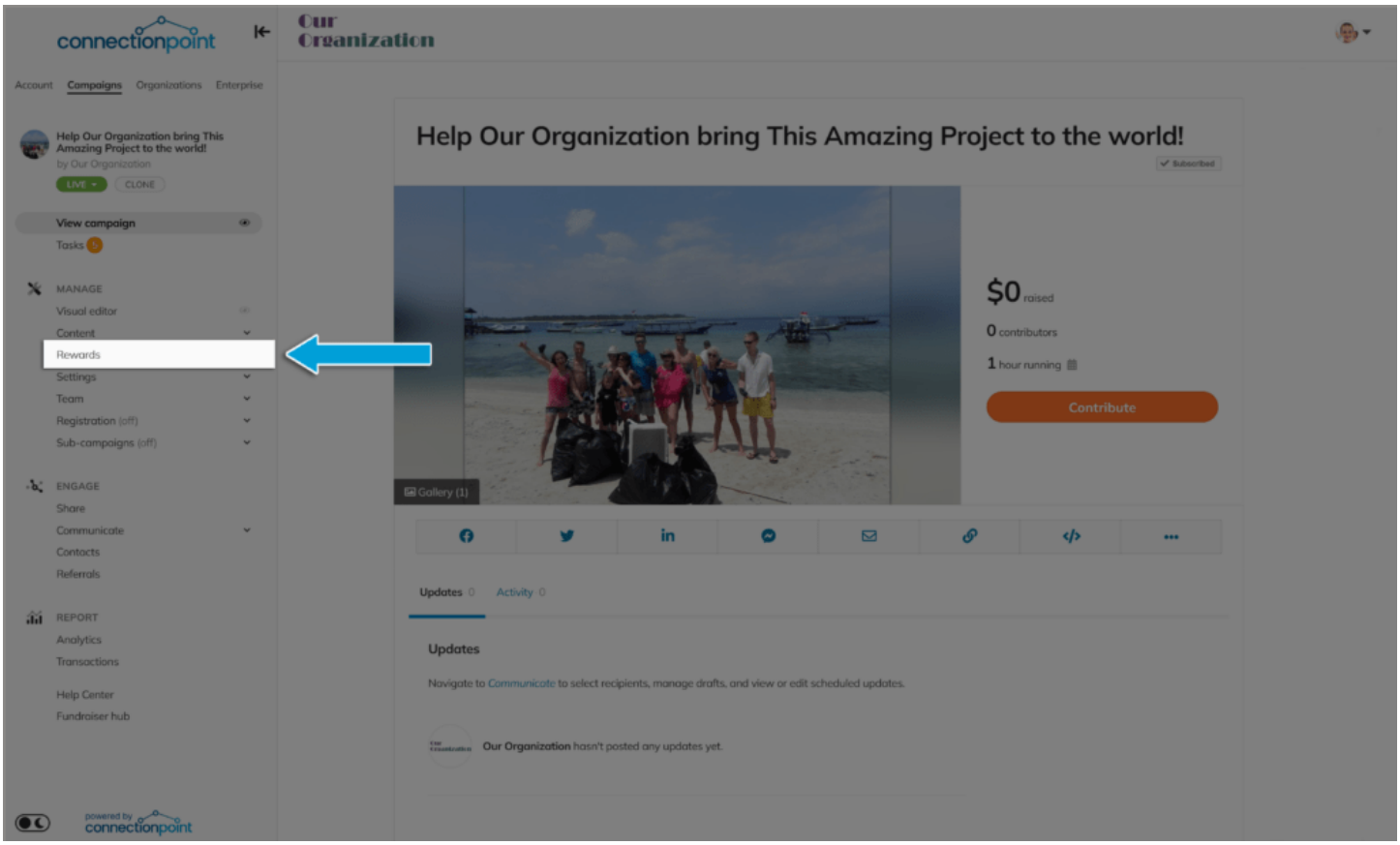
How to create a reward

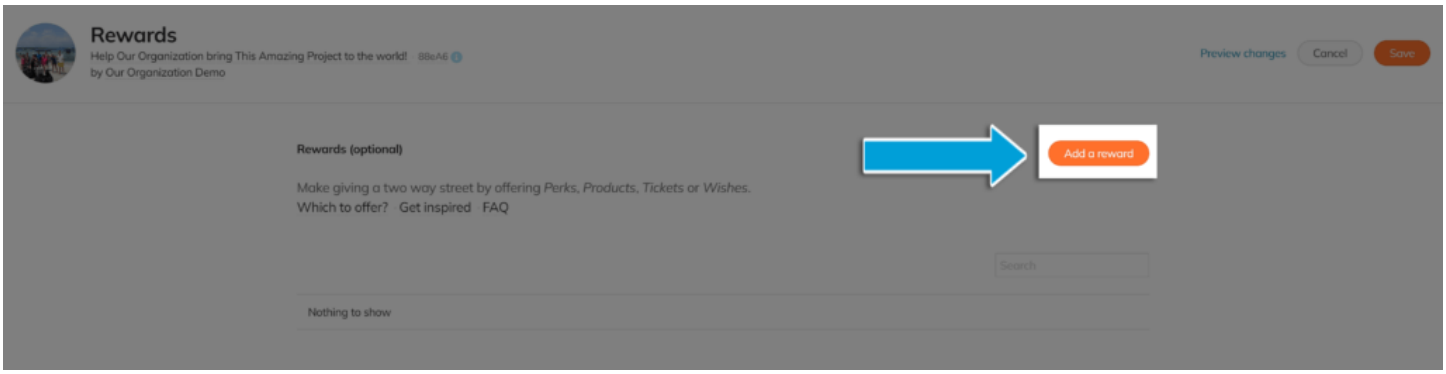
Campaign Rewards · https://connectionpoint.com/help/docs/how-to-create-a-reward/

Rewards (Wishes, Perks, Products, & Tickets) are an option on any platform and may be used on any layout.

STEP 1 - Click 'Rewards' in the navigation menu.



STEP 2 - Click ‘Add a reward.’



STEP 3a - Reward setup: Basics

Add a reward

Basics | Variants | Quantity & delivery | Shipping & fulfillment | Promo codes

Name of reward

Tell people what it is ...

Picture



Upload a picture

- Rewards with a picture get more attention.
- Use a jpg, gif, webp or png file. 720 × 720 pixels recommended.

Reward type

Perk

Which to choose?

Price

Fixed | Flexible

$

- Contributors pay the amount you set.
- Remember your expenses.
- Flexible pricing is not supported when Extra amounts are added to Variants.

Your costs

$

- How much the reward costs you.
- **IMPORTANT:** An accurate value is essential for tax receipts. More

Description

Formats | B | I | Provide more information...

65535 characters max.

SKU

Enter your SKU

Using a SKU code for your reward? Enter it above (optional).

Link

Enter a URL

A link to more info about the reward (optional).

More options

More options are available via the tabs at the top of this dialog.

Cancel | Add reward

Name of reward (Mandatory) - Whatever it is. You can name it ‘Bob’ if you really want to, but that might confuse people.

Picture (optional; a picture is mandatory) - If you have one, use it. However, our default picture is there if you need it.

Reward type (Mandatory) - see above if you need help deciding.

Price (Mandatory) - you can set a fixed price (unchangeable) or a flexible price if you want to give your supporters the option to give what they can. With the flexible price, you have to set a minimum but not a maximum. **Flexible pricing removes the 'variant pricing' and 'promo code' options.**

