

idonate
making giving easier

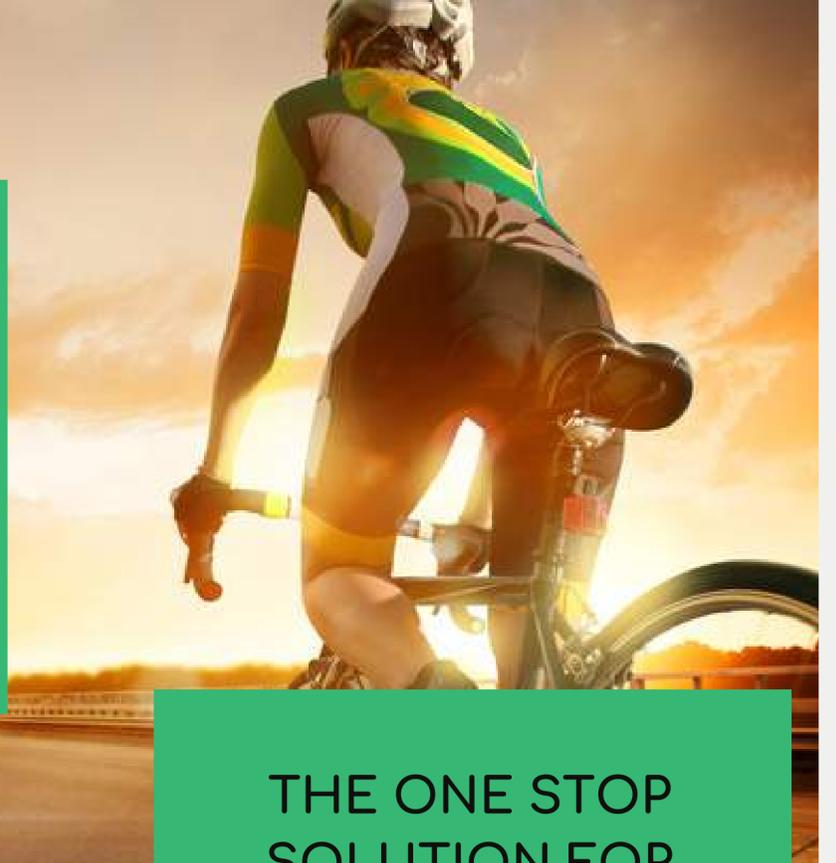


EVENTS PLUS+ PACKAGE

The one stop solution for all your event needs

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REGISTRATION + FUNDRAISING + MERCHANDISE



iDonate have partnered with njuko, the European market leaders in online registration technology and together we are on a mission to turn more event participants into charity fundraisers. Our new Events Plus+ Package is a unique service for Ireland, providing a one stop, hassle free solution for all of your event needs.

IDONATE.IE - IRELAND'S LEADING FUNDRAISING PLATFORM

Just some of our top features that will elevate your next event...

- Brand your fundraising with bespoke designed iDonate pages
- Motivate fundraisers with unique virtual mission technology
- Improve communication with fundraisers with custom milestone emails and in app push messaging
- Allow fundraisers to easily manage their journey and quickly thank donors with our iDonate app
- Manage your iDonate fundraisers and donors through your iDonate admin panel
- Create custom reports to integrate with your CRM
- Access our growing range of fundraising tools such as our innovative raffle technology
- Connect your website forms with iDonate to create seamless fundraising journeys

INTEGRATED NJUKO REGISTRATION

Njuko are the leading registration providers for major events globally. Together with iDonate, they have recently developed a new registration-fundraising technology which allows participants to register for an event and automatically generate a fundraising page on iDonate. For participants and supporters, this means less set up and admin and more importantly, more time to raise funds for your cause! Whether it's advanced team registrations, corporate fundraising pages or customised communication tools, we are here to advise on how to maximise your next event's fundraising potential.

BESPOKE EVENT MERCHANDISE

iDonate and njuko have also partnered with RW Sports, (sister company of My Run Results), providers of high quality event merchandise and fulfilment. RW Sports work closely with their customers to identify their event needs and create event brand awareness through t-shirts, medals and other bespoke products.

THE ONE STOP
SOLUTION FOR
ALL YOUR
EVENT NEEDS

1

Virtual Event
Technology &
Bespoke Branding

2

Integrated
njuko
Registration

3

Branded Event
Merchandise
Fulfilment



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making giving easier

VIRTUAL EVENT TECHNOLOGY - IDONATE.IE

iDonate have developed a range of technologies to help charities get creative with new innovative virtual events:

A-B Mapping Challenges - We create a route map for participants to run, walk, cycle or swim across your chosen virtual route. Participants can track their progress and extra interaction features can be added e.g. pop up videos.

