

fundrazr

Rewards: Perks, Products, Tickets, & Wishlists

What are they and how are they used in fundraising?

2023 | fundrazr.com





Hello!



Host: Kemble Barrett-Crossan
Presenter: Shannon Reeb

Agenda

- What is a reward? Why should I use them?
- How to set up rewards
- Best practices
- Q&A

1.

What is a reward?

Why should I use them?



Rewards are items given to someone (can be a beneficiary or the donor) in exchange for a contribution.







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crowdfundr



Ticket

A ticket
or con

~~Raffles~~

mance

Wish



Cup of Comfort

\$10 CAD

75 granted · 290 remaining



Small Household Items

\$25 CAD

16 granted · 84 remaining



Grocery Gift Card

\$50 CAD

116 granted · 134 remaining



Personal care items

\$10 CAD

143 granted · 57 remaining

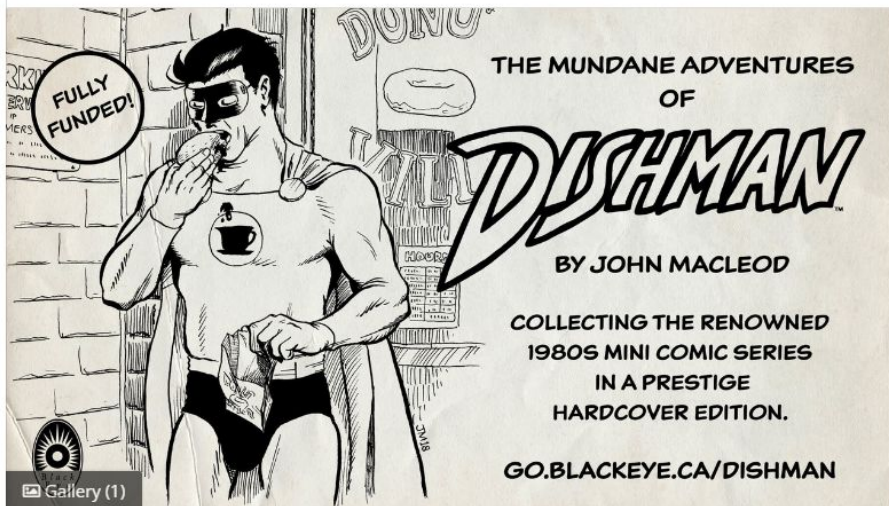
WHY?

Please visit our new campaign, [That Distant Fire: A Dystopian Sci-Fi Graphic Novel by J.R. Hughto & Curt Merlo](#)



The Mundane Adventures of Dishman Collected Edition by John MacLeod

Subscribe



\$7,005 pledged

701% of \$1k goal

232 contributors

0 days left

Ended Feb 15, 2022

All or nothing

Gallery (1)



Mission Possible Pen

\$50 CAD + free shipping

Ships to Canada

Make a contribution of \$50, and we'll send you a Mission Possible pen for all your writing needs! (Available for pick up at our office or can be shipped to any Canadian address.)



Mission Possible Water Bottle

\$150 CAD + shipping

Ships to Canada

Send \$150 our way, and an exclusive Mission Possible water bottle is yours to help you stay hydrated all year round! (Available for pick up at our office or can be shipped to any

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My website

The Crusoe Fund

FUND MATCH: Crusoe will match



Gallery (244)



Zoom Medicine! (+ Zoom Call with Crusoe)

\$250 USD + free shipping

Like 13K

Subscribe

671 raised

10k goal

Volunteers



Rescue the P
YOUR help!



Gallery (30)



School Fees - 1 child
\$20 CAD



Utilities
\$50 CAD



One month's rent
\$160 CAD



Full basic living costs
\$450 CAD

ies need

Like 99 Subscribe

31 CAD raised



goal
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Contribute



WHAT IF I HAVE NOTHING TO OFFER?

What if I have nothing to offer?

SPONSORSHIP/LEGACY OPPORTUNITIES

- Everyone wants to have something to 'leave behind'
- Look at your assets: land, buildings, rooms, walls, doors, vehicles, furniture, gardens, anything that can be 'sponsored'.
- Can create plaques or labels for each sponsorship or be in-name only.
- Get creative!

