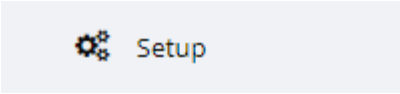
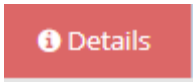
Build a Ticketed Event

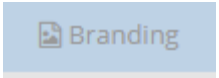
Once logged into the Swell dashboard, follow these steps:

To create an event, click on the icon in the top right corner
Click Save
Click on the Event Name you would like to build / edit
Click on the 

tab on the left
You will start on the 

icon

a. Fill out the Who portion for your campaign
    i. Nonprofit Name
b. Fill out the What portion for your campaign
    i. Event Name
    ii. Description for fundraising pages- this is a description that will appear on the personal fundraising pages for those who are fundraising for you. This is typically filled in with a description of why someone should give or what their donation would be supporting.
c. Fill out the When portion for your campaign
    i. Day
    ii. Time
    iii. Venue **if this is a virtual event, you can always type “Virtual Event” or “Join Us Online” in the place of a physical venue**

Click Save changes
Next, click on the 

icon

d. Upload an Event Page Header Image
    i. Size: 740x288 jpeg

    ii. This image will be found on the homepage of your site and donation page
    iii. These images can be created on a site like Canva (whatever you use)

e. Profile Page Header Image
    i. Size: 740x288 jpeg
    ii. This image will be found on the personal fundraising pages

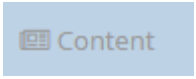
f. Logo Image
    i. Size: 261x16 jpeg
    ii. This image will be found in the top right corner of your homepage

g. Email Header Image
    i. Size: 550x135 jpeg
    ii. This image will be found on the email receipts donors receive

h. Ticket Header Image
    Size: 550x135 jpeg
    This image will be found on the top of the pdf ticket attached to the ticket confirmation email

i. Ticker Footer Image
    Size: 800x450 jpeg
    This image will be found on the bottom of the pdf ticket attached to the ticket confirmation email

Scroll all the way down and click Save changes

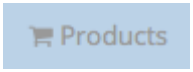
Next, click on the 

icon

j. To edit the homepage content, click on the icon. In this section, you will want to upload any information a guest needs to know when visiting the site. You can use text, upload images, upload videos, and more.

k. Click on the in the top right to add more content pages/tabs to your site

l. When editing tabs:
    i. Fill out a Page url- this is the text that will go at the end of your campaign site link to take you straight to this content tab (only use one word).
    ii. Fill out a Tab Name- this is the name of the tab that will show up on your site. For example, if you created an 'about' content page, you could name the tab "About"
    iii. Check the box active to make the tab visible to the public
    iv. Once you are done building your content page, scroll down and click Save

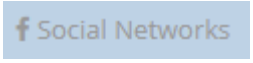
Click on the 

icon

a. Click on the in the top right corner to create a ticket

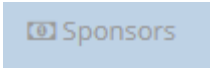
b. Select Ticket in the drop-down under Product Type

c. Check the active to make the ticket visible and available to purchase from the public
d. Fill out the maximum number of tickets available for the event
e. Fill out the Name of the ticket
f. Fill out the price of the ticket
g. Click Save

Click on the 

icon

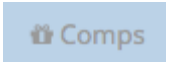
m. Facebook page ID- this will allow your Facebook posts to pull through at the bottom of your campaign site
n. Twitter Username- this will allow your Twitter posts to pull through at the bottom of your campaign site
o. Hashtag-Try to create a clever hashtag that is relevant to your campaign. Posts will pull through at the bottom of your campaign site when your organization or anyone else posts on social media with this hashtag.
p. Tweet Donations- check the box if you would like our system to do this. Every time someone makes a donation our system will automatically send out a tweet thanking them for their donation.
q. Click Save Changes

Click on the 

icon

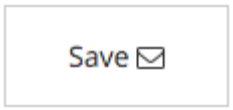
i. This is the area you would use to highlight and recognize sponsors. This will show up on every page of your campaign site under the raised amount. If you have more than one sponsor it will continuously scroll through them on a loop.

