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.

Hi, it's Crusoe!

#CrusoeStrong
The Crusoe Fund @ Cornell University

ZOOM

The Crusoe Fund @ Cornell University
#CrusoeStrong

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crowdfundr

Ticket

A ticke **mance**
or con

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?

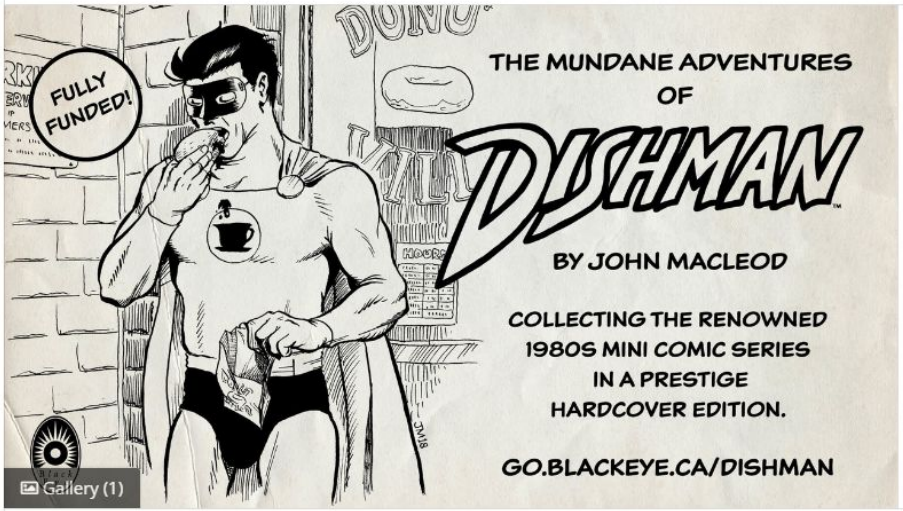
BLACK EYE BOOKS

Start How it works Sign in

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

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

My website

The Crusoe Fun

FUND MATCH: Crusoe will matc

The Crus
@ Cornell U

Gallery (244)

Zoom Medicine! (+ Zoom Call with Crusoe)

$250 USD + free shipping

Like 13K Subscribe

671 raised

0k goal

utors

fun

BASANTA ADVENTURE
Rescue the
YOUR help!
ies need
Like 99
Subscribe
School Fees - 1 child
$20 CAD
Utilities
$50 CAD
31 CAD raised
goal
ors
ing
Contribute
Gallery (30)
One month's rent
$160 CAD
Full basic living costs
$450 CAD

