

What is Swell?

Swell is an easy, affordable, online and event fundraising solution designed to help nonprofits achieve more. We are committed to building a different type of software company where our success is driven by yours.

You'll feel the difference from the first call.

Features

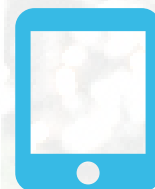
- Easy-to-Create website to fuel your online campaign or event
- Content management system allows you to create a custom look and multiple web pages
- Evergreen event site (i.e. same site URL from year to year)
- Sponsor logos integrated throughout site
- Full-featured ticketing system
 - Complimentary ticket management
 - Discount Codes
 - Custom ticket images that impress your guests
 - Table guest registration
- Peer-to-Peer fundraising pages created easily and without user logins
- Fundraising leaderboards
- Real-time fundraising display (Swell Slides)
- Virtual Fundraising (Livestream/Fundraising/Chat components)
- Online donation forms
 - Honorarium/Memorial Fields
 - Recurring Giving Option
 - Integrated QR codes (static included with base license)
- Integrations: Bloomerang, Salesforce, Mailchimp, CardConnect/Bluepay, Authorize.net, and Stripe
- Clients love our support!



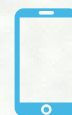
CAMPAIGN/EVENT WEBSITES



VIRTUAL AUDIENCE



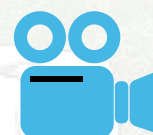
CHECK-IN APP



MOBILE GIVING



INTEGRATED PEER TO PEER

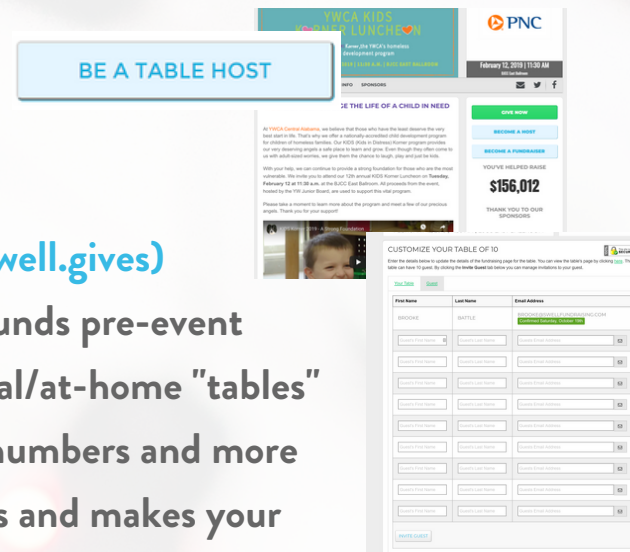


LIVE FUNDRAISING DISPLAY

Examples

Breakfast / Lunch Events with Tables (<https://dinner.swell.gives>)