Daily Count Challenges (Steps, Pushups, Squats etc.) - A huge trend within the charity sector over the past 12 months, we provide a range of off the shelf, ready to use challenge events to get people moving for your cause.

Integrated Fitness Tracking - We have invested in integrating with all of the major fitness tracking apps for your virtual events including Strava, Garmin, Fitbit, Pacer and Map My Fitness.

Audio Based Virtual Event Technology - iDonate were the first company to bring njuko's new audio based virtual event technology ROYO (Race on Your Own) to the Irish events market. You can now create a virtual or real course for participants to complete in their own time, while being guided by audio sound cues and hearing race results.

Virtual Event Feed - The Virtual Event Feed will allow you to display all of the current iDonate virtual events on your website, for supporters to view. Then with the click of a button, fundraisers can create a fundraising page for an event, in aid of your cause. This makes it easy for corporate teams and individuals to create a fundraiser.

BESPOKE BRANDING FOR YOUR EVENT



We provide a bespoke branding service which will allow you to customise your fundraising pages to your event branding. This creates a cohesive event experience for participants and will help to elevate your marketing campaign. The bespoke event page, team page and individual page templates can be tailored to reflect your unique event, whether that's a virtual challenge, real life event or any other type of fundraiser. For example, in the case of a virtual challenge, we can include a custom map or graphic to track the progress of your participants along their route. In addition, we also offer a customised communications package which allows you to send automated, custom branded emails to participants, to welcome, motivate, congratulate or thank them for their involvement.



NJUKO REGISTRATION - FUNDRAISING INTEGRATION

The goal for the njuko integration is to convert registration into as many fundraising pages as possible. Our Events Plus+ Package offers a range of features for e.g. automatic creation of a fundraising page for registrants or the option to opt in to create an iDonate fundraising page.

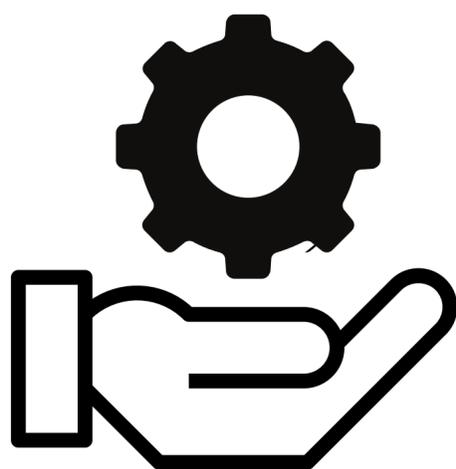
An event can also be connected to one charity or to multiple charity beneficiaries, enabling the participant to choose the cause that means most to them.

We understand the importance of group entries and corporate teams for charity events, so we have developed a system that allows teams to sign up and have their fundraising pages all sit under the same team. This allows participants to work together to reach their fundraising goals.

Nukjo will customise your registration page to your event/organisation branding, matching the registration portal to the iDonate fundraising pages. This creates a cohesive experience for the user.

By choosing our all in one Events Plus+ Package, you will save yourself the time and effort of finding a separate registration provider for your event and ensure a streamlined, hassle free experience for participants. Why not talk to us today and find out how we can support your next registered event?

ADDITIONAL BENEFITS



Below are just some of the other reasons that our clients choose us to provide a fully integrated service for their events. Get in touch to hear about how we can support your event.

- Unique integration with the iDonate.ie fundraising platform
- No set up costs for registration system
- Free to use, unlimited use email tool
- Flexible discount codes
- Customised registration platform
- Google Analytics integration
- Irish based customer support team
- Merchandise fulfilment available



RW SPORTS - MERCHANDISE FULFILMENT

RW Sports can look after your event merchandise and fulfilment needs, relieving you of the worries, stress and management of this important area.

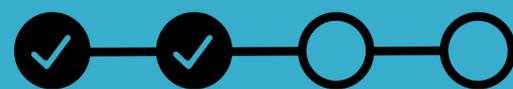
They can help reduce the need for overordering, by constant monitoring of online sales. This enables your organisation to maximise entry fees without losing out on the cost of extra merchandise stock.

There is also an option available that doesn't require you to pay for any of the merchandise up front, so all of the risk is removed. RW Sports will be happy to discuss this option with you. Please note that the min. order is 100 pieces.

Lead times will normally be 4 to 5 weeks depending on the type of merchandise and the quantity required. If you have a large number of packs to be fulfilled we can also offer branded envelopes. A minimum order of 100 packs and adequate lead times are necessary, in order to brand the envelope packs.