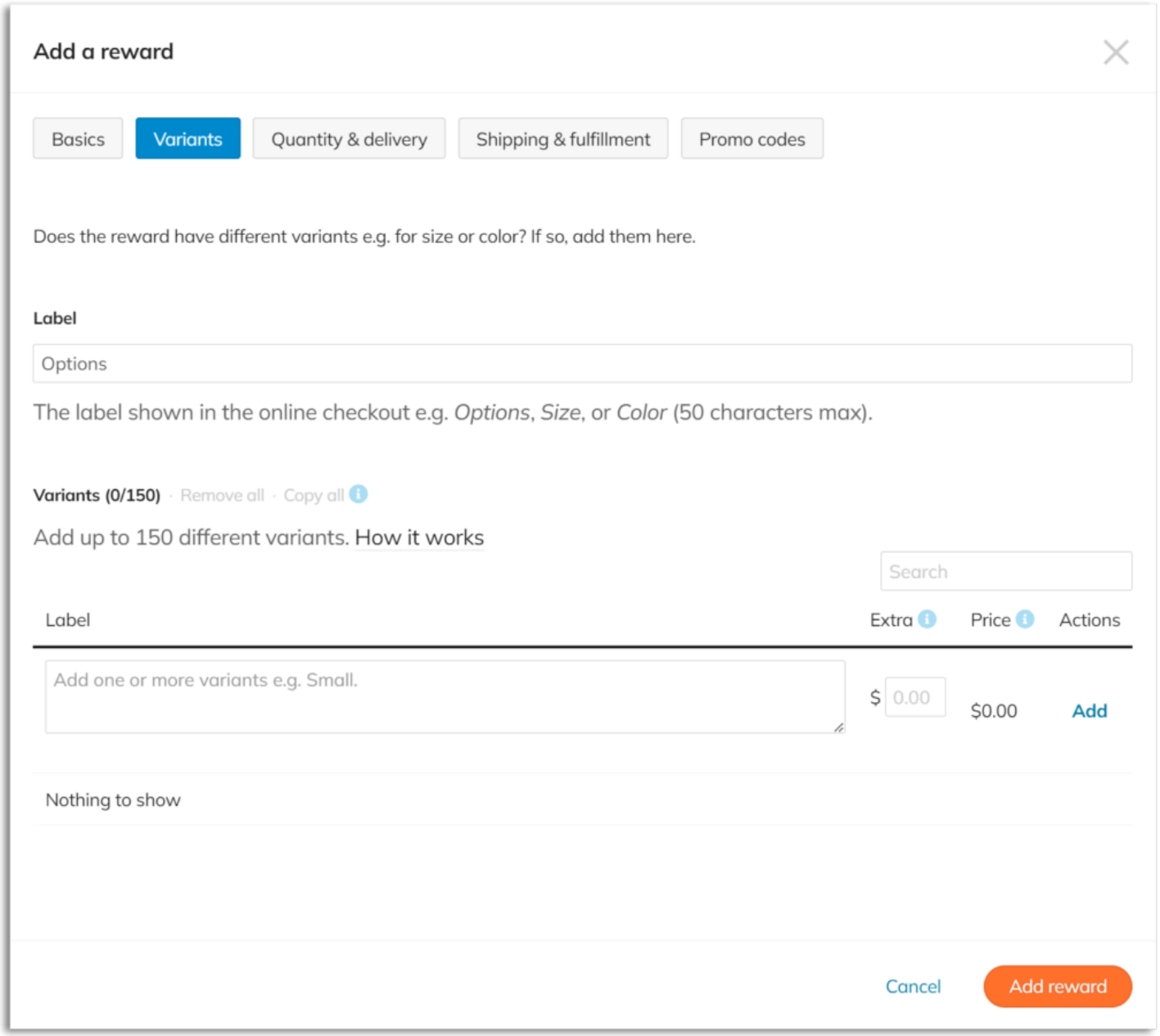
Your costs (Mandatory) - How much does it cost you to produce this incentive? (If nothing, put $0). *This will create an accurate goal calculation, plus an accurate tax receipt with an advantage, if applicable.

Description (Optional) - Tell your supporters about this reward! This is the same story editor as in the main story. Click here for help with the editor.

SKU (Optional) - If you need to keep track of stock.

Link (Optional) - If you have outside information on the reward.

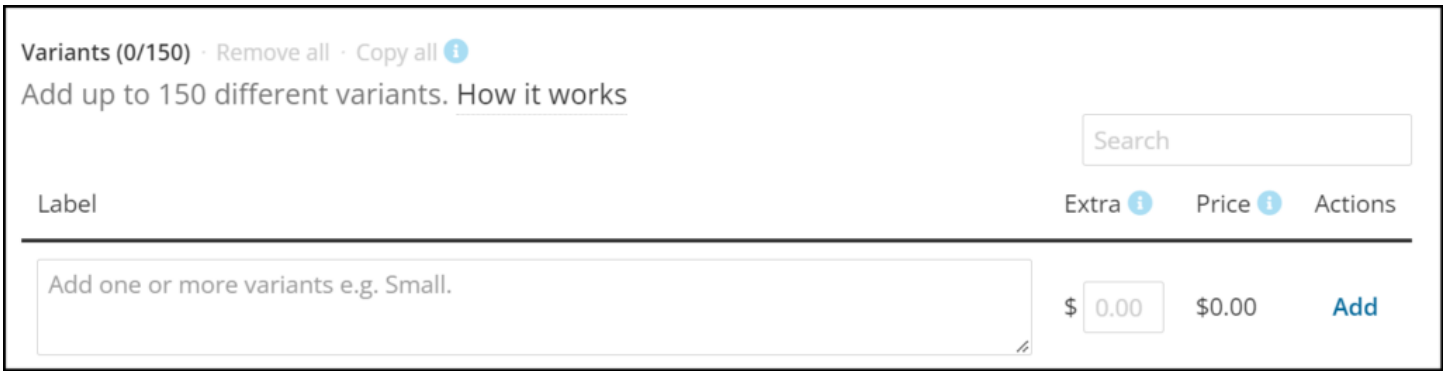
STEP 3b - Variants



Options label – Describe what title works best for you. ‘Sizes’ or ‘Colour,’ for example.