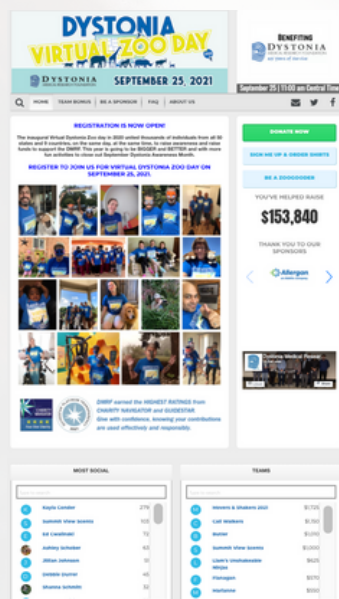
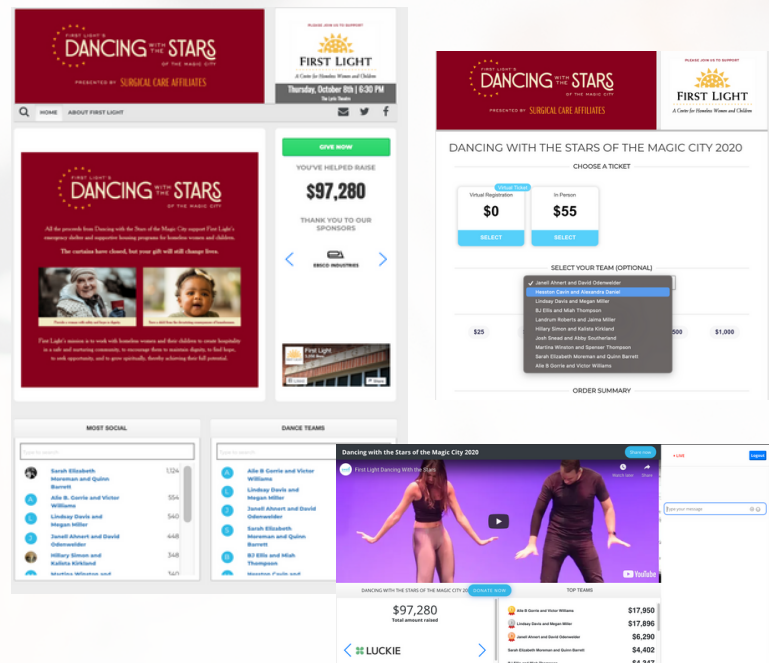
- Use Swell's table host feature to save time and raise funds pre-event
- Hybrid ticketing facilitates in-person tables and virtual/at-home "tables"
- Collect more guest information, communicate table numbers and more
- Custom email and ticket design impresses your guests and makes your life easier



Competitive Fundraisers

(Lip Sync Challenge, Talent Show, Dancing with the Stars)

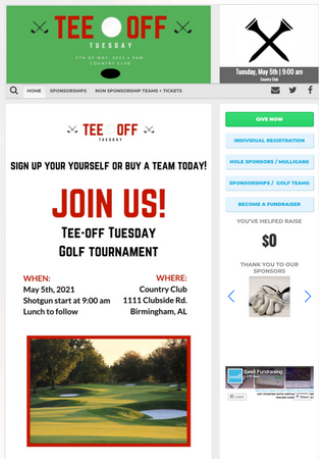
- Use Swell's team feature to capture ticket sales and donations through team pages
- Collect funds and report real-time results (in-person and virtually)



Walks (<https://letszoothis.swell.gives>)

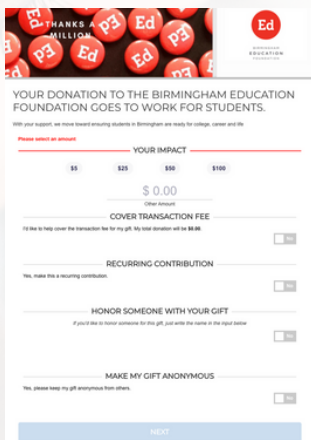
- Simple registration process with Create/Join a Team feature
- Peer fundraising is automatic and easy
- Virtual walks come to life on Swell

Examples



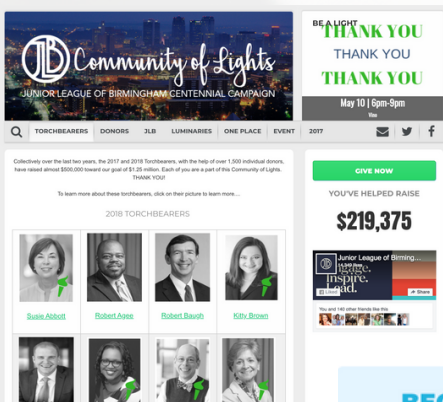
Golf / Clay Shoot Events (<https://golf.swell.gives>)

- Use the team captain invitation feature to collect names of team members pre-event
- Highlight sponsors on all website pages and ticketing
- Email Editor facilitates automated communication of event details



Donation Pages

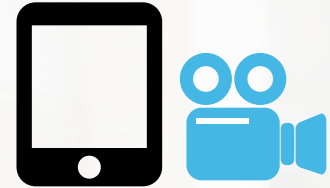
- Create a custom campaign for a specific donation page process
- Custom email receipt, custom branding, honorarium/memorial fields and recurring gifts



Online Fundraising Campaigns (<https://online.swell.gives>)

- Leverage custom content section to drive traffic
- Engage peer to peer (champion) fundraising
- Peer-to-Peer fundraisers say, "It's so easy".