By choosing our Events Plus+ Package, you'll save yourself the time and hassle of finding a separate merchandise provider for your event. Why not talk to us today?

CLIENT JOURNEY



Below is an outline of the merchandise fulfilment process when you choose our all in opackage:

- Step 1. Unique custom merchandise designed to match your organisation's branding
- Step 2. RW Sports work with partners iDonate and njuko to monitor and fulfil orders
- Step 3. Text and email updates to customers to keep them informed on delivery
- Step 4. Pack fulfilment can also include information leaflets if required



NEW ALL IN ONE SOLUTION FOR TEAM EVENTS

Our integrated team registration system is a quick and easy way for participants to create teams for events. This all in one solution enables participants to register, create a team page and create interlinked individual fundraising pages, all in one simple, streamlined process.

This guarantees a hassle free experience for both participants and event organisers.

Teams can choose from two team set up options - see details on both options below.

Option 1 - Team Captain Registers Entire Team



- Team captain registers themselves and also registers team members 1, 2 and 3
- Team captain completes team payment
- **On iDonate this results in:**
 - Team page is created
 - Fundraising pages are automatically created for Team Captain and members 1, 2 and 3 and these pages are assigned to the team page
 - Team captain has control of the team page

Option 2 - Team Members Join Team Individually



- Team captain registers team
- Team members 1, 2 and 3 register individually and join this team
- Each team member completes payment
- **On iDonate this results in:**
 - Team Page is created and owned by captain
 - Team members 1, 2 and 3 get fundraising pages created and assigned to the team page



Our Events Plus+ Package ensures that iDonate are there with you from registration, all the way through to the finish line.

CLIENT JOURNEY - EVENTS PLUS+ PACKAGE

1

Contact us and we will set up a free consultation - just email brian@idonate.ie.

2

We will work with you to develop a plan, outlining the key steps it will take to create the best campaign for your unique needs.

3

We will create a brief and help you to start building each element, from registration, design and fundraising pages, to communications and merchandise.

4

Our njuko registration expert Adam O'Connor will work with you to create a registration process, that will maximize your branding impact and data capture.

5

We will introduce you to our merchandising partners who can work with you on integrating your products (e.g. t-shirts) into your registration process.

6

You will be assigned an Event Coordinator who will work with you to build the campaign site and help you choose the best bespoke features for the campaign.

7

Once everything is agreed, we'll start building your digital event, using our design and UX experience to create the perfect bespoke campaign for you.

8

We will work with you to develop a fully customised communications plan for the event, creating a donor journey from registration through to completion.

9

We will create fully integrated event, fundraising and team pages for your event, fully customised to your campaign branding, messaging and colour scheme.

10

Our mission at iDonate is to "Make Giving Easier". We have a dedicated team of developers, event and communication experts, fundraising experts and a full support team to support you all the way, ensuring your event runs smoothly

VIRTUAL RING OF KERRY 2021



The Ring of Kerry Event team approached iDonate to develop a fully customised microsite for their virtual challenge this year, with integrated event registration and fundraising services for participants. As Ireland's largest cycling fundraiser with over €16million raised, it was critical to provide an end-to-end solution. iDonate delivered a new fresh site with full technical support for hosting and ongoing maintenance.

This package included:.

- Revamped ROK website, custom designed to match their branding
- iDonate live data feeds - real-time amounts raised & leaderboards
- Integrated multi level event registration with partners njuko
- Custom designed iDonate event, fundraising & team pages
- Multi level benefices - 11 charities connected to single event
- Unique mapping technology - fundraisers tracked their activities in real-time via fitness apps
- Custom Comms Journey - custom milestone emails for each fundraiser
- Bespoke reporting for event organisers



