

Raise Money Like the Big Guys Do

A FREE FUNDRAISING REPORT FROM MYEVENT.COM



Includes:

Top 5 Ways
to Raise Money
Online

Online Fundraising: Raise Money Like the Big Guys Do

The Internet has changed fundraising – for the better.

More donations and lower costs are a great combination and that is why so many non-profit organizations want to learn how to do online fundraising.

Any organization or individual who wants to raise money for a cause needs to know a few simple online strategies that are fast and easy to set-up and deploy.

Until now it has been very expensive to be able to take advantage of what the web has to offer. Large software companies charge considerable fees which eat into a significant percentage of what is raised.

Thankfully there are some new affordable ways to take advantage of everything that online fundraising has to offer.

We at **MyEvent.com** have put together a report that illustrates how using the Internet in specific ways can help you raise more money, whether you have an existing website or not.

When **MyEvent.com** started in business in 2002, websites were selling for thousands of dollars. We enabled regular people to make their own website for \$10/month.

Now we are making it possible for small and medium size non-profit organizations to increase their Fundraising tenfold.

Some of the great things we discuss in this report are:



➤ Personal Fundraising Pages

Every event registrant gets their own web page where they can upload content and accept donations with a credit card.

➤ Online Auction

An auction that you can run on your website before or after the event. You can accept bids and payments right on your site.

➤ Sponsors Page

A quick and easy method to accept artwork and payments by credit card through your website from advertisers and sponsors.

➤ Online Donations and Ticket Sales

Accept payment by credit card for donations and tickets to events right on your website.

➤ Communications Hub

Make your website the center of all your planning and communications. Organize all of your information around your website.

Online Fundraising: Raise Money Like the Big Guys Do

myevent.com

Establish an **Online Presence** pg 4

Make a website in minutes and deploy money raising ideas that will multiply your fundraising.

Plan Fundraising Events Online pg 5

Every event needs a website. There are tons of great features that will save you time and money.

Create a **Communications Hub** pg 7

Use all the communications tools to keep everyone informed.

TOP 5 WAYS TO **RAISE MONEY ONLINE**

#1 **Accept Donations Online** pg 8

Accept donations online by credit card without a merchant account.

#2 **Sell Event Tickets Online** pg 9

Sell tickets online to an event by credit card without a merchant account.

#3 **Set Up Personal Fundraising Pages** pg 11

Get all your event participants raising money with their own personal page to accept donations.

#4 **Hold Online Auctions** pg 12

Run an online auction throughout the year. Auction software lets people bid and pay online.

#5 **Create a Sponsors Page** pg 14

Save time and money by collecting sponsors' information and payments.

Conclusion pg 15



Establish an Online Presence

What do we really mean when we use the term online fundraising?

We are talking about specific services that can be offered through your organization's website or event website that will enable you to collect more money from donors than ever before.

This report explores the benefits of using a website to plan a fundraising event and describes the value of **personal fundraising pages** (every fundraiser gets their own page where they can accept donations online), running an **Online Auction**, collecting money online for a **Sponsors Page**, **Selling Tickets Online** and **Accepting Donations Online**.

You need a website to do any of this, so having a website is a pre-requisite. If you already have a website, chances are you will have a tough time getting your current website provider to supply all these customized applications, not to mention at an affordable price.

So, even if you have a website for your organization you can benefit from this report and learn how to use online tools to plan better events and raise more money. You will also learn strategies to increase revenue from donors even if you are not planning an event.

If you do not have a website for your organization you can quickly and easily create a website for your organization on **fundraising.myevent.com**. There is a **7 day free trial** and our fundraising website builder is designed for people who have no special skills. We also have an extremely helpful **support staff** that is available 7 days a week to help you.

Should you need some extra handholding and want us to create your website, we have that service available as well. Call our toll free number anytime for any questions you have on how we can help you increase fundraising online **877-769-3836**.

Keep reading the rest of this report to see the many ways you can raise more money than you ever have before.

“This report explores the benefits of using a website to plan a fundraising event and describes the value of personal fundraising pages.”