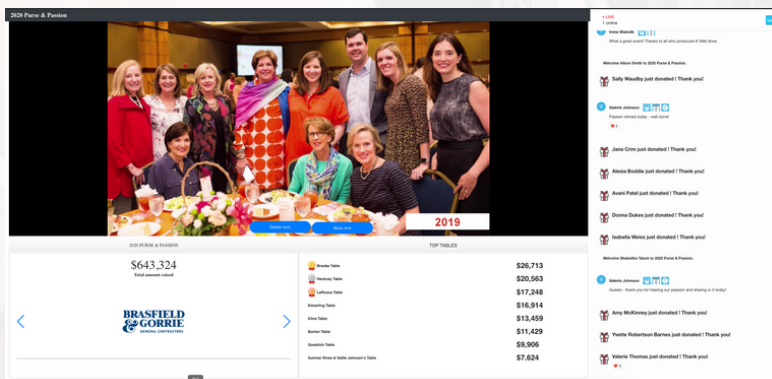
BECOME A FUNDRAISER



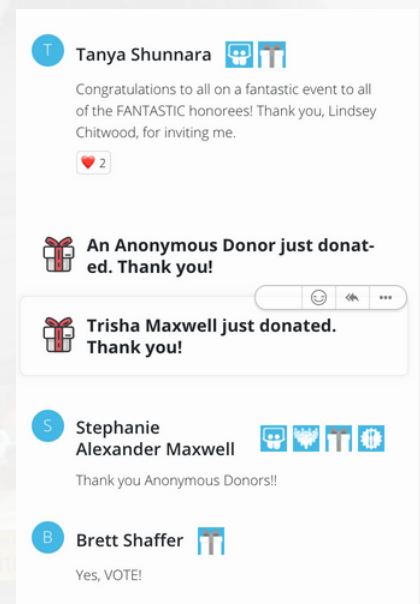
Virtual Module

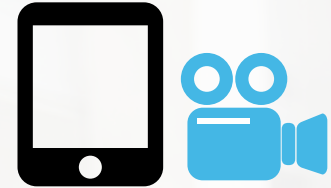
Always have a backup plan

- ...show livestream from YouTube, Livestream/Vimeo, Twitch and other services with embed links
-donate and share without ever leaving the live (virtual) event
- ...interactive chat window for online engagement
- ...online chatbot welcomes guests, thanks individuals for donations and awards badges for giving and sharing
- ...online guests can see fundraising totals, donation scroll and leaderboards in one spot
-expand your event reach and create access to your cause



**"THE EVENT WAS A HUGE SUCCESS!
THE PLATFORM WAS AMAZING AND
WE RECEIVED SO MUCH POSITIVE FEEDBACK."
SVP-CHICAGO**





On-Site Apps

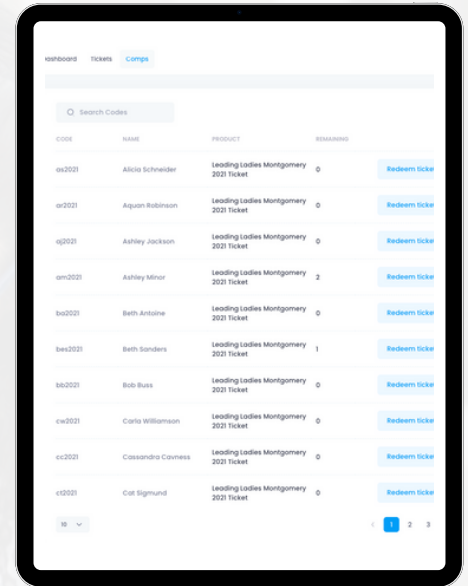
Impress Your Guests

Check-in Application

...quick check-in for ticketed guests

...include table #, table host name for quick search

...send an email to guests upon check-in/arrival



Swell Slides (Fundraising Display)

...upload your slide loop and custom background

...integrate social media posts

...recognize gifts real-time with personalized "thank you posts"