Virtual
Event
Technology

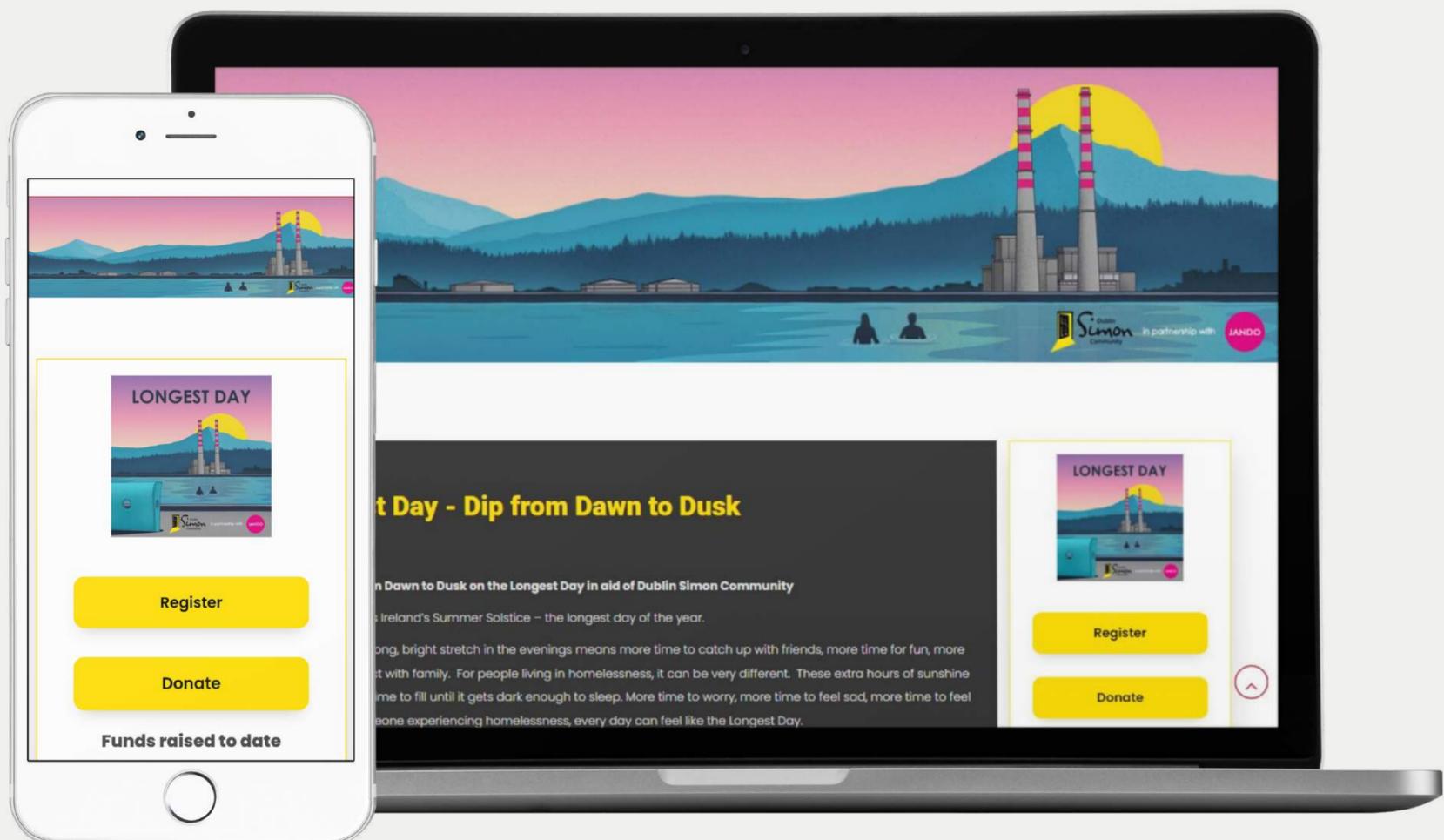


Integrated
njuko
Registration



Event
Merchandise
fulfillment

THE LONGEST DAY - SIMON



Dublin Simon chose our Events Plus+ Package for their summer fundraiser 'The Longest Day', as it met all of their requirements - integrated registration, bespoke fundraising pages & custom event merchandise for participants. As there were separate corporate & community campaigns, iDonate and njuko developed a custom solution that enabled supporters to register for their preferred challenge. Participants received personalised, branded emails from the charity.

This package included:.

- Integrated registration with partners njuko, which enabled participants to automatically create iDonate fundraising pages
- Custom designed iDonate event, fundraising & team pages
- iDonate live data feeds - real-time amounts raised & leaderboards
- Customised & personalised participant emails with campaign branding
- Custom designed swim merchandise via event partners RW Sports
- Full event setup management and fundraising support