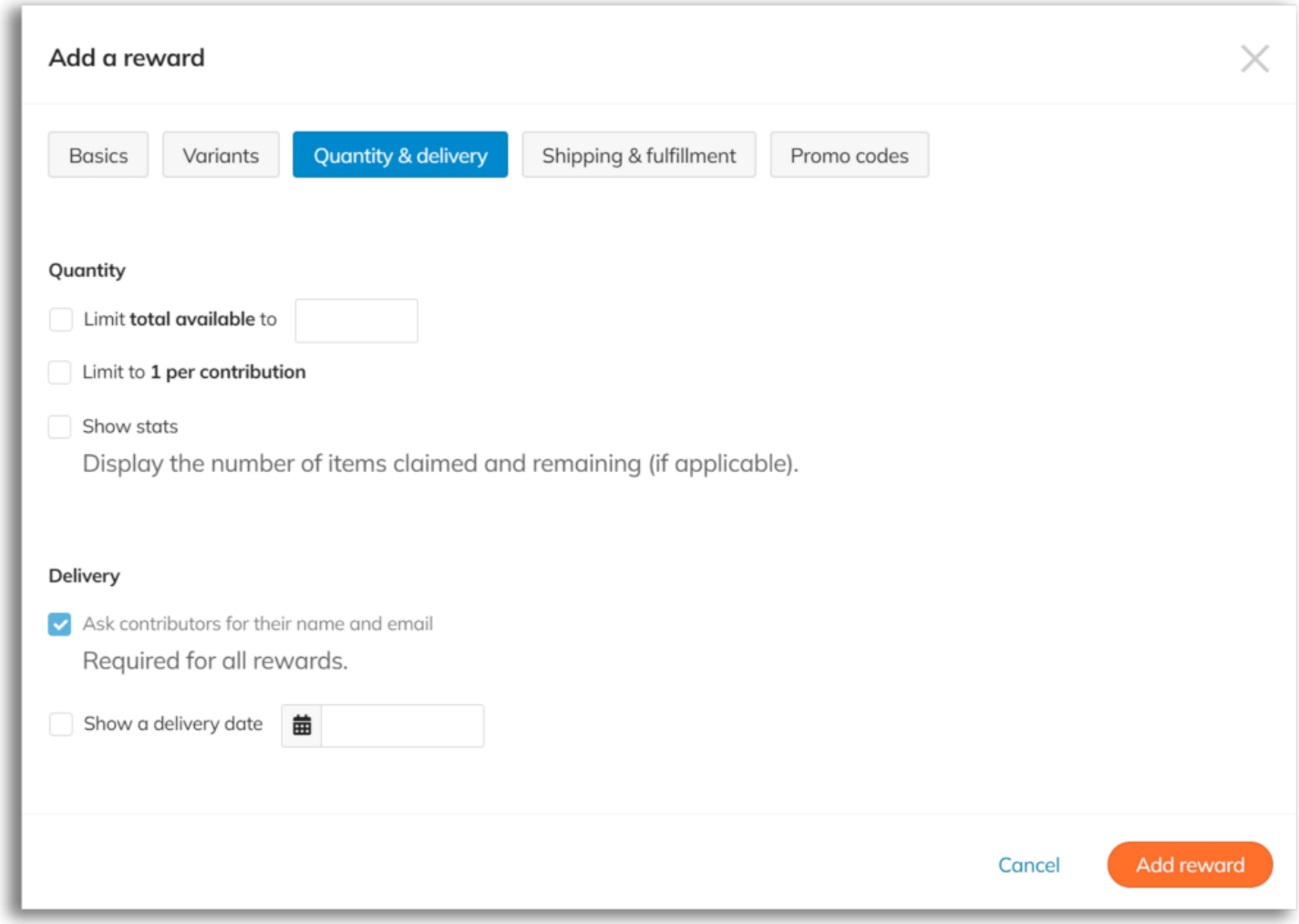
Variants – You can add up to 150 variants. Enter a label and customer-facing text for each variant and **click ‘Add.’**

Variant pricing - Charge different prices for different variants (not available with flexible pricing).



