GUIDE TO
CrowdRise Registration/Ticketing

You’ll learn how to:

● **Setup** registration/ticketing on your campaign
● **Customize** your registration/ticketing with waivers and form questions
● **Preview** your checkout flow
● Leverage registration/ticketing **reporting**
Getting Started

To begin, go to your Campaign Manager and click the “Edit” icon. Locate the “Registration & Ticketing” Card, then click the “Add Registration” button.

Toggle “NEW! CrowdRise Registration & Ticketing”
Your campaign design will change when registration/ticketing is added.

Click “Save & Continue” to proceed.

Important: If you'd like to add multiple teams to your campaign, be sure to add teams prior to adding registration. Multiple Teams should be enabled when people are fundraising in groups (e.g. teams in a 5k).
Customize your registration/ticketing flow

Event Details, such as date and event description, will transfer to your registration Event Description. This information will also appear on your campaign and in the registration flow.

- Adding a location will create a Google maps link to your event’s location.
- Provide more info about your event in the Event Description section. Include formatting and hyperlinks when needed.
- Dimensions of the banner photo should be larger than 1440x330 pixels.
- The banner photo will appear in the registration flow and at the top of the registration confirmation email.

Tip: Solid colors or a plain pattern are recommended as a banner images to keep emphasis on the registration options.
**Advanced Modules: Enable Group Registration**

**Group Registration** enables multiple participants to register per ticket. Enabling group registration allows for the registrant to provide information for *each* participant on that ticket. This feature may be used to collect information for:

- A Family pass
- A Gala table
- A Relay team
- And more!

While a user can choose to add more than one of each ticket type to their cart, enabling group registration allows you to collect information from all participants rather than just the individual purchasing the tickets (the Buyer).

Once enabled in Event Details, Group Registration is activated by configuring the Participant Min/Max on each specific ticket option.

*Group Registration is currently a Premium/Enterprise subscription feature only.*
Advanced Modules: Enable Fundraising

Toggle Fundraising on to enable registrants to create a campaign page during their registration transaction. Complete setup by customizing the fundraising options for each ticket type under Ticket Options.

If fundraising is required, a registrant must launch a fundraising campaign at the completion of their transaction.

**Join Team:** Participant joins an existing Fundraising team on campaign

**Create Team:** Participant creates a new fundraising team

**Fundraise as an Individual:** Participant creates a new fundraising team as a single person, which others cannot join

**Note:** If you want only participants who register to be able to set up campaigns, you must toggle “Require Registration/Ticket Purchase to Fundraise” under Edit Campaign > Settings.
Advanced Modules: Donations

**Allow Donations outside of Registration:** Toggle ON to allow those who do not register to make a donation.

*Tip:* In most cases, we recommend allowing donations to be made outside of registration in order to provide your supporters with as many opportunities as possible to give to your campaign.
Add Ticket/Registration Categories

Select “Ticket Options” on the left hand sidebar, then add each of your registration/ticketing options e.g 5k Runner, 5k Walker, Volunteer, etc.

**Quantity** refers to the total number of available slots or tickets you have to offer. Once this quantity has been reached, this option will be marked as “Sold Out” on your registration page.

Add the price that corresponds to each ticket option. This amount will be processed as a donation and the registrant will receive an registration email confirmation at the end of the transaction. For free options, enter $0.

Click the “+” sign to add more categories*

*Note: Essential Accounts are limited to 3 ticket options.*
Configure Advanced Ticket/Registration Options

Click on the “gear” icon to access the Advanced Settings for your Ticket Options.

Under Advanced Settings, add a Ticket Description and start and end dates. If you’ve enabled Group Registration and/or Fundraising, customize each ticket type in the fields beneath.

End Date: Registration will turn off at 11:59pm on the date selected, meaning registration will be open through the entire End Date day.

- If you wish to extend registration after the date passes, you are able to edit and reopen registration by simply changing the End Date.

♀ Tip: If you have variable ticket prices (e.g. Early-bird), you may enter date ranges that correspond with different prices.
Compose Form Questions

**Buyer Questions** refer to what information you wish to ask the purchaser/individual who is completing the transaction.

**Participant questions** allow you to collect information about additional participants, if applicable, e.g. if a family of 4 is registering, the Participant Questions might ask the names and ages of each child.

- First Name, Last Name and Email Address are required fields for all participants

The “buyer” and the “participant” may be the same in some cases, e.g. when a single person is buying a ticket and participating in the event.

Select “Form Questions” from the sidebar to specify what additional information you want to receive from your registrants. For example:

- Please list your emergency contact name
- Would you like to subscribe to our mailing list?
- How did you hear about this event?

Be sure to order your form questions correctly, as you are unable to reorder them once they have been added.

*Note: Essential accounts are limited to two additional buyer questions. Participant Questions are only available to Premium and Enterprise subscribers.*
Form Questions (continued)

Select the type of response you wish your registrant to provide from the dropdown.

Once you’ve selected your Form Field Type, add the answers below. Click the “+” sign to add additional response options.

Responses to all form questions (Buyer and Attendee) will populate in the Registration/Ticketing Report - Attendee for each campaign.

*Note: If you’d like to ensure that form questions are presented to all participants, be sure to enable group registration with a minimum and maximum of 1.