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 b

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
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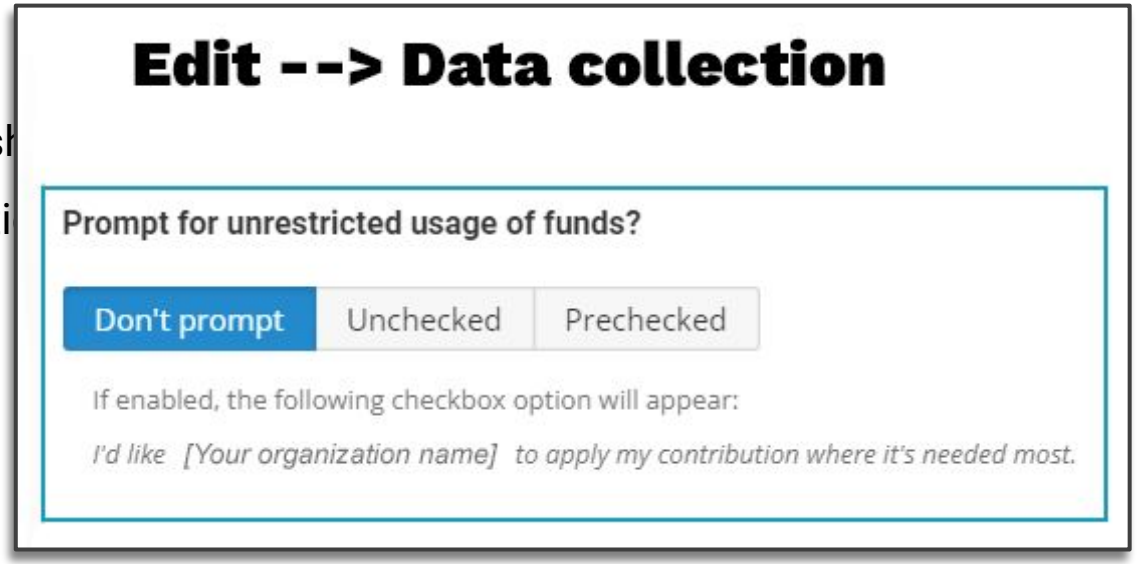
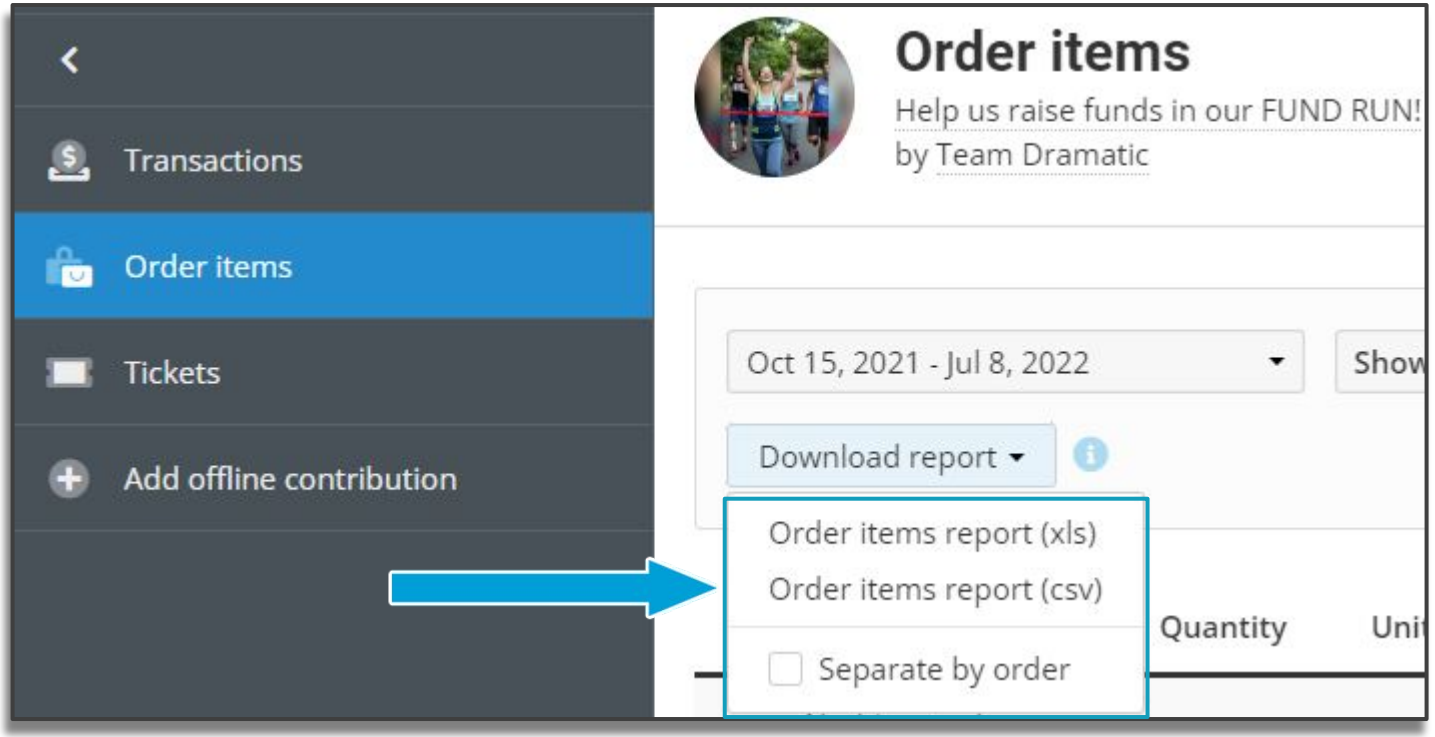
  -



Expectation setting
Timelines, shipping, etc.

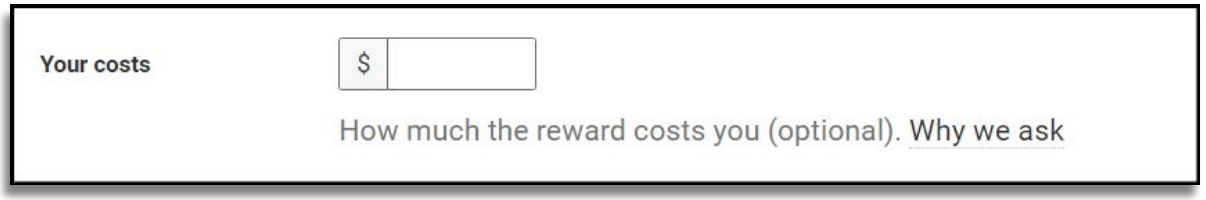
- When can the item expect to ship?
- How will you communicate changes/delays with them?
- How will you handle product refunds?
- Multiple items shipping*