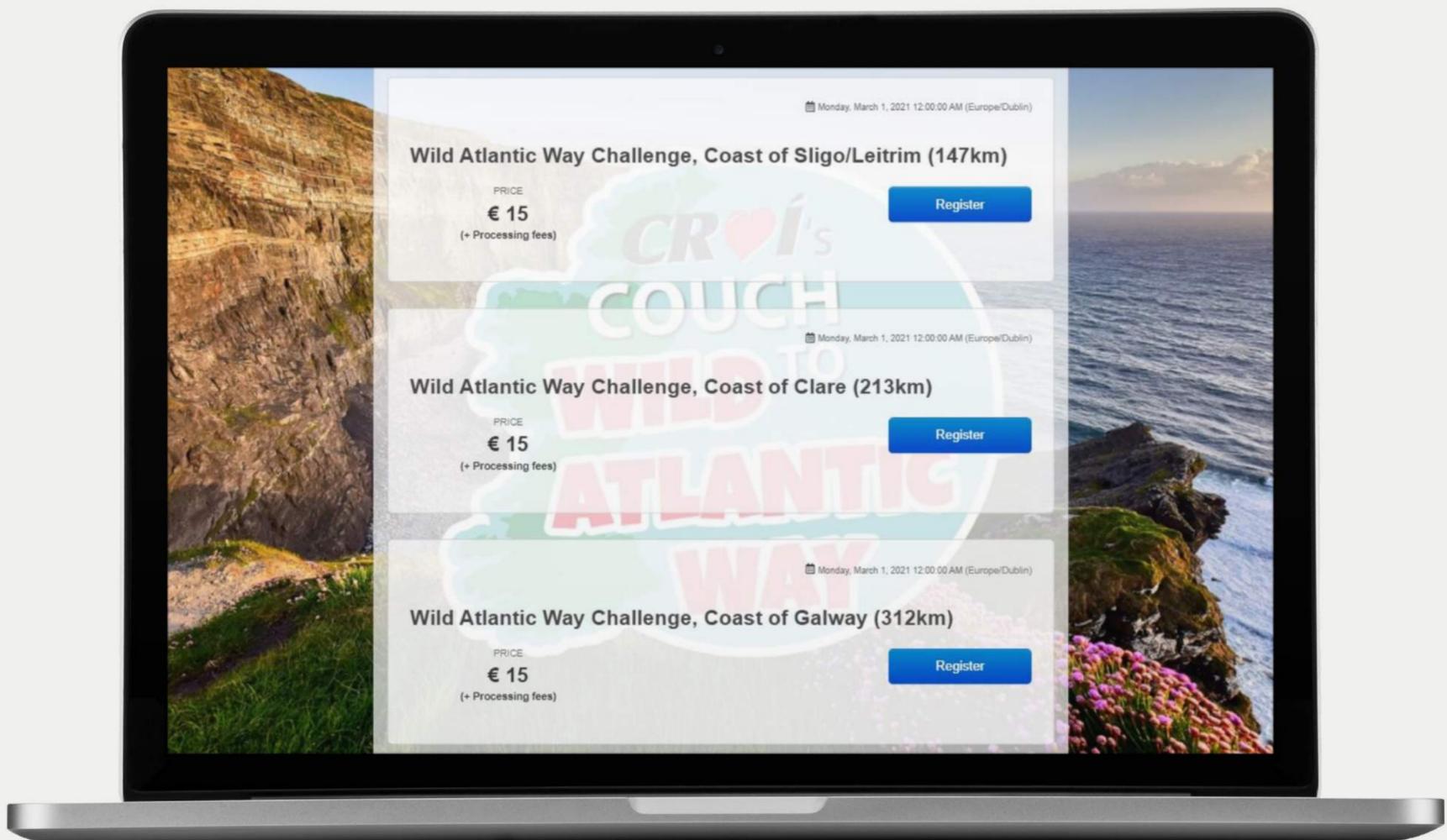
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'Working with iDonate and njuko on our Longest Day campaign this year was an absolute pleasure and had a real impact in supporting the development of this key campaign for DSC. The integration between platforms was seamless. It allowed us to incorporate a merchandising option at registration and really simply facilitated the immediate engagement and fundraising of campaign participants.'

Ashling Cronin - Corporate Partnerships Executive, DSC

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CROÍ COUCH TO WAW



iDonate and njuko were proud to support Croí with their virtual 'Couch to Wild Atlantic Way' challenge this year, which became their most successful fundraising event to date. Croí required an end to end solution for this virtual event which included integrated registration, virtual mapping technology and customised fundraiser communications.

This package included:.

- iDonate live data feeds - real-time amounts raised & leaderboards
- Integrated multi level event registration with partners njuko
- Custom designed iDonate event, fundraising & team pages
- Unique mapping technology - fundraisers tracked their activities in real-time via fitness apps
- Custom Comms Journey - custom milestone emails for each fundraiser
- Bespoke reporting for event organisers

“

Croí's Couch to Wild Atlantic Way was our most successful event to date in this new virtual world, raising in excess of €95K for Croí. One of the key parts to making this work for participants was the integration between njuko and iDonate. Participants were able to register, create their pages and get fundraising in just a couple of steps!