... show an up-to-date fundraising total

... display your hashtag(s) to encourage engagement

...leverage the most custom, real-time display available

...engage guests in giving and sharing

...WOW your event guests



	Build Your Own Unlimited Online	Swell Next	Swell Enterprise Premium Support
Event/Campaign Website			
Unlimited Sites	✓	✓	✓
Integrated Sponsor Logos	✓	✓	✓
Sites Replicated from Past Years (Same URL)	✓	✓	✓
Custom Content Pages (Upload Video, Images, Text)	✓	✓	✓
Fundraising Integration (Totals, Leaderboards)	✓	✓	✓
Ticketing/Registration Management			
Free, Paid, In-Person & Virtual Ticketing	✓	✓	✓
Discount Codes, Comp Ticket features	✓	✓	✓
Table Host / Table Management	✓	✓	✓
Add-A-Donation Feature on Ticketing	✓	✓	✓
Custom Images on Tickets	✓	✓	✓
Email Editor for Customization	✓	✓	✓
At-The-Door Check-In Application	✓	✓	✓
Virtual Event Module	\$319/year	Included	Included
Embedded Livestream (YoutubeLive, Twitch, Livestream.com)		✓	✓
Integrated Giving (Donation Window)		✓	✓
Fundraising Totals, Leaderboards		✓	✓
Integrated Chat		✓	✓
Ticket Gating		✓	✓
Peer-to-Peer	Included	Included	Included
Individual, Team, Table Pages	✓	✓	✓
Sponsor Widget on Fundraising Pages	✓	✓	✓
No User Logins (pages auto-created with registration)	✓	✓	✓
Fundraising Display			
Show Fundraising Updates (Event Total, Leaderboards)	✓	✓	✓
Custom background, font color and size controls	✓	✓	✓
Donor Thank You Messages	✓	✓	✓
Online Giving			
Donor Opt to Cover Fees	✓	✓	✓
Pledge Functionality	✓	✓	✓
Honorarium/Memorial Feature	✓	✓	✓
Gift Crediting to Fundraisers/Teams/Projects	✓	✓	✓
Customizable QR Code	Static Code	Dynamic Code	Dynamic Code
Gift Receipting / Input IRS Payment Disclaimer	✓	✓	✓
Pricing			
Setup Fee	\$149	None	None
Base License (annual)	\$579	\$1,749	\$3,249
Platform Fee (applied to online transactions)	1%	1%	1%
Customizations / Add-Ons			
In-Person Ticketing over 500	\$50 per ticket over 500	Up to 1500	Exceeding 1500
Virtual Ticketing/Guests Exceeding 1000		✓	Exceeding 3000
Setup your Swell campaign/event site	\$400/campaign	\$400/campaign	1 Campaign/Event
Premium Campaign/Event Support	\$55 / hour	\$55 / hour	5 hours
Dynamic QR Code	\$20/month	✓	✓
Email DNS customization	\$349/year	✓	✓

Client Quotes

"One of my favorite things about Swell is that it's an easy, affordable way for ECWA (Ellerbe Creek Watershed Association) to have a website for the Beaver Queen festival."

-Third Space Studio

"We're so happy with the progress of this year's May Match campaign. I'm letting everyone who asks know that our incredible success is thanks to Swell!"

-Birmingham Education Foundation

"Swell has the best customer support and the software helps our small staff of two manage the details of our annual event."

-Women's Fund of Hawaii

"Game-changer, we increased revenue year 1 after using Swell."

-YWCA Central Alabama

"Working with Swell is the best decision we have made for the Foundation."

-New York Bar Foundation

"Thanks to Swell Fundraising we had the biggest crowd (and the highest percentage of paid attendees actually attending) ever."

-Alabama Possible

User Feedback on G2.com (anonymous to Swell)

"It has created more energy at our events with having totals posted. Night of giving has gone up each time we have used it."

CASE STUDY

PURSE AND PASSION
LUNCHEON
YWCA

The YWCA of Central Alabama hosts a strategic fundraising luncheon called **Purse and Passion**. The event is normally a 1,200-person seated luncheon utilizing a table captain model to invite guests and raise funds. The event raises between \$600K-675K annually.