If one variant costs a bit more than the others, enter the difference in the 'Extra' section beside 'Price,' and you'll see the new price update. Supporters will see the total price of the selected variant when selecting a reward variant. They can even add multiple variants to the same reward to their cart!

STEP 3c - Quantity & delivery



Limit total available - Check this box to ensure you don't sell more than you have. Once contributors have selected all available items, this Incentive will automatically be discontinued so no one else can claim it.

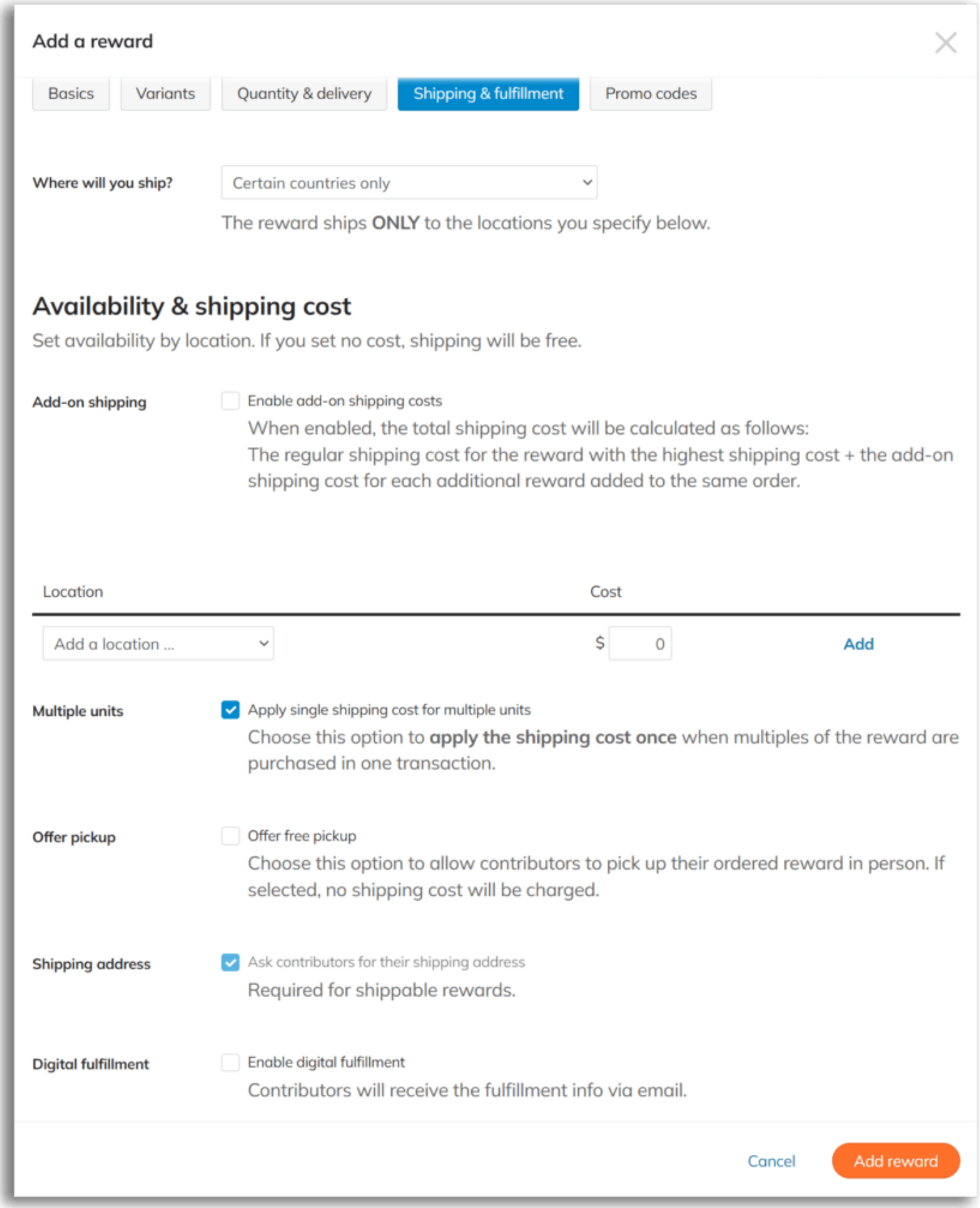
Limit to 1 per contribution – Want to make sure everyone gets their fair share? Check this box, and each person can only select one of these incentives at a time.