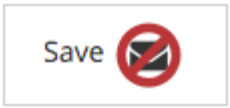
ii. Click on the in the top right corner to add a sponsor
iii. Type in the sponsor name
iv. Upload a logo image for the sponsor
v. Click Save

Click on the 

icon **IF** you are sending sponsors tickets

a. Click on the in the top right corner to send sponsors their tickets
b. Fill out the Comp Ticket Code. This is typically the company name.
c. Click on the drop-down to select the ticket type they are receiving
d. Fill out how many tickets they are receiving
e. Filling out the Internal note is optional (This is just for you. Typically name of sponsorship)
f. Fill out the first name, last name, and email address of contact receiving tickets

g. Click 

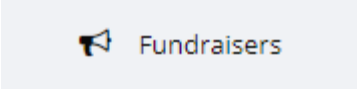
or 

   i. Save with envelope will automatically send contact the tickets
   ii. Send with no envelope will not send them tickets

Click on the

icon

r. This is where you will be able to customize and add features to your donation page (the give now button takes you to this page on your campaign site), ticketing checkout page, buttons, and sponsorship checkout page.
s. If you would like your fundraisers (walk participants) to get credit for donations, make sure the gift crediting feature is enabled in your donation page settings.

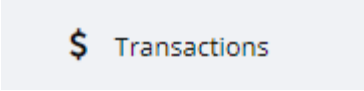
Click on the 

tab on the left side

t. This is where you would manually add people as fundraisers. We can also add a “Become a Fundraiser” button on your campaign site if you would rather them sign up on their own.

u. Click on the in the top right corner to add someone
v. Type in their information and click Save
w. Click on the to the right of the individual’s name to send them an email with their personal fundraising link

Once your event is underway, you may find the Transactions, Tickets, and QR codes sections useful. Here's how to access them and what you'll find in each:

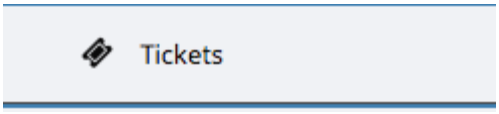
Click on the 

tab at the bottom on the left

x. This is where you are able to see all donations made

y. You can manually add a donation if you receive cash or a check. Click the in the top right corner and add the donor information. Click Save

z. Click on the in the top right corner to download an excel file with a report of all of your transactions.

Click on the 

tab to see virtual tickets purchased and manually send virtual tickets

aa. This tab will show everyone who has purchased a virtual ticket from the event site

bb. Manually send a virtual ticket if someone sends a check or cash for a virtual ticket

i. Click on the in the top right corner to create the virtual ticket

ii. Create the virtual ticketed guest as a fundraiser by clicking the

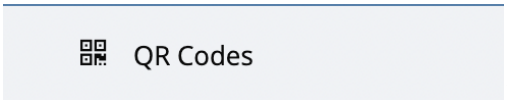
icon

iii. Fill out the individual's first name, last name, and email address. Click Save

iv. Select the ticket product the individual purchased

v. Click Save & Send to Guest to automatically send guest email with virtual ticket

vi. Click Save to not send an email to the guest

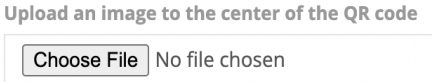
Click on the 

tab to personalize and download QR Codes for your event

cc. You can change the color of the QR code by clicking on

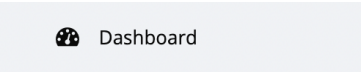
dd. Change the style of the QR code by clicking on

ee. Upload your logo into the middle of the QR code by clicking on



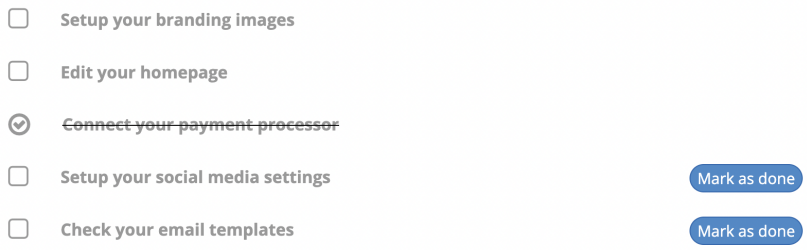
ff. Click on the icon to download your QR codes

gg. The donation page QR code goes toward your donation checkout page, the ticket purchase QR code goes toward the ticket checkout page, and the homepage QR code goes toward the homepage of your Swell site.

Make your site live by going through the checklist on the 

tab

hh. Mark items as done, and other items, like branding images, will check off as you complete them



- Click the

button once you are ready to make your Swell site publicly available!