1011

INDIVIDUAL GIFTS

\$636K

TOTAL RAISED

1

BUDGET EXCEEDED

eliminating racism
empowering women
ywca
Central Alabama



120

VIRTUAL TABLE
HOSTS

1,335

PRE-REGISTERED
GUESTS

1,548

ONLINE ATTENDEES

159

CITIES

THE CHALLENGE

Adapt a 21-year-old, signature luncheon event into a 100% virtual fundraiser.

THE SOLUTION

Swell Fundraising powered the YWCA table registration process and event website. When the need arose, event emails were changed to reflect the plan to use Swell's virtual fundraising module for a 100% online experience.

HOW IT WORKS

- > Easy event pre-registration
- > Accessible and user-friendly online giving throughout
- > During live event, website morphs to include a livestream, donations, and guest chat all in one location.

HOW DOES IT WORK?

The YWCA used Swell's event website and table registration process to pre-register guests for the virtual event and changed email auto-responses to celebrate virtual table hosts.

1 EVENT WEBSITE

With Swell, the YWCA of Central Alabama created the event website to accept donations and facilitate the guest registration process.

2 TABLE HOST REGISTRATION

For Purse & Passion, Table Captains registered to host a table, and used the link Swell created for them to invite guests. Each guest responded yes/no and was invited to give if they could not attend. YWCA staff communicated regularly with virtual Table Captains leading up to the event. (While the YW does not sell tickets or tables to its luncheon events, Swell can do that too!)

3 DONOR DATA AND GIVING

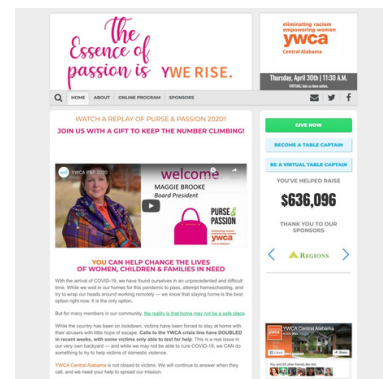
The Swell registration process automatically includes integrated giving, fundraising tracking, and peer-to-peer fundraising tools. With those tools in hand, the YWCA connected their community while motivating more sharing and giving.

4 INTEGRATED GIVING

Thanks to the table registration process, text-to-donate, and peer-to-peer fundraising, the YWCA began the luncheon with approximately \$150K in individual donations. The virtual module's integrated giving feature increased this throughout the livestreamed luncheon.

5 VIRTUAL MODULE

The YWCA engaged a firm to film their leadership and stream a program similar to the physical event. The firm provided Swell with a specific time to go live and an embed code. At the right time, the Swell website morphed into a virtual mode that includes the livestream, fundraising activity, a donation window, and a guest chat to foster a connected community that celebrates fundraising.



BE A TABLE HOST

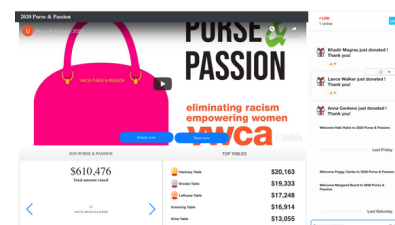
INVITE GUESTS TO YOUR TABLE

TABLE NAME: BATTLE | VIEW YOUR TABLE'S PAGE

Thank you for wanting to table in 2019 YWCA Central Alabama! Below you'll see a list of the seats at your table. To make a guest, simply enter their name and email address that day. The name and email are good at the time. Your guest will receive an email invitation with a unique link to reserve their seat and get a table to the event. You can change a table's invitation with a unique link to the table.

#	Guest Name (first and last)	Guest Email	Status	Guest Name	Guest Email
Seat 1			Not Confirmed	Seat 6	
Seat 2			Not Confirmed	Seat 7	
Seat 3			Not Confirmed	Seat 8	
Seat 4			Not Confirmed	Seat 9	
Seat 5			Not Confirmed	Seat 10	
Seat 6			Not Confirmed	Seat 11	
Seat 7			Not Confirmed	Seat 12	
Seat 8			Not Confirmed	Seat 13	
Seat 9			Not Confirmed	Seat 14	
Seat 10			Not Confirmed	Seat 15	

Tip: You can bookmark this page and visit as many times as you need to complete the table. If you need to remove an already confirmed guest, please send an email to info@swellplatform.com.




