Community Fundraising Eventbrite Guide

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What is Eventbrite?

Eventbrite is a ticketing platform, used for the purpose of promoting and selling free, priced or 'suggested donation' tickets for events. Alternative websites such as Just Giving should be used for collecting sponsorship.

Create an Event

This guide has been produced for Community Fundraising and should be used for paid or free events organised by staff or fundraising groups. The information herein should be followed in full and variations should be discussed with your volunteer/line manager.

- If you are a member of staff you can request a log in to the Guide Dogs Eventbrite account from Scott Baldwin. Others should set up their own account on Eventbrite.

- Go to: www.eventbrite.co.uk and click 'create an event'. You will be prompted to log in. If you do not already have a log in, you can choose the options to for them to email you a login link, sign in with google, Facebook or Apple.
- Once logged in, the following screen should appear with the title of 'Basic Info'.
- Complete the required information, as follows:
  - o **Event title** – give your event a clear title. Fundraising groups should ensure the title includes 'in support of Guide Dogs'.
  - o **Organiser** – 'Guide Dogs' if organised by staff, Fundraising groups should use the name of their group eg Guide Dogs Cardiff Fundraising Group.
  - o **Type and Category** drop downs should be selected relating to the type of event you are holding.
  - o **Tags** – key words can be used to help attendees find your event. Suggestions: 'charity', 'free', 'fundraiser', location.
  - o **Location** – choose venue if your location is in person and add the venue location into the following box, it will ask for the full address of the event. Alternatively, choose online event if the location is virtual.
  - o **Date and time**: select if it is a single event or recurring event, using the on screen buttons. Enter your event date and time to the following boxes. Please note single events can be over multiple dates. Use the following tick boxes to choose if you would like the start and end time of your event to be displayed to attendees. Ensure the time zone is correct for your event.
- Click 'Save & Continue' in the banner at the bottom of the page.
- A new page will open with 'Main Event Image' as the title.
- Drag and drop an image to the box below the 'main event image' title, or click the same box to add an image from file explorer or desktop. This will be the first image that people will see before purchasing ticket. You could use the Guide Dogs Logo ('in support of' for fundraising groups) or another as long as you have permission.
- Scroll down to 'Description' and add a summary of the event. This is a short, maximum 140 characters.
- A longer description should be added to the box below. You might like to include:
  - o what to expect on the day
  - o parking or transport
  - o any information relating to accessing the event

- o your refund policy. If you are offering refunds then please include a note along these lines: 'Refunds can be arranged up to X days prior to the event for General Admission tickets only, the Eventbrite fees will not be refunded'. More on setting the refund policy can be found below.
  - o If there are any age restrictions on your event or activities within your event, please note that in this section with the statement 'We may ask to check ID at the event'.
- The following statement must be used on all events promoted on Eventbrite:

Privacy Information – we will only use the information you have provided to process and manage your booking.

We respect your personal information and privacy and will not share or sell your information to other organisations.

Find our more about how we manage and respect your data at https://www.guidedogs.org.uk/privacy-policy/) or call freephone 0800 9530113 to request a printed copy. Please use this number to tell us if you have changed your mind about how we contact you; including telling us that you do not wish to receive occasional direct mail about Guide Dogs.

- Click 'Save & Continue' in the banner at the bottom of the page.
- Please note, if you chose the virtual option for the location of your event you will now see an 'Attendee Event Page', otherwise you will be moved onto the Tickets screen. You have the option to Add Zoom, but this is currently disabled for Guide Dogs Zoom log ins. You can also add other resources or instructions your attendees may need for your virtual event.
- Click Save and Continue in the banner bar at the bottom.
- A new page will open with 'Tickets' as the title
- Click 'Create new tickets'
- A pop up will appear on the right which is titled 'add tickets'.
- Choose, paid, free or donation using the on-screen buttons under the title and complete the boxes below:
  - o Name: give your ticket a name eg general admission.
  - o Available quantity: what is the maximum number of tickets available to Eventbrite users. (Please note: consider if you are selling some offline that you don't want to be oversold if you have a maximum capacity event)
  - o Price: the price per ticket.

