

Eventgroove Fundraising How to Guide: Sweepstakes

Tutorial Video: [HERE](#)

Log into the Fundraising site under your chapter's account:

<https://give.uplandfundraising.org/account/profile/signin>

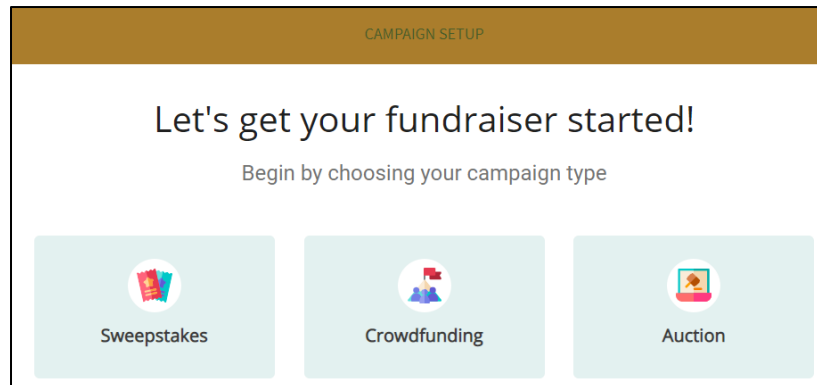
Use your chapter email: CH#####@pfofficers.org OR CH#####@qfofficers.org

Use your chapter's business portal password

*This account information should be the same as your Events Center account.

PLEASE NOTE: If your Regional Rep has assigned you to a Sweepstakes campaign, many of these steps may have already been completed for you. If your Regional Rep has set you up to create your own Sweepstakes campaign, please follow these steps carefully and reach out to them with any questions or concerns before publishing the campaign.

Once you log in you should be brought to a page that prompts you to either create a campaign or view on-going campaigns, select *Create a campaign* to get started.



01 Basics

- Select *Sweepstakes* to get started
- Create a title for your Sweepstakes campaign – this should be clear and concise, such as *Prairie Hills Pheasants Forever Online Sweepstakes*

- Unless you have specific wording that you prefer, please leave the wording and primary currency fields as the default values:

Choose the wording that your supporters will see ⓘ

Refer to this campaign as a Sweepstakes ▼

Refer to your supporters as Donors ▼

Refer to the funds received as Donations ▼

Choose the primary sweepstakes currency ⓘ

United States dollar (USD) ▼

[LEARN MORE](#)

- You can choose to add a fundraising goal to track your progress
 - If you are hoping to run the sweepstakes similarly to a raffle and limit the amount of entries, setting a fundraising goal is a good way to accomplish that. Otherwise, not setting a goal can lead to surpassing what you thought you could raise, which is always good.

- Enabling team/peer-to-peer fundraising:

- This is not recommended for the average chapter sweepstakes
- If you would like to explore this option, please read through the article linked in the “Help Me Choose” and consult with your Regional Rep

Do you want to enable team (peer-to-peer) fundraising? ⓘ

No, my sweepstakes won't have individuals or teams participating to raise funds

Yes, my sweepstakes will have individuals or teams participating in fundraising

[HELP ME CHOOSE](#)

- Select your time zone, the default is Pacific Time
- Setting up a live-stream is up to your chapter and Regional rep, and if this is something you would like to do to incorporate a virtual event with your sweepstakes or a live winner announcement, follow the “Learn How to Set This Up” link for more information

- Start date/time:

- The default is that your sweepstakes will go live as soon as it is published
- Alternatively, you can publish it and drum up interest (people will be able to view the page without entering) and have it set to open/start on a set date.

Choose when your sweepstakes should start

Start my Sweepstakes immediately once it is reviewed and approved

Start my Sweepstakes at a specific day and time once review and approval is complete

Review begins when you click "SUBMIT" below and is typically completed within 24 hours.

- Pricing Options – this is how Eventgroove is paid for the use of their fundraising platform
 - Free Pricing: Donors can choose to leave a “tip” and receive additional entries depending on the amount that they tip. If the customer chooses not to tip, your chapter will not be charged.