***NEW* Variants Quantity -** This option will appear after you enter Variants in the previous tab. Any Variant quantities will override the total available.

Show stats – Publicly show how many items have been purchased or claimed, and how many remain. If you have a limited quantity, the remaining quantity will be shown. If you have an unlimited quantity, the number of items purchased will be shown.

Delivery - We automatically collect names and email addresses (you won’t be able to uncheck that box). However, you can show an estimated delivery date. We VERY HIGHLY RECOMMEND sorting out your shipping ASAP to avoid later stress. Also, clearly communicate estimated shipping times to your supporters and update them on any delays.

STEP 3d - Shipping & Fulfillment


Add a reward
Basics
Variants
Quantity & delivery
Shipping & fulfillment
Promo codes
Where will you ship?
Certain countries only
The reward ships ONLY to the locations you specify below.
Availability & shipping cost
Set availability by location. If you set no cost, shipping will be free.
Add-on shipping
Enable add-on shipping costs
When enabled, the total shipping cost will be calculated as follows:
The regular shipping cost for the reward with the highest shipping cost + the add-on shipping cost for each additional reward added to the same order.
Location
Cost
Add a location ...
$ 0
Add
Multiple units
Apply single shipping cost for multiple units
Choose this option to apply the shipping cost once when multiples of the reward are purchased in one transaction.
Offer pickup
Offer free pickup
Choose this option to allow contributors to pick up their ordered reward in person. If selected, no shipping cost will be charged.
Shipping address
Ask contributors for their shipping address
Required for shippable rewards.
Digital fulfillment
Enable digital fulfillment
Contributors will receive the fulfillment info via email.
Cancel
Add reward

Where will you ship?

- **No shipping required –** This is the default option.
- Certain countries only – Select this option if you want to limit the countries you'll ship the item to.
- Anywhere in the world – Select this option if you can ship anywhere on Earth. Moon coming soon.

Availability & shipping cost

- **If you selected 'Certain countries only'**, you'll need to tell our system which countries those are.
- **No matter what you select**, you'll need to set shipping costs for each country you're shipping to. Just pick a country and enter a cost. **Don't forget to click 'Add' over on the right**.
- **Notes -**If you leave the 'Cost' field blank for any country, shipping will be free to that country. To charge the same shipping to everyone worldwide, enter an amount in the 'Rest of the World' field (or leave it blank for free worldwide shipping).

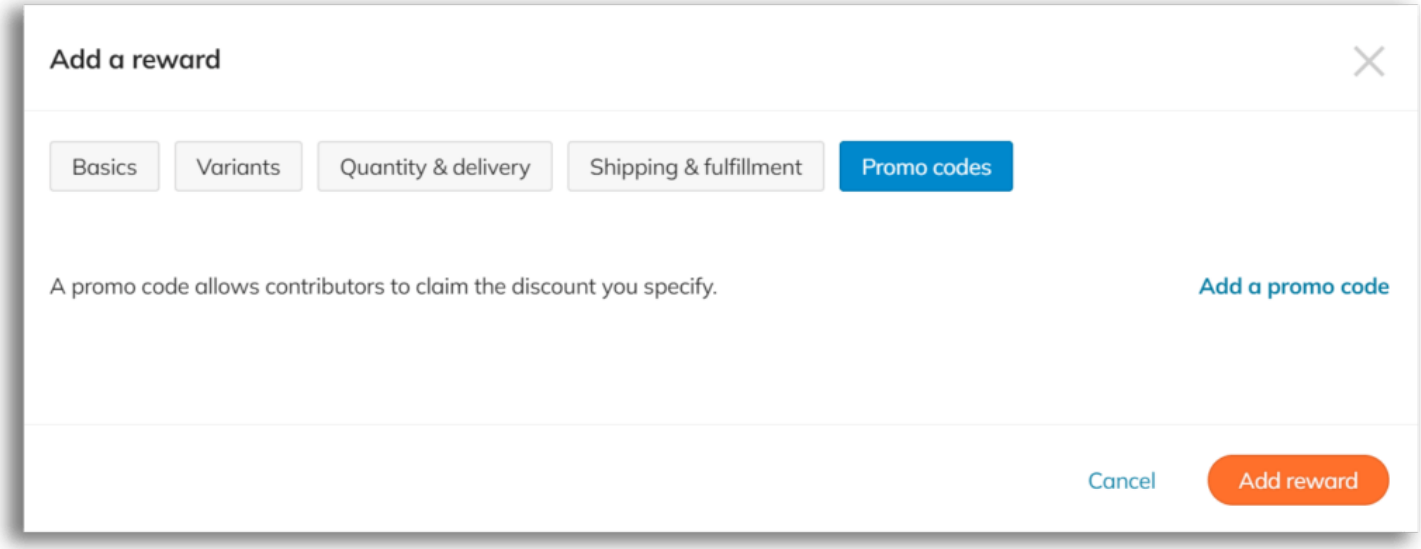
Add-on shipping – Check this box to reduce the shipping cost for this item if the supporter also claims another reward of equal or greater value (or multiples of the same reward). View this article for more info