- Absorb fees – please do not tick this box unless you have permission to do so from a Regional Community Fundraising Manager.
- When are ticket's available: Chose when you want your tickets to go on sale and when you want ticket sales to end?
- Click 'advanced settings': here you can tell people more about the tickets, eg what is included with the ticket.
- You can also limit how many tickets can be bought per order and choose whether to manage tickets at a 'box office' or via 'eTicket'.
- If you have selected 'donation' as the type of ticket, there is a checkbox for 'absorb fees' which deducts ticket fees from the donation amount. Select this.

- When finished creating your ticket, click 'Save'.
- You can add multiple ticket types for your event which could be useful if you want to have different prices for different age groups for example.
- Once you have added all of your tickets, click 'Next' in the banner at the bottom of the page.
- The next page shown will be titled 'publish your event'. Before you publish your event, go to the section titled 'Tips before your publish' and follow these steps:
  - Click 'Customise your order form'. Eventbrite gives you the option to collect information from 'buyer only' or 'each attendee'. Please only use the 'buyer only' option. Use the toggles under the title of 'required' to select the details you require. Guide Dogs permit you to toggle only the following details:
    - Prefix
    - Age (only if there is a restriction for the activity)
    - Home phone
    - Mobile phone
    - Home address
    - First name, surname and email will be collected by default
    - For certain activities such as Volunteer Training or Volunteer Thank You events, select 'Add question' and put 'Fetch number' in the question prompt box and click Save. Only add this if it is needed.
    - Do not select any other details.
  - Click 'Save'

- o Click 'Manage how you get paid' on the Publish Your event page, under top tips. A new page opens titled 'Payout Method'.
  - ▪ Select 'Add New Payout Method' button which will open a pop up where you can enter the bank details. If you have added bank details previously, ensure that you have the correct details for your event selected:
    - Account holder information – select Company.
    - Company Name: Guide Dogs
    - Address: Hillfields, Burghfield Common, Reading, RG7 3YG
    - Bank account information – select Current
    - Bank Name: Barclays Bank PLC
    - Sort Code: 206582
    - Account Number: 43870731
    - Account Nickname: Guide Dogs
    - Click 'Create'
  - ▪ Under 'Payout schedule' leave the selection as 'after each event', that way any refunds etc can be managed easily through Eventbrite.
- o Click 'Set your refund policy' on the Publish Your event page, under top tips. A new page opens titled 'Refund Settings'.
  - ▪ Select the relevant refund policy for your event. If you offer refunds then toggle the 'automatically issue refunds' option and select the option for 'attendees will pay the fees'.
  - ▪ Click 'Save'
- o Return to the 'Publish your event page'. If it is a public event, please ensure 'public' is selected under 'who can see your event?'. Under 'When should we publish your event?' update it if you want to schedule the publishing of your event.
- When happy you have completed the above steps, click 'Publish.'

Customising the confirmation webpage and email

Your attendees will receive a webpage confirmation and a confirmation email after registration. You can add important instructions or other useful information to this email. Eg Zoom joining instructions for volunteer training.

Go to your Event edit page and under 'Order Options', select 'Order confirmation' to update this information.

Amending your page

You can amend your page after publishing. For example if you sell more offline tickets and need to adjust the number of tickets available or you want to amend the deadline date for selling, it is possible to do that.

Testing your page

You can test your ticket sales and what confirmation message and emails attendees are going to receive by setting up one free ticket, and booking that ticket yourself.

Promoting your event

If you are linking your Eventbrite page from the Guide Dogs Website, please include a clear notice that the individual is leaving GDs website & going to a Third Party website which we have no control over.

Your URL is likely to be quite long when it is automatically generated. If you go to the Dashboard for your event, below Payouts is a section called 'Share'. Here you will see your URL. Click the small pen icon to the left of the URL and this will give you the chance to edit the URL. Choose something user friendly for your promotional methods.

Supporting bookings over the phone

Unfortunately, we are unable to support over the phone bookings in order to comply with our GDPR requirements. We are not authorised to collect personal data such as bank details over the phone. Please ask supporters if they have a friend or family member who could help them to make the booking.