Plan Fundraising Events Online

Page 1/2

One of the best ways to raise money is by planning a fundraiser event. It can be a gala, a race, a golf tournament, a bowl-a-thon or any kind of event where the main goal is to provide some kind of entertainment or value in return for a donation.

Using a website to plan an event will help you save time and money and increase revenue for your cause.

Even if you're happy with your organization's website, it may not be easily updated for a specific fundraising event. Developing a dedicated event website is your solution to promoting and managing your fundraiser events in the most efficient way possible.

MyEvent.com websites have special applications that will enable you to manage guest lists, allow event guests to register online, send & track invitations and make planning your event a breeze.

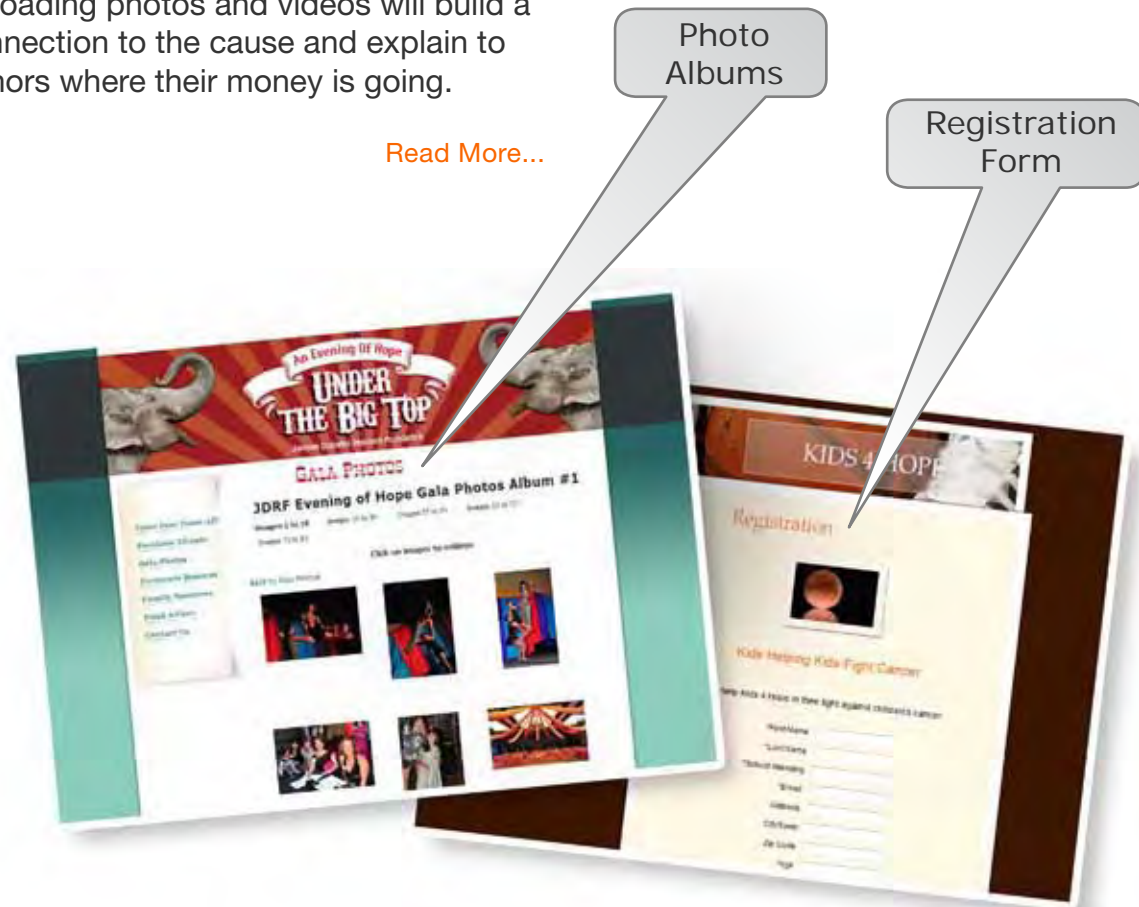
You will also have easy to use tools that will allow you to sell tickets, accept donations, have an online auction and collect sponsors' ads & payments, all on your event website.