WHAT DID THEIR GUESTS SAY DURING THE EVENT!

R **Rebecca McWilliams** 



very well done - congratulations to all of you!

 1


C **Cynthia Lamar-Hart** 



Beautiful job - thanks to all for your hard work in putting together this wonderful event!

 1


A **Adrian Peterson-Fields**  



What a great event!!!! Congrats LaRhonda and Y team! I am grateful for being connected!

 1



J **Jamekia Bies**  

Awesome event, YW!! Grateful to be apart of the team!


 2

I **Irene Blalodk**  

What a great event! Thanks to all who produced it! Well done.

L **Lindsey Tanner**  

This is a perfect Purse & Passion. Thanks to all of the people that made it possible. Taking 'first ever' risks is tough. Appreciate the leadership of this group.

 8

FROM THE YWCA:

"Swell was a complete life-saver for the 21st Annual Purse and Passion. When the COVID19 crisis came into the picture in March, we knew we were going to have to go virtual. Thank goodness we were already using Swell for fundraising. The platform made the transition to a virtual event basically seamless. We were able to go from a very large, in-person event to a virtual one in a matter of hours!"

- Clay Greene, YWCA Central Alabama

CASE STUDY

DANCING WITH THE STARS
FIRST LIGHT

First Light hosts an annual, competitive fundraising event based on the Dancing with the Stars concept. Typically, the event is a 500-person seated theatre event with friends and supporters of the dance teams attending. Prior to Swell, the event raised approximately \$65k per year, in 2020 it raised \$97k

454

INDIVIDUAL GIFTS

\$97k

TOTAL RAISED

1

BUDGET EXCEEDED



10

DANCE TEAMS

382

PRE-REGISTERED
GUESTS

435

ONLINE ATTENDEES

56

CITIES

THE CHALLENGE

Automate all aspects of a competitive team fundraising event

Provide a seamless process for in-person and virtual attendees

THE SOLUTION

Swell Fundraising provided the following:

- Hybrid Ticketing (in-person + virtual)
- Integrated Team Fundraising
- Text to Give for In-Person Giving
- Virtual Module for Online Audience
- Leaderboards

HOW IT WORKS

- > Virtual & In-Person ticketing
- > User-friendly online giving throughout
- > During live event, virtual mode includes a livestream, team leaderboard, donations, and guest chat all in one location.

HOW DOES IT WORK?

1 EVENT WEBSITE

With Swell, First Light created the event website to accept donations, create team fundraising pages, display fundraising activity, and facilitate the registration process.

2 HYBRID TICKETING

For Dancing with the Stars and so many events, First Light wanted to provide in-person tickets to family and sponsors with virtual tickets available to everyone.

Swell's hybrid ticketing system seamlessly handles in-person, virtual, complimentary and exclusive tickets.