How to view your attendee list

On the left hand side there are a number of icons, go to the fourth one down, which looks like a bar graph and click to take you to Reports. Various reports can be viewed from here. The Attendee Summary option will give you a list of bookings and how much has been paid.

If you need to download the list of attendees, under 'Export' select 'Excel' which will download the data relating to your bookings.

If you added a cusomised option for 'Fetch number' please use the 'Custom Questions Responses' report.

Please note this will provide you with the personal data you requested in the order form section of the event creation ie prefix, name, email, address, contact numbers and Fetch number if relevant.

Important:

Staff downloading the information should store it in the shared area or individual One Drive. You will be solely responsible for the storage and deletion of this data as downloaded from Eventbrite and will not be shared with any other Guide Dogs' members of staff or third parties. 28 days after the Event Date all personal information should be anonymized and used only for statistical analytical purposes.

Volunteers are personally responsible for ensuring they comply with the GDPR regulations. Please refer to the GDPR 'Essential Guidance' which can be found on the VIP by following this link www.guidedogs.org.uk/vip. This covers the storing, use and destruction of personal data.

Updating Fetch/Salesforce

Updates should only be made onto Fetch/Salesforce if there is a need to record that information, for example to record attendees who booked and completed volunteer training or attended volunteer thank you events. Updates to the database should not be made to add new contacts from the ordering of free or priced tickets for events.

Receiving the funds

If you have followed the above steps, the payment for tickets sold will be sent to Guide Dogs around 5 days after the event has taken place. Please email banking@guidedogs.org.uk with:

- Payout amount
- Expected arrival date
- Payout ID
- Trace ID
- The fundraising group or team you would like the income coded to and the type of event eg 'Fundraising Group Event'.

This information can be found on the report under 'Finance', called 'Payout Summary'. Reports can be found by selecting the fourth icon down on the left-hand side of the screen, which looks like a bar graph.

If you do not advise us of the incoming funds, we may not be able to track it back to your fundraising group.

Attendees cancelling tickets

Attendees can cancel their ticket by clicking on 'Go To My Ticket' in their ticket confirmation email and selecting cancel order. They can also contact the organiser through that avenue.

To manually cancel someone's ticket go to your Event edit page, under 'Manage attendees', select 'Orders', this will give you a brief summary of orders. You can take actions alongside orders such as to cancel the attendee.

Cancelled events

If you need to cancel your event, make sure you change your event status to "Cancelled" and let your attendees know. Follow this simple Eventbrite user guide.
https://www.eventbrite.co.uk/support/articles/en_US/Multi_Group_How_To/how-to-cancel-an-event?lg=en_GB

Communication of the cancellation should be actioned through Eventbrite, and not through download of data and email from Guide Dogs.

Please ensure your message to attendees does not include any information other than that relating to the event eg a change of date or time. You must not promote other unrelated events or ways to support Guide Dogs in your message.

Event reminders

Once your event has been published, go to 'Manage Attendees' and 'Emails to Attendees'. You may find a reminder email already set up to go to your attendees. Click Edit and update the 'reply-to email' to make sure replies will go to an account you can monitor. You can personalise the message to attendees using the 'message for email' box, but please note information must only relate to the event itself for example confirming parking arrangements or a reminder to bring their ticket.

Adjust when you would like the reminder to be sent, at the bottom of the page. Ensure that the reply email address is one that will be monitored.

Thanking after the event

It is good practice to send a thank you email or a sorry you couldn't make it email after the event. This should be done through Eventbrite, unless they were already on a supporter journey with us, for example volunteer training or volunteer information sessions (eg intergroup meeting).

To send an email through Eventbrite:

- Go to 'Manage Attendees' and 'Email to Attendees'.

- Click Create a new attendees email and complete the following information:
  - Name – name of the person or organisation sending
  - Reply-to email – where replies will go to, ensure a monitored email
  - To: send to all attendees, or choose who to send it to
  - Subject – the subject of the email eg Thank you for attending…
  - Update your message to the attendees.

Please note that you must only include information about the event itself and not promote other events or ways to support us. You can include a post event survey to gather feedback.

You may include this statement: "To learn more about Guide Dogs work – please visit our website www.guidedogs.org.uk".

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