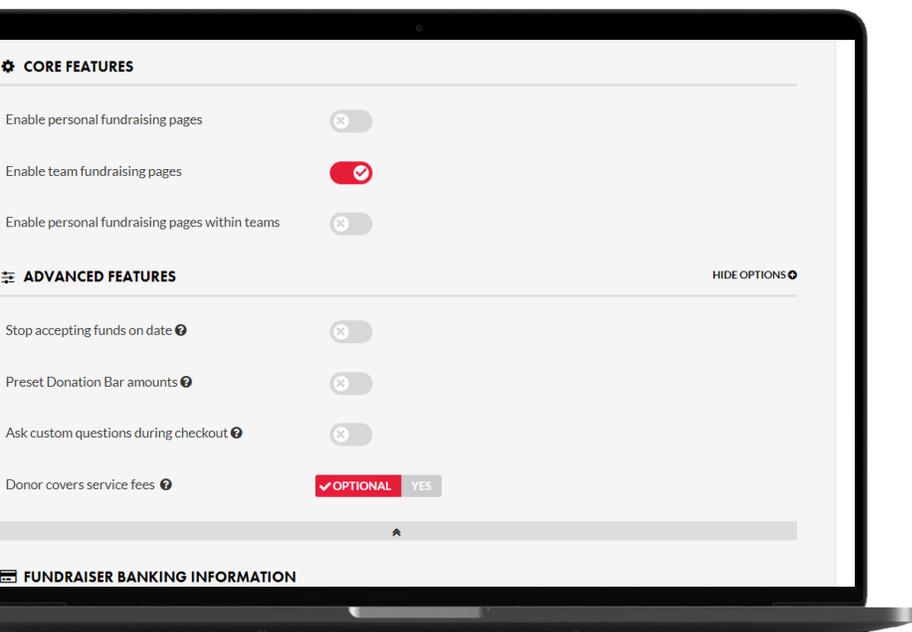
Personal Fundraising Pages:

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 take five minutes in a chapter meeting to get everyone in your chapter to create a personal page and send it to five people WHILE IN THE MEETING. People can share this personal page with family and friends as a way to receive additional donations.

The screenshot shows a web interface for setting up a fundraiser. It is divided into two main sections: 'ADVANCED FEATURES' and 'FUNDRAISER BANKING INFORMATION'. Under 'ADVANCED FEATURES', there are four toggle switches: 'Stop accepting funds on date', 'Preset Donation Bar amounts', and 'Ask custom questions during checkout' are all turned off. 'Donor covers service fees' is turned on, with a red 'OPTIONAL' label and a 'YES' button. Under 'FUNDRAISER BANKING INFORMATION', there is a dropdown menu labeled 'Select where collected funds should go'. At the bottom of the page, there are two buttons: a grey 'BACK' button and a red 'CREATE FUNDRAISER' button.

Advanced Features & Banking:

Here you can choose to stop accepting donations on a certain date, and ask donors custom questions during checkout. To help chapters raise even more money, we have a feature where you can make it mandatory or optional for donors to cover transaction fees.

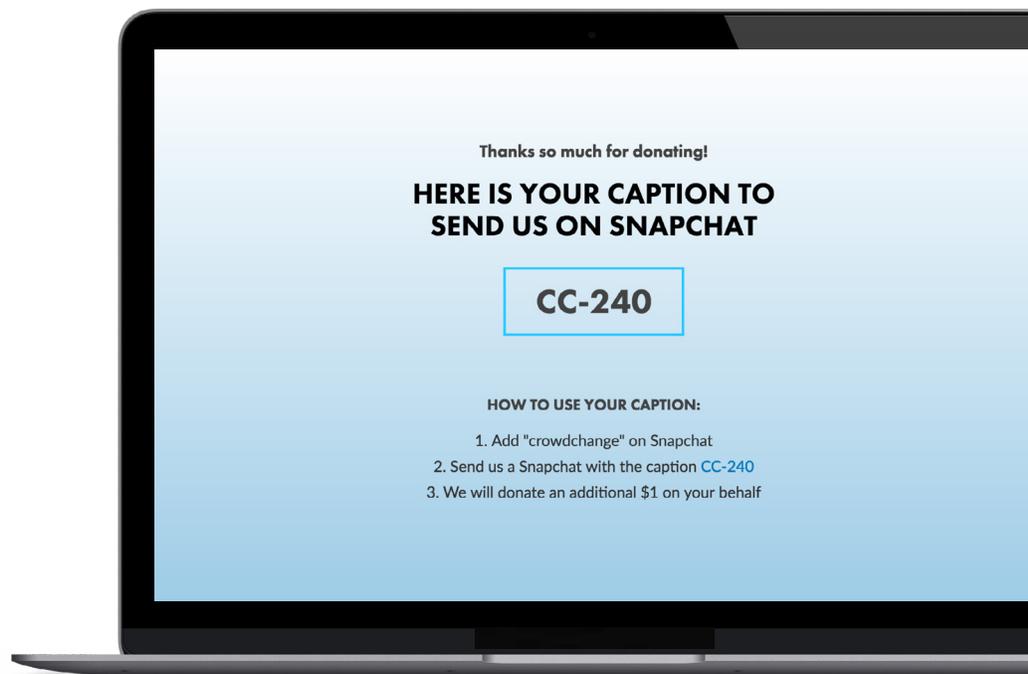
You'll also need to select where the collected funds should go: Alpha Sigma Phi Headquarters or your chapter's bank account.