3 TEAM FUNDRAISING

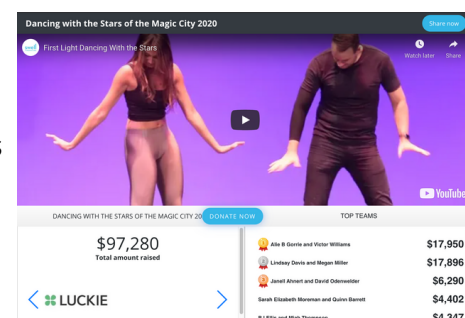
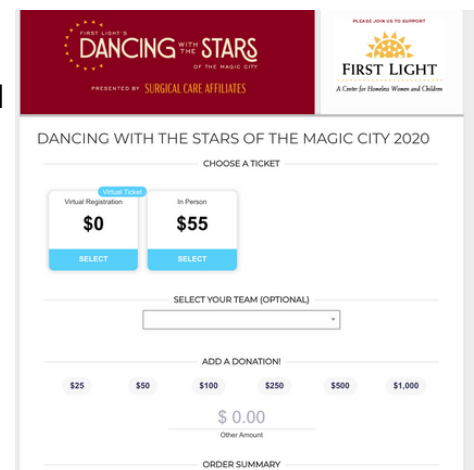
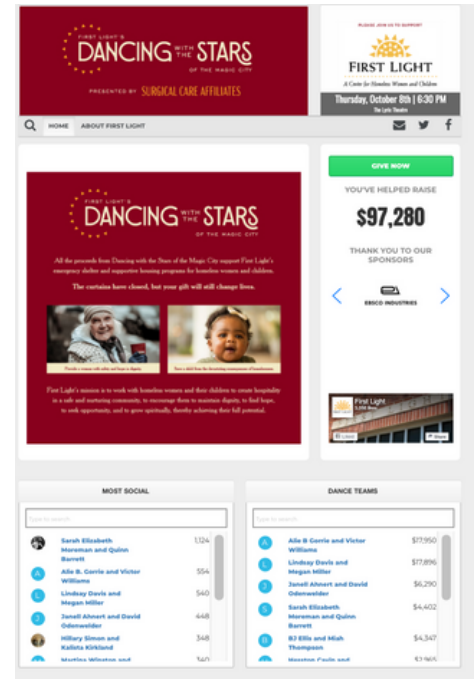
The Swell registration process automatically includes integrated giving, fundraising tracking, and peer-to-peer fundraising tools. Each team has a fundraising page and all registrants can choose a team to benefit from their ticket purchase. Leaderboards keep score.

4 INTEGRATED GIVING

With all giving connected to one source, donations can be collected from multiple sources including text to donate, online giving and donations from the virtual audience.

5 VIRTUAL MODULE

First Light engaged an AV company to broadcast the event via livestream. The Swell virtual module includes a livestream embed, welcomes pre-registered guests, handles event giving, leaderboard updates and announces donors by name as they give. It's easy to engage in-person giving real-time and keep "score" to award a Top Team.



FROM THE CLIENT:



It is always a little scary to try new things, and events are always challenging, but the team at Swell went out of their way to make sure our event went smoothly.

Our model is a little different than many others, so the flexibility of the platform and the excellent customer service were essential to our success.

Whatever the question, whatever the issue—they had our backs.

I wholeheartedly recommend the Swell fundraising platform.

- Lani Powell, First Light

CASE STUDY

COMMUNITY OF LIGHTS
JUNIOR LEAGUE
BIRMINGHAM, AL

The Junior League of Birmingham launched the Community of Lights Centennial Campaign in early 2017 with a commitment to raising \$1.25 million over the next 5 years. To celebrate and commemorate the Junior League of Birmingham's 100th Anniversary, The JLB has committed to provide One Place Metro Alabama Family Justice Center the lead gift to acquire and remodel a space for operations. This effort kicked off in partnership with 20 Torchbearers who will pass their torches to a new set of committed advocates in 2018. And the cycle will continue until The JLB reaches its' zenith in 2022 with the success of 100 Torchbearers and their supporters.

849

INDIVIDUAL
DONATIONS

623

NEW DONORS
TO THE
ORGANIZATION

56%

GIVEN BY
NON-LEAGUE
MEMEBERS

”

How wonderful
it is to have
technology to support
non-profit fundraising
and what a difference
it has made for the
JLB's current efforts!



THE CHALLENGE

Launch an inaugural online campaign and event with 20 "Torchbearers" committed to raising \$10,000 each.

THE SOLUTION

Use Swell's event management platform to build a website, accept donations and easily credit "Torchbearers" and track their fundraising.

HOW IT WORKS

- > Increases online presence
- > Allows donations to credit "torchbearers" fundraising
- > Encourages Peer-to-Peer fundraising



ABOUT

CENTENNIAL CAMPAIGN

To celebrate and commemorate the Junior League of Birmingham's 100th Anniversary, [The JLB] will provide **One Place Metro Alabama Family Justice Center** the lead gift to acquire and remodel a space for operations.

The commitment to One Place is a minimum of \$1.25 million over the next 5 years.