2.
I'm on board!
Now what?



Demo

Ti

Event Ti

Ticket #:

Price: \$0
Ordered by

 **This ticket is valid**

| | |
|------------|--------------------------------------|
| Ticket | Event Ticket |
| Campaign | Help us raise funds in our FUND RUN! |
| Number | L2GJ1TGD3VSJ2T12 |
| Status | Valid |
| Price paid | \$0 |
| Ordered by | Anna Waterstreet anna@cptest.me |
| Issued | Jun 14, 2022 |



Standard

★ The best choice for most projects

Notable features: Optimized for social fundraising with or without rewards. The campaign cover picture, video, stats, story, and activity feed are prominent.



Social storefront

Who it's for: Fundraisers who want a storefront for rewards coupled with social sharing.

Notable features: The campaign cover picture, video, story, sharing options, and rewards are prominent.



Simple storefront

Who it's for: Fundraisers who want a simple storefront for rewards.

Notable features: Rewards are prominent. The campaign cover picture, video, stats, and sharing options are hidden.



Rewards flow

Who it's for: Fundraisers who want to highlight campaign activity and rewards.

Notable features: The campaign story, activity feed, and rewards are prominent. The cover picture, video, stats, and sharing options are hidden.



3. Best practices



How many rewards? What price should they be?

- Standard campaigns (i.e. not storefronts) should have a maximum of 4-5 rewards
- Choose a range of prices based on your average donation.
 - E.g. FundRazr's average donation is \$100 USD. Suggested reward costs:
 - \$25-35
 - \$50-75
 - \$100-150
 - \$200-250

Restricted funds?

Unrestricted funds?

- Wish
- Opti

-
-

Edit --> Data collection

Prompt for unrestricted usage of funds?

Don't prompt

Unchecked

Prechecked

If enabled, the following checkbox option will appear:

I'd like [Your organization name] to apply my contribution where it's needed most.

Expectation setting

Timelines, shipping, etc.

- When can the item expect to ship?
- How will you communicate changes/delays with them?
- How will you handle product refunds?
- Multiple items shipping*

Be organized

The screenshot displays the FundRazr mobile application interface. On the left is a dark grey sidebar menu with a back arrow at the top. The menu items are: Transactions (with a dollar sign icon), Order items (highlighted in blue with a shopping bag icon), Tickets (with a ticket icon), and Add offline contribution (with a plus icon). On the right is the main content area. At the top, there is a circular profile picture of a person, the title 'Order items', and the text 'Help us raise funds in our FUND RUN! by Team Dramatic'. Below this is a date range selector showing 'Oct 15, 2021 - Jul 8, 2022' and a 'Show' button. A 'Download report' button with a dropdown arrow and an information icon is visible. A blue arrow points from the 'Order items' menu item to a dropdown menu that is open, showing two options: 'Order items report (xls)' and 'Order items report (csv)'. Below these options is a checkbox labeled 'Separate by order'. The bottom of the screen shows the start of a table with columns for 'Quantity' and 'Unit'.

Tax receipting (Eligible organizations only)

- With or without advantage?

| | | |
|--|----|----------------------|
| Your costs | \$ | <input type="text"/> |
| How much the reward costs you (optional). Why we ask | | |

What about Multi-tier campaigns?

- Multi-tier settings

Allow different rewards on sub-campaigns?

Yes

No

- No—Sub-campaigns inherit rewards from the master campaign (default).
- Yes—The master rewards are not inherited. Sub-campaigns can offer their own rewards.

What is NOT allowed as a reward?

- Illegal substances
- Firearms
- Auctions/raffles/other forms of gambling
- Selling ad space
- Equity/shares

- 6 toolkits to help through the entire fundraising process
- Weekly 'Ask me anything' with our team
- Live webinars
- Discussion forums for chatting with peers
- Tons more!

fundrazr.com/fundraiserhub

JOIN TODAY!

FUNDRAISER HUB
by fundrazr

→ Welcome, start here!
← FundRazr Home

COMMUNITY

- Activity Feed
- Forums
- Groups
- Members
- Events Calendar

ACADEMY

- Toolkits
- Exclusives and AMA's
- Live Training
- Shan's Corner
- Recorded Sessions
- How To Videos
- Help Centre
- Release Notes

CONTACT US

- Feature Requests

Growth Campaigns Promotion

First Time? Start here!

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Recap

- What is a reward? Why should I use them?
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Thanks!

Any questions?