If you choose Alpha Sigma Phi, the funds will go to Headquarters, who will donate it directly to the beneficiary on your behalf. Although, please note that Headquarters cannot reimburse you for the cost of running your fundraiser.

If you need to collect the funds to reimburse yourselves, choose My Bank Account. Once you create your fundraiser, you will be prompted to enter your chapter's banking information. The funds will then go to your chapter bank account and you can make the donation from there.

Snapchat bonus feature:

When people donate to your fundraiser through CrowdChange, they receive a unique "CrowdChange Caption". Each person can simply send CrowdChange a Snapchat with that caption, and CrowdChange will donate a bonus \$1 to your event!

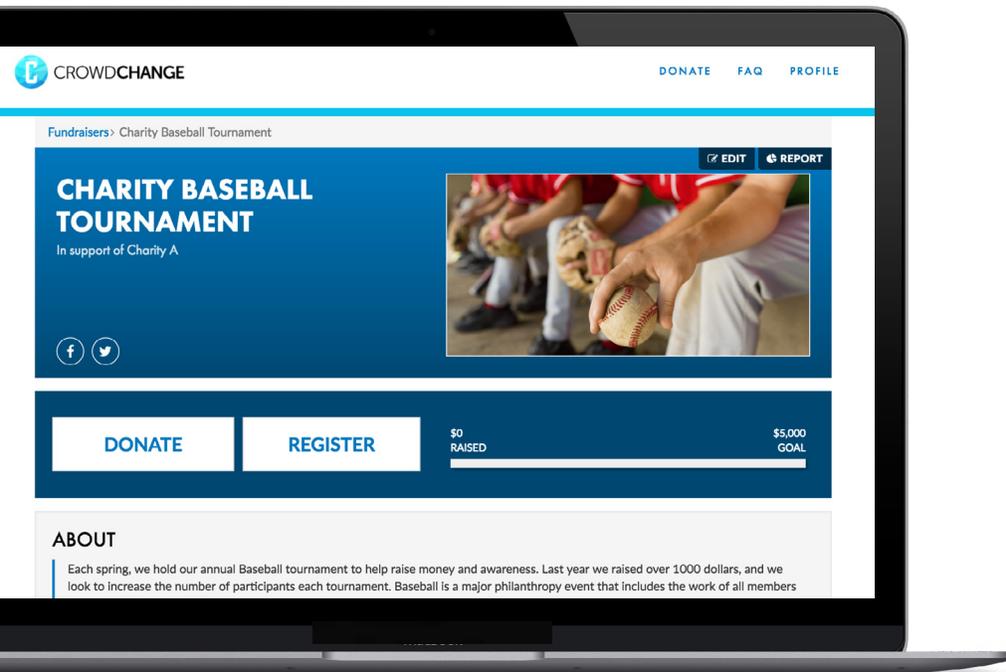


*1 Snapchat = \$1 Bonus Donation

Earn bonus donations when your donors send Snapchats to CrowdChange!

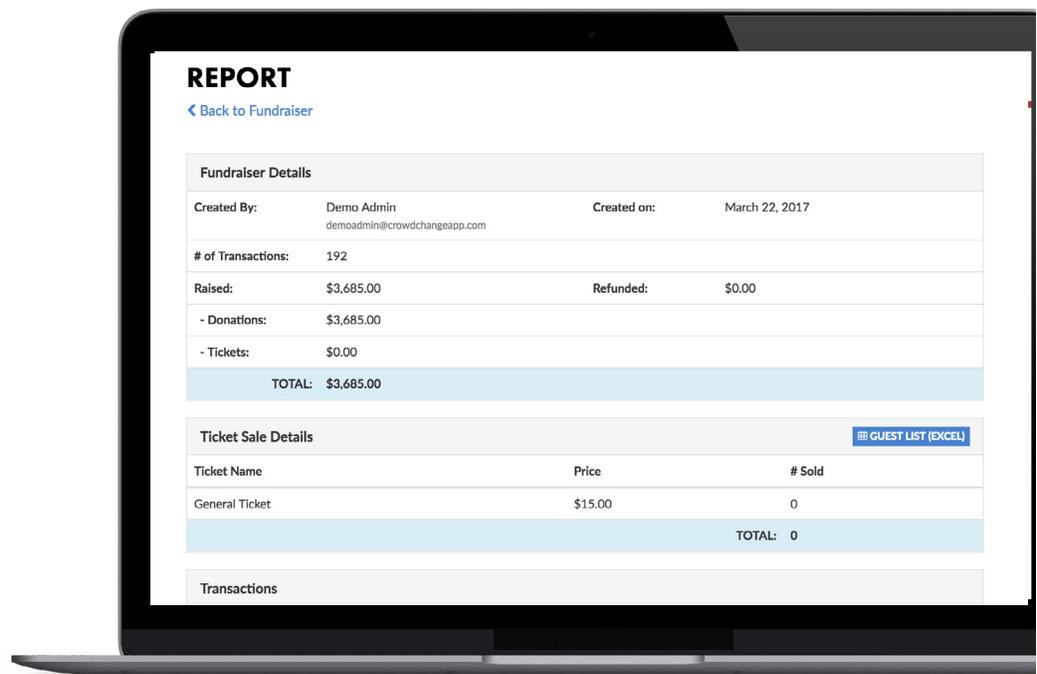
*note: Limit of 1 code per donor and each code can only be used once

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 click “Guest List (Excel)” and CrowdChange will email you a full guest list with the names of everyone that supported your event.



Have a Great Fundraiser!