Christine Flanagan - Director of Fundraising at Croí

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RAY'S MARATHON CHALLENGE



iDonate, njuko and RW Sports partnered on this event for LauraLynn, led by Radio Host & LauraLynn Ambassador Ray D'Arcy. iDonate were tasked with developing a unique & engaging campaign for this challenge, which requires participants to complete a marathon per week. A key requirement was to bring users from different platforms together, so iDonate developed unique live social media sharing graphics with marathon counts, in addition to the Facebook & Strava support groups.

This package included:.

- Custom built microsite plus iDonate event, fundraising & team pages
- iDonate live data feeds - real-time amounts raised & leaderboards
- Integrated multi level event registration with partners njuko
- Integrated fitness tracking for participants
- Custom sharing of user's marathon journey with live social graphics
- Custom Comms Journey - custom milestone emails sent to participants
- Year long campaign support to ensure the event remains engaging

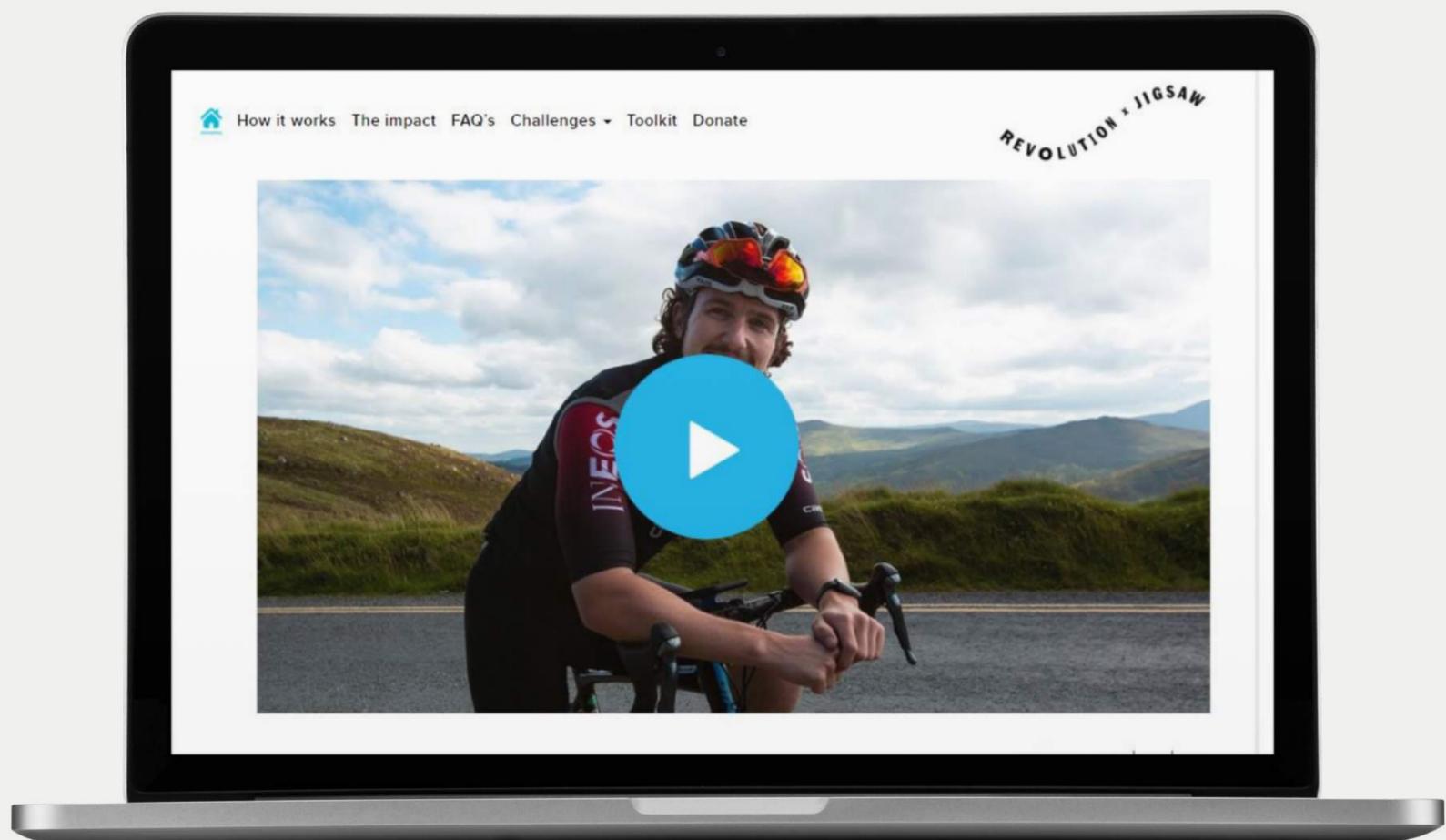
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Ray D'Arcy came to LauraLynn with this concept, and we needed to work with an online platform which could handle such a unique fundraiser and challenge. Once we approached iDonate on this idea, we were confident we were in the right hands. The positive feedback from our participants has been evident throughout the challenge. iDonate are responsive problem solvers. They have the donor experience on the top of their list. We cannot recommend iDonate and njuko highly enough!