Multiple units - Check this box to eliminate the shipping cost if a supporter claims multiple of the same reward item. View this article for more info.

Shipping address – required for all shippable Incentives. You won't be able to uncheck this box. It's just there to tease you.

Digital fulfillment – If you are offering a Digital reward, you can add download links to files of your choice. Please remember that we do not host or manage this file distribution system on your behalf.

STEP 3e - Promo codes



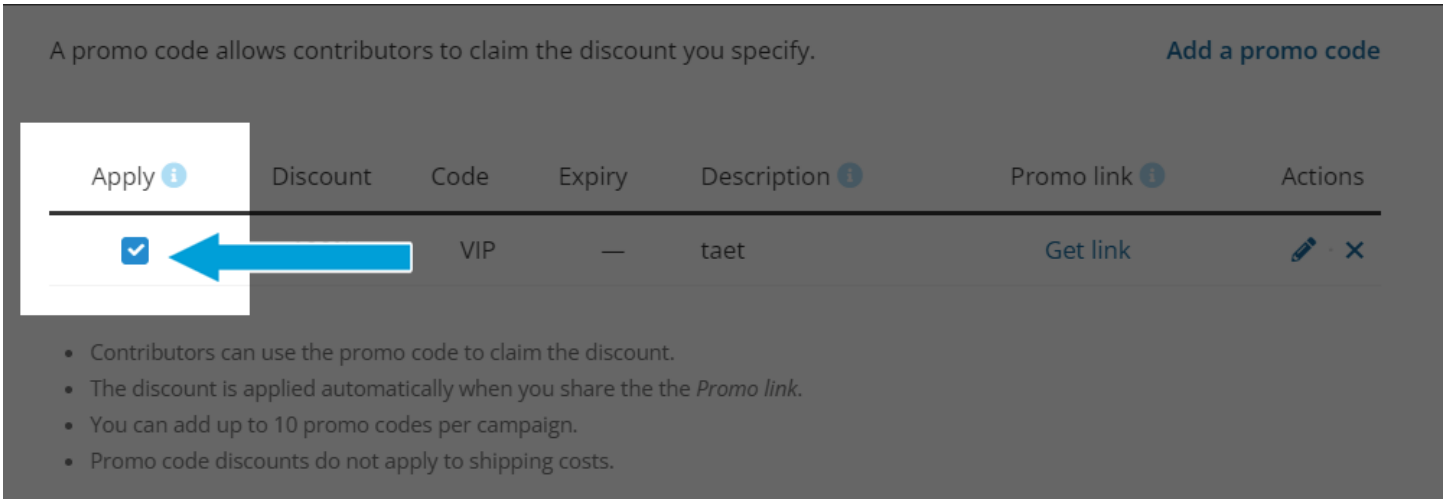
NOTE: Promo codes are not an option if you've chosen the flexible pricing option.

Click ‘Add a promo code’ to provide discounted reward options to your most loved (or most-wanting-to-impress) supporters. Click ‘Add a promo code’ for **each** code you’d like to enter.