You can even provide each participant in the event their own personal fundraising page where they can explain their attachment to the cause with text, video and pictures and collect donations by credit card from friends and family. (see [pg 11](#))

Uploading photos and videos will build a connection to the cause and explain to donors where their money is going.

[Read More...](#)

Using a website to plan an event will help you save time and money and increase revenue for your cause.



Plan Fundraising Events Online

Page 2/2

Your guests will RSVP with a single click, saving you time and eliminating costly stationery and stamps. You will also be able to sell tickets online for your fundraising event, without a merchant account! (see [pg 9](#))

The website will also allow you to easily collect, maintain and update contact information for each of your guests.

Your fundraiser event website will become a communications hub for your event participants and will foster a community atmosphere. You can include Message Boards or a Blog to enable interactivity among your guests and your committee. You can also Tweet from your control panel and populate your Facebook wall with all your event details.

A [MyEvent.com](#) website will satisfy all of these needs without the financial and logistical overhead of reworking your main site. Try it for free today, or call us for one-on-one coaching. We are here to help make your event a success, and help you raise more money.

“Your fundraiser event website will become a communications hub for your event participants and will foster a community atmosphere.”



Communications Hub

Your fundraiser event website will become the go-to-place where everyone turns for information on the event. It can do simple things like display maps and details, and it can also be the launching pad for all social communications.

You can use the blog, message board and broadcast email to inform guests about event information or news on the organization. You can Tweet right from your control panel and update your Facebook page to remain top of mind with your supporters.

It is the ultimate way to disseminate and collect information.

Here are a few tips on how to lower administrative costs:

- 1 Send Broadcast Emails to your contacts list instead of expensive snail mail. It is a great idea because it saves money in postage (in some cases thousands of dollars per year), it is environmentally friendly and it is easy to do right from your control panel.
- 2 Use pre-made forms to do surveys and collect registration for anything. It will save you time and money compared to sending snail mail and collecting it afterwards.
- 3 Make your website a communications hub where all guests and visitors will go to get information on the event. The built in tools will help you disseminate and collect information and payments.

“You can use the blog, message board, and broadcast email to inform guests about event information or news on the organization.”



#1 Accept Donations Online

Accepting Donations Online is now easier than ever before. You don't need a merchant account or any special skills to be able to give donors a way to donate money online with a credit card.

Did you know many studies have shown that donations increase by 30% or more when there is an online option to give? Not surprising since we have become a society used to paying with credit cards. Paying by check is time consuming and many people just won't do it. Online donations also reduce administrative costs substantially.

Every **MyEvent.com** website comes with the ability to accept donations by credit card right on your event website or organization's website.

You can highlight your **Donations Page** with a compelling description of your goals and a persuasive appeal for contributions. You can enhance this page with features like the built-in dynamic graphic thermometer and comments from donors.

You will be able to monitor incoming revenue and payout transaction

requests in real-time and download reports at your convenience.

Offering donors the option of giving money by credit card is a sign of a professional organization. Moreover it will increase donations from people who could not attend the event and from those that appreciate the convenience of online giving. Toss in lower administration costs and it's easy to see why so many organizations are doing it.

You don't need a merchant account or any special skills to be able to give donors a way to donate money online with a credit card.

The screenshot shows a donation form titled "Donations". Callout A points to a text area containing a description of the organization's goals. Callout B points to a dropdown menu for the donation amount, currently set to 50. Callout C points to a dynamic graphic thermometer showing a goal of \$20,000 total.

A Description of Your Goals

B Suggested Donation Increment Levels

C Dynamic Graphic Thermometer

The work of this organization is worthy and needed in our community, therefore any financial contributions would be greatly appreciated. No amount is considered too small.

*Last name: _____

*Donation Amount: 50 ▼

Message: _____

Goal: \$ 20000 Total

#3 Sell Event Tickets Online Page 1/2

One of the hardest parts about planning an event in the pre-Internet era was chasing people to pay for tickets to the event. Online credit card processing has made it possible for organizations to accept payment for tickets by credit card - and now it can be done without a merchant account right on your event website!