- Percent Pricing: a 7.9% fee is applied to each donation. Your chapter can choose who covers this cost: the chapter, the customer, or you can ask the customer to cover it. If they choose to cover it, your chapter will not be charged at the end of the campaign.
 - If you do not want customers to cover the full 7.9%, you can choose to add a convenience fee to their transactions instead of the percentage. This is another way you can share the site fee.
- Please follow the link to the “Compare the Options” article and reach out to your Regional Rep if you are not sure which option is best for you.
- **Adding a Fund Code.** This is a required field. You will not be able to move past this page without filling this out. The fund code is critical to ensuring that your campaign funds make it to your chapter account.
 - **FUND CODE CRITERIA:** *Please note, if this is not filled out correctly your chapter will not receive your funds and your campaign will be frozen.*
Use your 4-digit chapter number, dash, the campaign type (sweepstakes, auction, etc)
Example: 0123-sweepstakes
- Select *Next*, this will save your work and move you to the next page.

02 Sweepstakes

- Create all your prizes! Be sure to include a photo, title, and description of the prize before hitting *Save*
 - Make sure the photo you want to upload is saved on your computer so it can be easily uploaded to the site
 - You also have the option to specify how many of this prize are available, if there is more than one
- Enter the *total* approximate value of all your prizes
*If this is over \$5,000 you may need a Bond, depending on your state. Reach out to your Regional Rep to discuss if this is needed for you to run a sweepstakes campaign in your state.

The screenshot shows a web form for creating a prize. At the top right, there is a green button labeled 'CREATE A PRIZE'. Below this is a dark green header with the text 'CREATE PRIZE'. The main form area contains:

- An image upload section with a placeholder icon and the text 'ADD IMAGE' and 'Suggested size: 1125x840px'.
- A text input field for 'Prize Title'.
- A rich text editor with various formatting options (bold, italic, underline, strikethrough, subscript, superscript, link, unlink, bulleted list, numbered list, indent, outdent, undo, redo, clear, source code).
- A text area for 'Enter a description of the prize'.
- A checkbox labeled 'More than one of this prize is available' followed by a 'Quantity' input field.
- A link that says 'LESS OPTIONS ^'.
- At the bottom right, there are two buttons: a grey 'CANCEL' button and a green 'SAVE' button.

- Select *Yes* or *No* for if merchandise will be offered with the purchase of entries, default is *No*
- Set your entry levels and amounts
 - Suggestions: 1 for \$10, 20 for \$25, 75 for \$50, 200 for \$100
 - If you are hoping to run a sweepstakes as a raffle, you can adjust the entry amounts as needed
 - You cannot have more than one entry amount at one price
- Set the end date for your sweepstakes and the date you will draw the winners

- Legally, you must allow 3 days before drawing the winners to allow for any remaining mail-in entries to be counted
- The system can draw the winner automatically at the set time of the drawing, or you can choose to have the system wait until you choose to draw the winners
- You can set the system up to automatically notify the winners and non-winners with a specified email message, or you can separately notify those individuals
- It is possible (under *More Options*) to limit the number of entries that each donor can purchase
- If you choose to have the site notify the winners, you can customize the email message that is sent out
 - Please note what “merge tags” are available for your use. These will pull this data into the email based on their donations/purchases during your sweepstakes
- Repeat this process with the email for those who did not win, if you choose to utilize the system’s email
- Select how the winners will receive their prize
 - Recommended to require a phone number at check out in case there are issues with their purchase/entry
- Additional promotional tactics are shown here:

- You can award additional entries in exchange for shares on social media
- You can also enable *text-to-give*. By choosing a keyword, you give donors the chance to participate in your sweepstakes by texting the keyword to that number to generate a link to the sweepstakes online. Be sure to check that the keyword is available before promoting it anywhere

Add a sharing rewards program to promote your sweepstakes [LEARN MORE](#)

Award 1 _____ entries for sharing the Sweepstakes link on social media

Award 5 _____ entries to the sharer for each donation they bring in

Award 5 _____ entries to donors who donate using a referral link

Do you want to promote your sweepstakes with text-to-give?