Gillian Neary - Head of Community & Corporates at LauraLynn

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REVOLUTION X JIGSAW



Revolution X is a virtual cycling challenge that has been one of Jigsaw's most successful fundraising campaigns to date. iDonate developed a custom microsite for the campaign, as well as customised event, team and fundraising pages to match the campaign branding. Njuko provided custom developed onsite registration, enabling fundraisers to instantly create fundraising pages after registration.

This package included:.

- Custom built microsite and to match their campaign branding
- Custom developed onsite registration process via njuko
- Custom designed iDonate event, fundraising & team pages
- Custom mapped route with milestone markers and embedded videos
- Integrated fitness tracking for participants and live data feeds
- Custom Comms Journey - fundraisers received custom milestone emails

“

‘I cannot speak highly enough for the iDonate team. We have been working with them for many years now & they have developed & implemented some of our most successful campaigns, such as Revolution x Jigsaw, CLANG with Jigsaw & Hike for Hope & are always coming to us with new cutting edge innovative solutions. Finally, what is most important to me as a Fundraising Manager, is that even though iDonate has grown hugely over the past few years, their commitment to hands on support of charities, big and small. right across Ireland hasn't changed’

Justin McDermott - Fundraising Manager at Jigsaw

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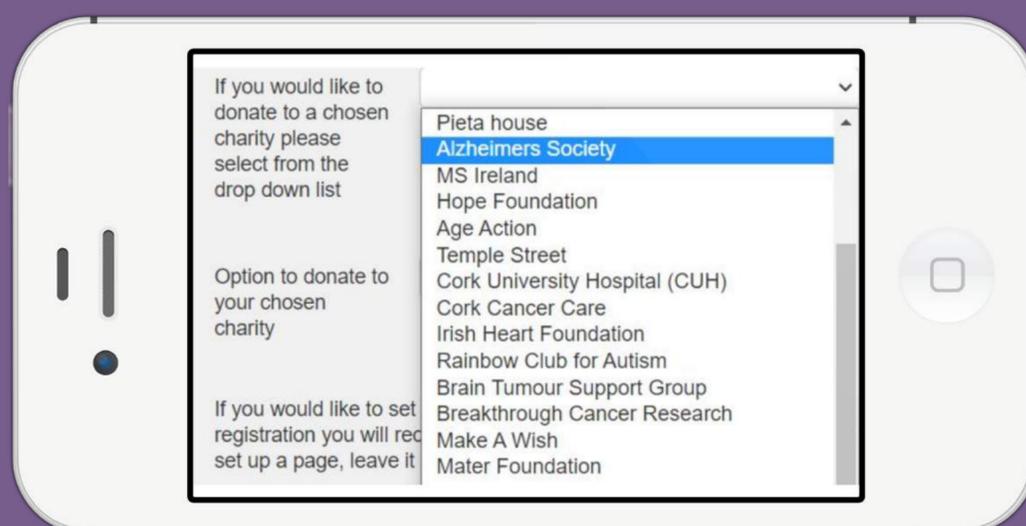
THE ECHO VIRTUAL WMM 21