Selling Tickets Online will increase the attendance at your event and save you time and money. Guests can purchase multiple tickets in one transaction and you can track ticket sales in real-time. All data is viewable in reports and downloadable to an Excel spreadsheet.

Patrons stay on your website throughout the entire donation process and they are supported by our staff **7 days a week** in case someone ever has a question about their online ticket purchase.

You choose the frequency and desired method of payments from **MyEvent.com** to your specified account. We pay you immediately upon request by direct deposit, check or wire transfer. Funds are issued in either US or Canadian dollars.

[Read More...](#)

“Selling Tickets Online will increase the attendance at your event and save you time and money. Guests can purchase multiple tickets in one transaction and you can track ticket sales in real-time.”

A Tickets Sold Directly on Site

B Ticket Information

C Strictest Industry Security Standards

TRUSTe CERTIFIED WEBSITE

securityMETRICS PCI Certified

OPTIMAL PAYMENTS

BBB ONLINE RELIABILITY PROGRAM

VeriSign

#2 Sell Event Tickets Online Page 2/2

All transactions are secured by the strictest industry standards using **256-bit Secure Socket Layer (SSL) Encryption**.

MyEvent.com is **PCI** certified, our privacy policy is **TrustE** certified and we are a member in good standing with the **Better Business Bureau**, never having a single complaint in 8 years of e-commerce.

Every MyEvent.com website comes with an iron clad, 30 day **money back guarantee**. You do not need a credit card to try it for free for 7 days to make sure it is right for your needs.

Selling tickets online for any event is a no-brainer. There are lower administration costs, higher revenue and better attendance. It is another great service that you get bundled with the **MyEvent** package of e-commerce tools.

Please call us today 877-769-3836 or visit us online at:

www.fundraising.myevent.com

“Selling tickets online for any event is a no-brainer. There are lower administration costs, higher revenue and better attendance.”

The screenshot shows the 'View Transactions' page. Callout A points to a summary box with the following data:

Total Online Sales:	\$ 800.00
Total Offline Sales:	\$ 100.00
Total:	\$ 900.00

Callout B points to a 'Downloadable Transaction Reports' button with icons for Excel and Word.

Callout C points to a transaction row in the table below:

ID	Name On Card	Date	Amount	Transaction Details	Paid
567519	Alexis L Krue	2010-02-06	\$ 200.00	Online	Online
567282	Bonnie Bryson	2010-02-05	\$ 220.00	Online	Online

#3 Set Up Personal Fundraising Pages

Now you can recruit a team of supporters to help you earn more money for your cause. Each individual will get their own **Personal Fundraising Webpage** where they can begin soliciting funds from people in their circle of family and friends. These satellite pages have the same look and feel as your main site.

Fundraisers can upload text, photos and video to describe their attachment to the cause. All personal fundraising pages come with a graphic thermometer - which is a fun way to gauge success along the way - and a place where donors can leave comments.

It has been proven that organizations raise more money when they empower individual fundraisers with dedicated fundraising web pages. Those people will reach out to their friends and families with compelling text, images and video explaining their connection to the cause.

This method of personal fundraising has demonstrated incredible results when used by large charities that pay very significant fees to big software providers for this application.

MyEvent.com is now bringing this functionality to small and medium non-profit organizations at a very affordable price. The investment in a **MyEvent.com** website package will give you a significant ROI that will make you a hero with your organization.

Call us today at **1-877-769-3836** to learn more about how we can help you raise

more money than ever before whether you are planning a fundraiser event or not. You can start a free trial yourself by going to **fundraising.myevent.com** or speak with one of our consultants and have us set up your website and everything you need.

A Personal Fundraising Website

B Secure On-Site Transactions

C Choose Your Payout Options

Chel Baker's Page

Jane Smith
"Lend a hand to your neighbor"

Your Current Balance is: CDN \$4,100

1) Select Your Method of Payout

- Direct Deposit
- Mailed check
- Wire Transfer

VeriSign

OPTIMAL PAYMENTS

BSB Online RELIABILITY PROGRAM

TRUSTe

#4 Hold Online Auctions Page 1/2

Online Auctions have become a popular way of creating a fun activity with profitable returns for many non-profit organizations.