Be organized



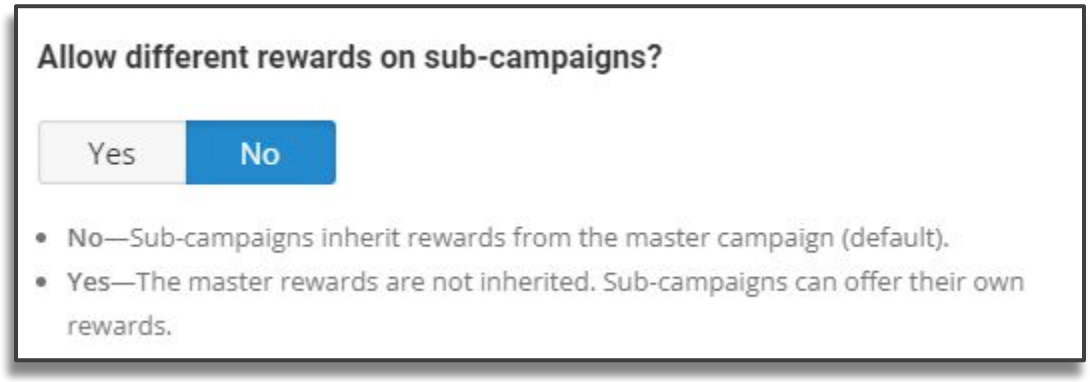
Tax receipting
(Eligible organizations only)

- With or without advantage?



What about
Multi-tier campaigns?

- Multi-tier settings



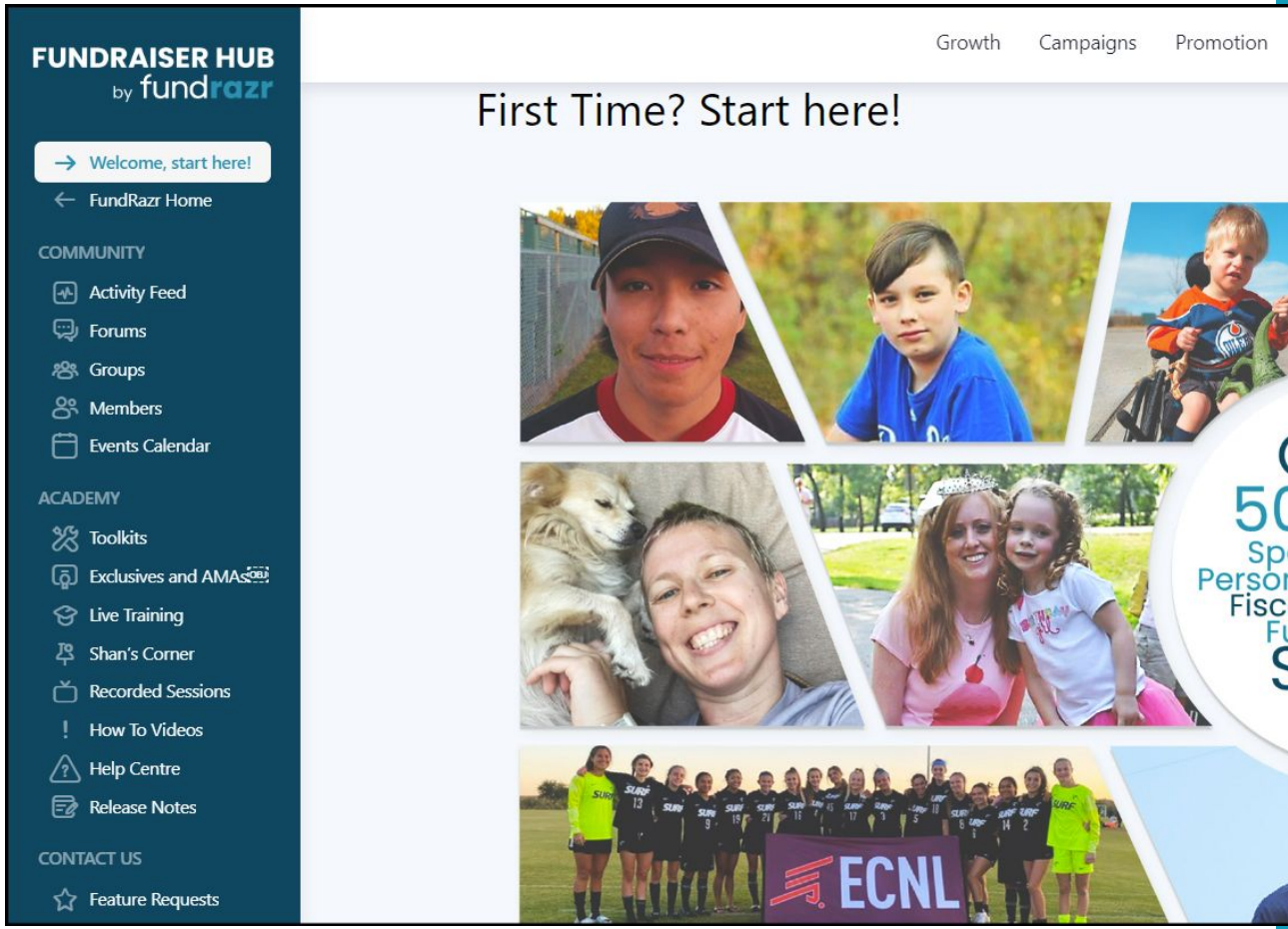
What is
NOT allowed as a reward?

- 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!



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Recap

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Thanks!

Any questions?