Enable text-to-give on this sweepstakes

[LEARN MORE ABOUT TEXT-TO-GIVE](#)

Choose a text-to-give keyword ⓘ

ch0123

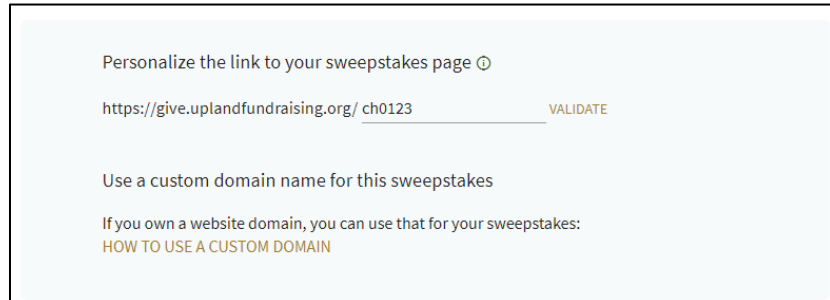
Your donors will text 'ch0123' to (833) 565-0774 to get a link to get entries

- Always *Save* before moving on to the next page

03 Page Design

- Preview and select which layout you prefer for your sweepstakes
- Add images to your sweepstakes page
 - **Please double check that any images uploaded are in line with PF/QF brand standards and are high quality photos*
 - Images from Ticket Printing/Print on Demand can be downloaded and utilized for this

- Select what is displayed on your home page
 - Default is the countdown timers to the end of the sweepstakes and the logo and description of the organization
 - You need the logo/description displayed but can select what else you would like to show
 - Select your wording for the *call-to-action* button
- Add an eye-catching and compelling headline for your sweepstakes
- Add a compelling description for your sweepstakes
 - Specify what the funds will go towards (if applicable) and thank donors for participating
- Personalize the URL and/or create a custom domain name for the sweepstakes
 - Be sure to validate that link before sharing it
- Customize the “thank you” wording for the receipts that each donor will receive
 - Recommended to add to the default message and make it specific to your chapter
- Always *Save* before moving on to the next page



04 Review

- Review and Preview your sweepstakes campaign
- Reach out to your Regional Rep to have them also review the campaign before publishing it

05 Advanced Options

1. Sweepstakes Options
 - a. Add FAQs to your page
 - b. Add any Sponsors to the page if the items were donated from specific individuals or companies
 - c. Add a Fund to your page
 - d. Add any links, such as your FB page, a website, etc.
 - e. Choose if you would like any quantities of entries to be shown on the site (sold, bought, or other)
 - f. Add other admins to the campaign, such as other chapter officers and your Regional Rep
 - g. Customize the button text within the sweepstakes prize box
 - h. Enter legal disclaimers or terms and conditions for participating in the sweepstakes
 - i. If you would like to use the compact descriptions – this is recommended to save space on the home page
2. Checkout Options
 - a. Enter clear text for the donors’ credit card statements, i.e. *CH0123 Online Sweepstakes*
 - b. Choose if you will allow donors to add an additional donation and/or give them the option to donate without purchasing entries
 - c. Ask donors to opt-in to emails

- d. Recommend controlling the comment section, otherwise all comments are published for all to see on the home page
 - e. Add other campaign managers who should be notified with donations are made
 - f. Choose if you want a custom field to collect further information, i.e. asking if they are currently a member of PF/QF
 - g. Option to display a final notice before donors purchase their entries – legal notices should go here, and/or acknowledging that they will be paying the service fee (if applicable)
3. Terminology Options
- a. Recommended to leave the default terminology options
4. Other Options
- a. Not recommended to use promo codes at this time

Always have your Regional Rep check your work before hitting *Submit*