The typical “online auction” is held at the event. Items are displayed and people bid on them by writing their name down on a list. Many of the items are donated so it is a good way to raise money.

Unfortunately many people are too busy socializing during the event and they do not get to see and bid on the items. Having an online auction is a great way to multiply the benefit of holding a silent auction at the event, and here is why.

More Time: Showing the items up for bid in advance of your event ensures that everyone knows about it and has had a chance to familiarize themselves with the auction items.

More Money: You can start collecting bids prior to the event, thanks to our special auction software that is part of the **MyEvent** package. Giving people more time to bid will increase the price that you will get for an item that has been donated.

Much More Money: Imagine being able to hold the online auction throughout the year. You can broadcast email all your supporters on a monthly basis encouraging them to see what new items you have.

More Items to Donate: The auction has a great feature that allows your supporters to donate items by pledging them right through the website.

More Convenient: All items can be paid for online with a credit card through your website. Compare that with chasing people for checks or trying to get their card over the phone and all the follow up that is required when the card does not go through...

More Sales: You can also offer products and services at a “Buy it Now” price. Many vendors (restaurants, memorabilia companies) will give large discounts to the organization and allow you to auction the items for a much higher price than you pay.

More Exposure for Donated Items: Product donors will appreciate the benefit of the added exposure by appearing online and they’ll also enjoy the convenience of being able to submit their donated goods or services directly on your site.

[Read More...](#)

“Showing the items up for bid in advance of your event ensures that everyone knows about it and has had a chance to familiarize themselves with the auction items.”



#4 Hold Online Auctions Page 2/2

The entire system is automated, so sit back and watch the action as the bids come in. You will receive optional email notifications every time a bid is posted.

- Detailed Product Listings
- Minimum Starting Price
- Adjustable Incremental Bidding
- Set a “Buy it Now” Price
- Detailed Auction Reports
- Automated Email Notifications

The online auction has so many benefits that it is something you can do even if you are not planning an event. It is also easily managed by one non-technical person.

Tip: A great way to get items for the online auction is to reach out to the committee and supporters and ask them to leverage their relationship with the suppliers and businesses that they patronize, to try and give value for the auction. Very popular items are restaurant packages, travel packages, sports memorabilia, jewelry, spa packages, retail gift certificates...

“The online auction has so many benefits that it is something you can do even if you are not planning an event. It is also easily managed by one non-technical person.”

A Preview All Auctioned Items

B Place Your Bids on the Website

C Contribute to the Auction

Donated by: [Robert Allen](#)

Current Bid: \$75.00 USD Buy it Now: \$225.00 USD

Current Bid: \$100.00 USD Buy it Now: \$300.00 USD

*First Name: Jeff
*Last Name: Banks
*Email: Giffy.com

Place Your Bid!

Buy it Now!
Bid Now!

Next Bid Minimum: \$ 100.00 USD

#4 Create a Sponsors Page

One of the oldest ways of raising money at a fundraiser event is through a **Sponsors Page**. Traditionally known as an ad book, it is typically a printed magazine that can vary in size. It is given out at the fundraising event and contains ads and messages from well wishers and supporters.

Advertisers pay for the ad space in the magazine and the organization can pocket the difference between what it cost to publish the book and what they raise.

One of the things that ends up costing time and money is collecting the ads for the book. Money is spent on stamps and letters that are sent to potential advertisers. It takes a lot of time to follow up with sponsors and collect their payment information and artwork which ends up using administrative resources.

The Sponsors Page is a built-in feature with the **MyEvent.com** package. It is the best way to collect money, information and artwork from supporters and advertisers, with as little cost and effort as possible.

All you do is broadcast email your list of supporters (saving hundreds or

thousands on postage alone) requesting that they visit your fundraising event website and go to the Sponsors Page.

After viewing the different packages that you put on the Sponsors Page, they will make their selection, upload their artwork or ad and then proceed to the checkout page to pay for the ad – all in one shot, with no administrative costs.