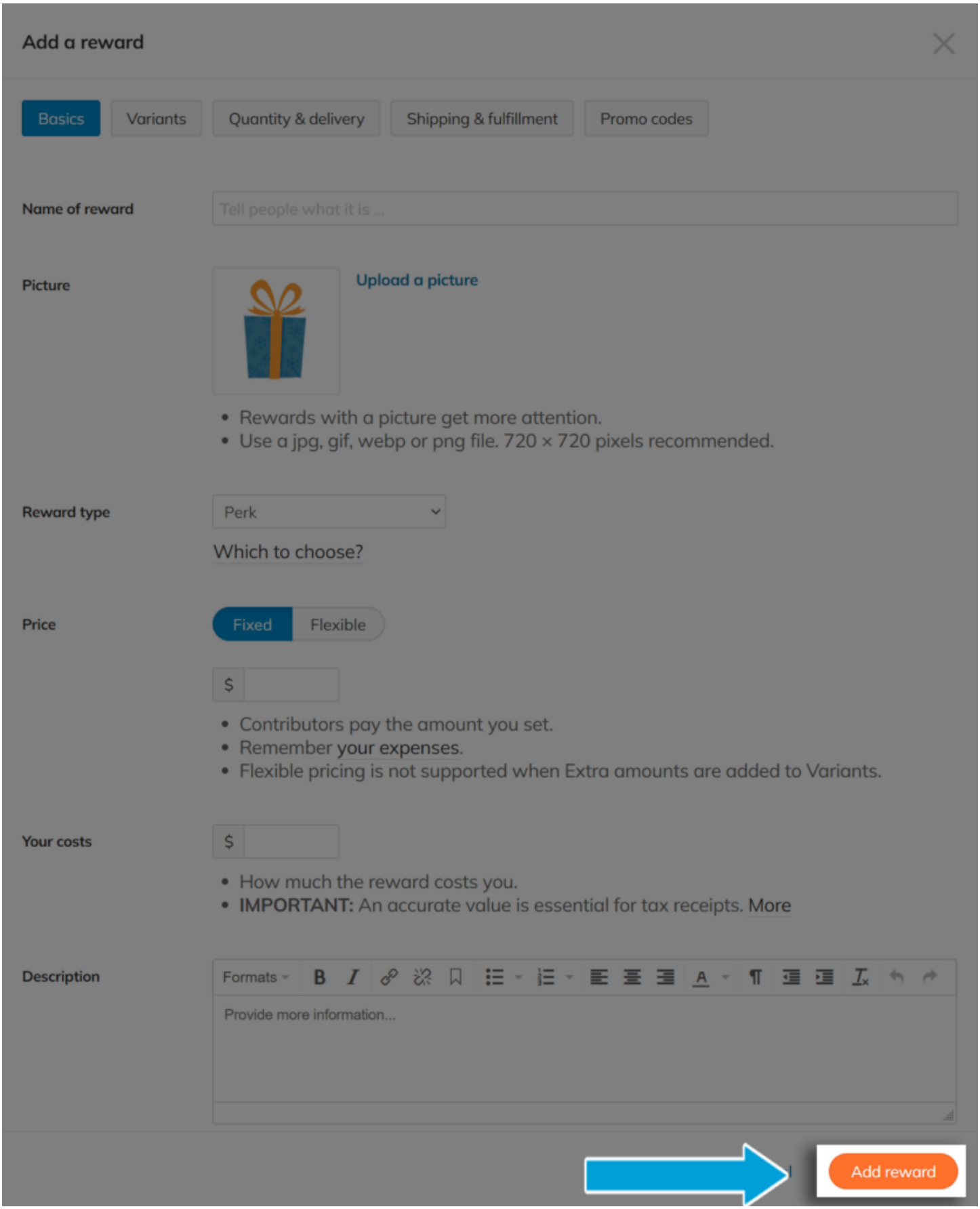
Percentage off - Enter the percentage you’re offering off the price you set under ‘Basics’.

Amount off - Enter a monetary value for the discount.

Important: You must ‘Apply’ the code for it to take effect:



STEP 5: Click ‘Add Reward’ when you’re done setting everything up.


Add a reward
Basics
Variants
Quantity & delivery
Shipping & fulfillment
Promo codes
Name of reward
Tell people what it is ...
Picture
Upload a picture
Rewards with a picture get more attention.
Use a jpg, gif, webp or png file. 720 × 720 pixels recommended.
Reward type
Perk
Which to choose?
Price
Fixed
Flexible
$
Contributors pay the amount you set.
Remember your expenses.
Flexible pricing is not supported when Extra amounts are added to Variants.
Your costs
$
How much the reward costs you.
IMPORTANT: An accurate value is essential for tax receipts. More
Description
Formats
Provide more information...
Add reward

STEP 6: SAVE!



Other helpful articles on crowdfunding campaign rewards:

- Editing, arranging, and deleting rewards
- Shipping calculation for multiple rewards
- How do tickets work?
- Organizing reward orders for fulfillment.
- Reward and Shipping FAQ


petfundr


crowdfundr


cocopay