This effort kicked off in 2017 in partnership with 20 Torchbearers who will pass their torches to a new set of committed advocates in 2018. And the cycle will continue until The JLB reaches its' zenith in 2022 with the success of 100 Torchbearers and their supporters.



This fundraising campaign cultivated 623 new donors to the organization and drove over 18,000 people to the online fundraising site platform, hosted by Swell.

JUNIOR LEAGUE BHAM

We improve the lives of women and children through original League-owned programs and by working with community agencies to deliver services and assistance to those in need. To ensure consistency and a concentrated level of service, JLB Community Projects focus on four areas : Education, Financial Stability, Health, and Safety and Crisis Intervention. We currently dedicate resources and volunteers to more than 36 Community Projects.

The JLB's goal is to eradicate pressing issues within the community, create advocates and community trustees (trained League members) who are passionate about issues, and make a positive impact on the community through systemic change and strategic partnerships.

THE CHALLENGE

WILL OUR USUAL
DONORS PARTICIPATE
ONLINE?

- Launch an inaugural event
- Create an interactive online campaign
- Capture new donors
- Raise \$250,00
- Shift from Online Campaign to Ticketed Event
- Make donating easy

THE SOLUTION

MAKE IT EASY.
MAKE IT FUN!

- Utilize Swell's peer-to-peer fundraising tools and event platform to create a fun and personal online campaign + event
- Allow donors to credit their gift to someone specific
- Accept donations pre-event, during the event and post-event (online + credit card swipes)
- Capture new donors

THE RESULTS

INCREASE ONLINE
PRESENCE

18,386



Visits to campaign website

ENCOURAGE PEER TO PEER
FUNDRAISING

624



First-time donors

RAISE AWARENESS +
CAPTURE NEW DONORS

56%



Of campaign given by non-league members

MAKE DONATING AS
EASY AS POSSIBLE

849



Individual donations

swell CASE STUDY

TEA & CHAMPAGNE
HONOLULU, HI

WOMEN'S
FUND OF HAWAII

Women's Fund of Hawai'i holds an annual event like no other. This year marks the 12th year in a row for their Tea and Champagne event, which is a fun-filled evening of fundraising and networking that features special tea, champagne, cool prizes, and, of course, dessert! Tables start competing and fundraising against each other weeks before the event to claim the title of Top Table. Why? Because the tables get to descend upon the dessert table in fundraising order and this is one you don't want to miss. Filled to the brim with the finest macarons, pastries, and decadent cakes, there's a reason people can't stop talking about the Dessert Dash.



Being able to have a dedicated event site saves us money and time. Having our data automated and centralized, for example, makes the administrative aspect so easy!

Leela Bilmes Goldstein, PhD
Executive Director

20+

VIRTUAL
PARTICIPANTS

\$135,170

TOTAL AMOUNT
RAISED

30

TABLES OF
TEN SOLD

THE CHALLENGE

Continue a long-standing tradition while also bringing new (and user-friendly) ways to fundraise and keep the competition going from start to finish.

THE SOLUTION

Use Swell's multi-application platform to build an event website, sell tables, track fundraising and display winnings during the event.

HOW IT WORKS

- > Easily sell tables and invite guests
- > Transparency of leaderboards allow for friendly competition
- > The on-site app encourages real-time engagement

THE CHALLENGE

WILL OUR USUAL GUESTS PARTICIPATE ONLINE?

- Sell tables and sponsorships online
- Share event information
- Make donating easy
- Encourage competitive fundraising amongst individuals and tables
- Engage guests and donors before and during the event

THE SOLUTION

MAKE IT EASY.
MAKE IT FUN!

- Utilize Swell' platform to create a fun and informative event website
- Allow guests and sponsors to purchase tables online
- Easily accept donations pre-event as well as during the event
- Use leaderboards and on-site app to display fundraising
- Real-time social media feed

THE RESULTS

SELL AND MANAGE TABLES EASILY

30 Tables

Sold, each seating 10 guests



INCREASE ONLINE PRESENCE

18,072

Visits to campaign website



ENGAGE WITH GUESTS ONLINE

300+

Related social media posts



MAKE DONATING AS EASY AS POSSIBLE

366

Individual donations