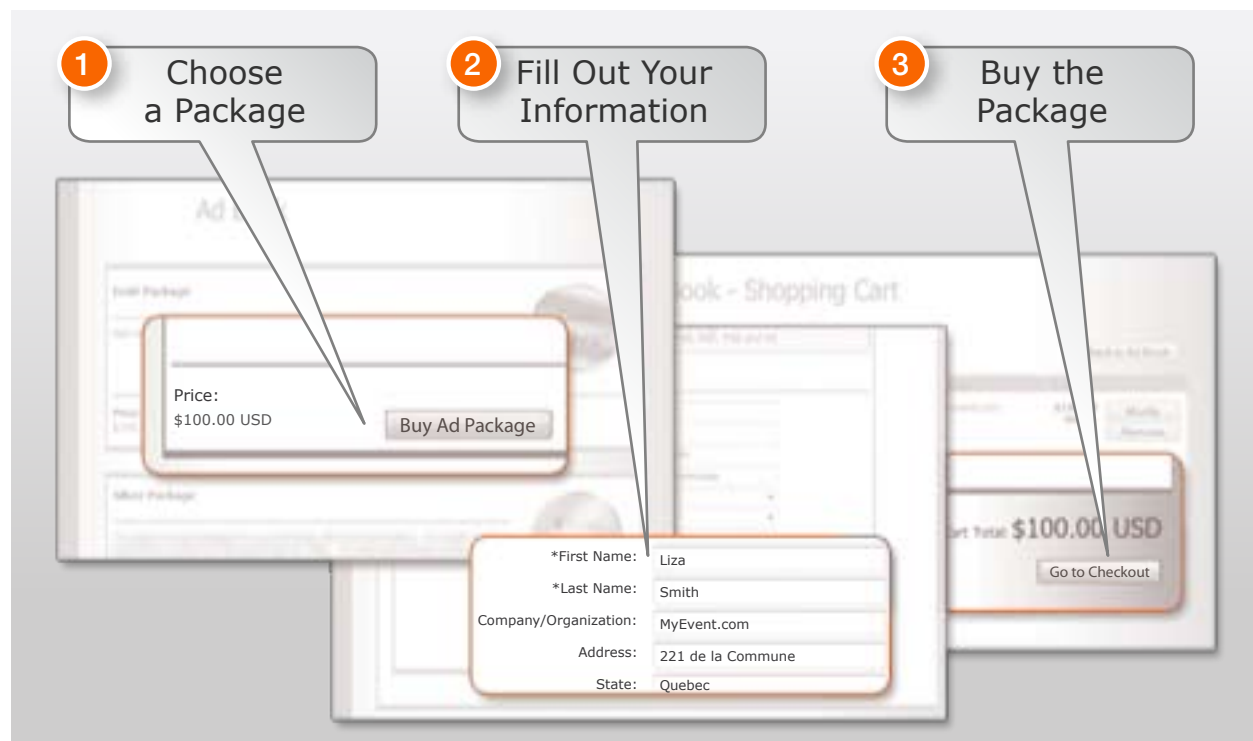
Another huge benefit is that you can give advertisers more exposure by putting

the ads from the magazine on the website.

The Sponsors Page alone can save you thousands of dollars if you publish an ad book.

Even if you do not intend to have an ad book, the Sponsors Page is a great way to collect money and artwork from sponsors of the event.

Conclusion...



Conclusion

We hope that we have given you some insight into the various ways you can use the Internet to bring your fundraising to another level.

You will not find a suite of fundraising tools bundled together at such an affordable price anywhere except at MyEvent.com.

We are experts in website development and fundraising applications and it is our mission to bring online fundraising to the small and medium size non-profit organizations that do not have the budgets of their larger counterparts.

Through the benefit of technology we have been able to bring down the costs of online applications that can be used by anybody. We have also developed new features to add value by lowering costs and increasing revenue.

We also brought down the costs of personal fundraising pages so that every non-profit could take advantage of this proven formula of social fundraising.

We are committed to helping you raise more money than you ever thought possible. We have a dedicated and knowledgeable **support staff** here 7 days a week.

Call us now at 877-769-3836 to find out more or visit:

www.fundraising.myevent.com

“It is our mission to bring online fundraising to the small and medium size non-profits that do not have the budgets of their larger counterparts.”