Tip: Check whether or not a response is required to complete registration on the right side of each question.
**Promo Codes**

**Promo codes** allow you to apply discounts to certain ticket options, making it easy to set options like early bird pricing and discounts. Promo codes will be automatically applied to the most expensive ticket at checkout.

### Discount amount
- Apply discount by dollar amount or percentage of total ticket price.

### Promo code uses
- Allow a limited number of registrants to use the code, or open it up to unlimited uses.

### Start and end times
- Set a time frame in which your promo codes will be valid.

### Select ticket options
- Select the ticket options you would like promo codes to be valid for.

---

**Promo Code**

<table>
<thead>
<tr>
<th>Promo Code</th>
<th>Amount</th>
<th>Uses</th>
</tr>
</thead>
<tbody>
<tr>
<td>discount10</td>
<td>10%</td>
<td>/∞</td>
</tr>
</tbody>
</table>

**Promo Code Uses**

- Leave blank for unlimited uses

**Start Date**
- 10/20/2018

**Start Time**
- 00:00 EST

**End Date**
- 11/03/2018

**End Time**
- 00:00 EST

**Apply To**
- All Ticket Options
- Single Golfer
- Half-Day Tournament

**Delete Promo Code**

---

**Tag Golf Classic**
- Saturday, October 27th 2018
- 12:00 pm

**Your Order**

- **Half-Day Tournament**: $99.00

**Subtotal**: $99.00

**Total**: $99.00

**Checkout**
Include Waivers

Many events, like runs and walks, require **Waivers** from participants in order to participate.

To include a waiver, click the “Waivers” icon on the left hand column and select the “+” sign.
Waivers (continued)

Enter a Waiver name, then select the “+” sign to upload a pdf document.

Agreement to waivers are required fields in registration, located underneath “fundraising options.” Each participant must agree in order to complete his/her transaction at checkout.

Tip: You may include more than one Waiver by clicking the “+” sign at the bottom of the page.
Once you have entered your registration information, you may preview your registration before you publish or launch your event.

Click the “Preview” button in the top right hand corner of the Registration Editor.

The preview of your event displays ticket types and prices as a user would see them.

*Note: If you’d like to give your registrants the option to cover the fees on their ticket price, connect with your Senior Success Specialist.
The Registration/Ticketing Flow

Your participants will select the “Register” Button from your campaign to begin the process of registering.
Add Tickets to Cart

Use the “+” and “−” signs to add or remove tickets to the cart.

The total number of tickets will appear at the bottom.

<table>
<thead>
<tr>
<th>Ticket Type</th>
<th>Price</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Golfer</td>
<td>Free</td>
<td>1</td>
</tr>
<tr>
<td>Four Some</td>
<td>$400.00</td>
<td>0</td>
</tr>
<tr>
<td>Hole Sponsorship</td>
<td>$600.00</td>
<td>0</td>
</tr>
<tr>
<td>Four Some + Hole Sponsorship</td>
<td>$1,000.00</td>
<td>0</td>
</tr>
</tbody>
</table>
Participants will enter **Buyer Information** here. If registration is paid, they will also enter billing info.

**Buyer Questions** will appear here.

Tickets are reserved for 25 minutes, after which they will be removed from the participant's carts.
The registrant will enter Participant Info next. If you have Multiple Participants per Buyer enabled, the user will repeat the participant information questions for each participant.

- If fundraising is enabled, additional participants will need a unique email address to launch a campaign page.

This is where your Participant Questions will appear.

The registrant will select fundraising options here.
Registrant will enter credit card and billing info as the final step to checkout.
One a registrant has completed their order, they can download their tickets directly from this screen. The registrant will also receive an automatic confirmation email that includes:

- Checkout and order Information
- Event details
- Downloadable tickets*

*Note: If you do not wish to have downloadable tickets, work with your success specialist to remove this feature.
Confirmation Emails

Once a user has completed registration, 1-2 emails will be automatically sent to the email address used to register. The user will receive:

1. A **Registration Confirmation email** including ticket summary and order number.
2. An **Accept Fundraiser email** to access a campaign (if fundraising was enabled and the user chose to create a campaign)
Leverage Reporting

An advantage to using CrowdRise registration is that all information collected in the registration process will be recorded in your Report Center.

Access the Report Center from your Navigation Panel, your Main Menu or in your Campaign Manager.
Access Registration/Ticketing Reports

- From the “Select a Report Type” dropdown, select one of the three Registration/Ticketing Reports.
- Filter your report by a specific Campaign (E.g TAG Golf Classic)
- Select a Date Range or leave field as “All Time”
- Hit “Run Report” then, “Export Report” to download as a CSV file.
Registration/Ticketing Report Types

**Attendee:** List of each attendee and his/her respective registration information, in addition to fundraising campaign URL and status (i.e published).

**Ticket:** List of all the tickets sold. Report provides detailed breakdown on ticket price, ticket quantities sold, ticket discounts and promo codes used.

**Order Summary:** List of each ticket order and transaction and payment details about each order (e.g how many tickets sold, who the buyer is, total order cost).
Still have questions?

- [Visit our FAQs](#)
- Reach out to [nposupport@gofundme.com](mailto:nposupport@gofundme.com)
- Reach out to your Senior Success Specialist