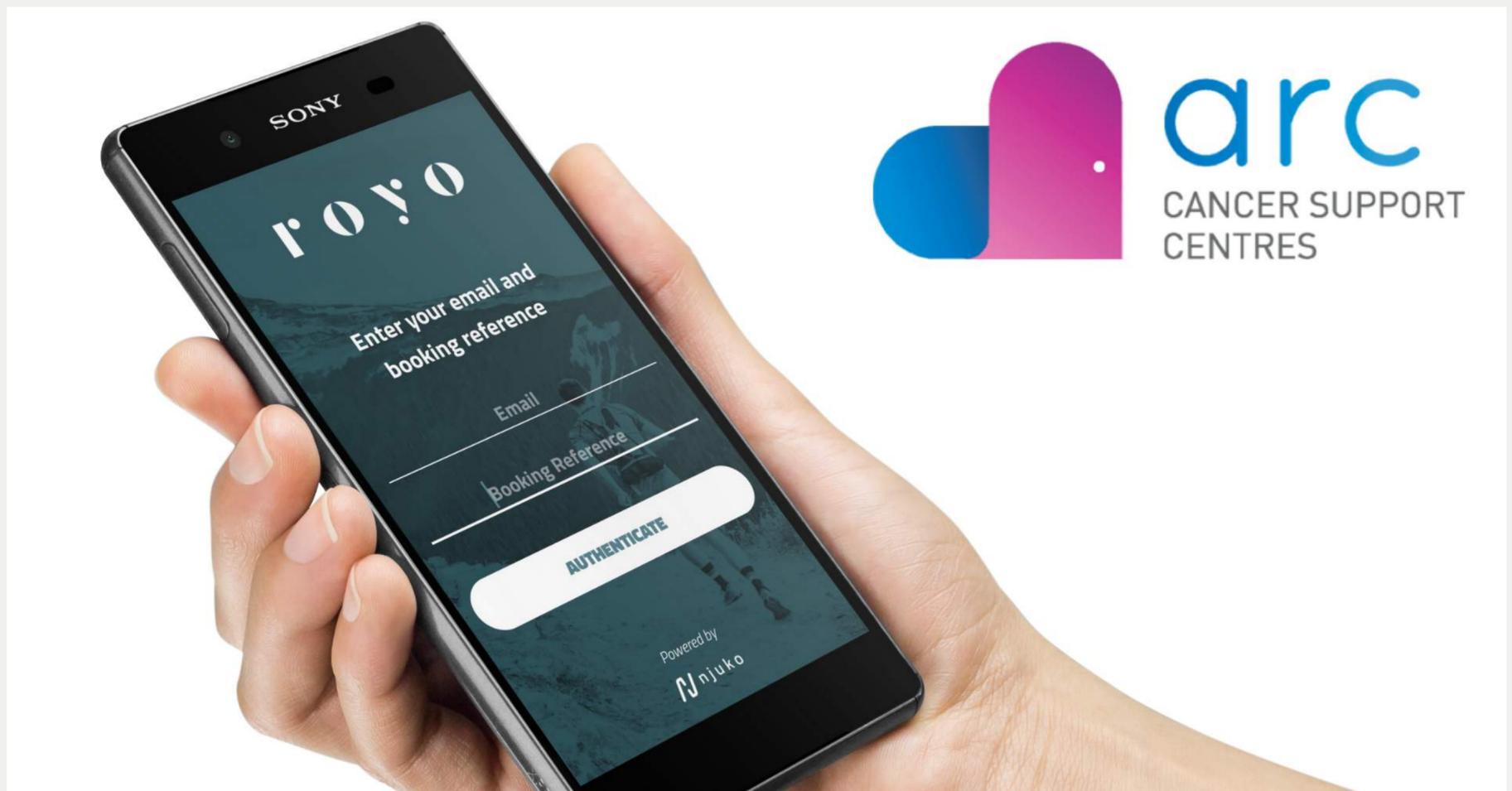
iDonate and nujko have partnered to provide a bespoke solution for this year's Echo Virtual Women's Marathon, which will support over 20 Irish charities. Given the multiple beneficiaries for this event, a sophisticated registration system was required. Njuko delivered a bespoke solution which allowed fundraisers to select their preferred cause, with iDonate providing customised fundraising pages for registrants, full event setup management and fundraising support.

This package included:.

- Integrated multi level event registration with partners njuko - iDonate fundraising pages created automatically following registration
- Registration functionality enabled fundraisers to choose from 20 associated charities
- Custom email communications journey for all participants
- Merchandise management provided by our event partner RW Sports



ARC 5K/10K RUN - ROYO APP



ARC Cancer Support wanted to create a unique, engaging experience for the participants of their virtual 5/10k run this year, so they chose to incorporate njuko's new and exciting ROYO (Run on Your Own) app as part of the event. The app provided real time interaction during the participant's run, including km updates and motivational messages from celebrity brand ambassadors. Integrated registration for the event was provided by njuko with iDonate providing customised fundraising pages and technical support to the Arc team.

This package included:.

- Integrated multi level event registration with partners njuko
- Incorporation of njuko's new ROYO app, which provided real-time interaction along the route including celebrity motivational messages
- Custom designed iDonate event, fundraising & team pages
- Customised emails for participants including app instructions
- Bespoke reporting for event organisers

“

We were the first Irish charity to test and use the Run On Your Own (ROYO) app and found it excellent. Our runners could do their solo run in the Phoenix Park or anywhere in their community and hear words of encouragement from our ambassadors, such as Mairead Farrell and Jason Byrne. They could also hear what direction to take and when they had reached each km milestone. Our supporters had great feedback on the ROYO app and found it to be a new and exciting experience.

Tracy Power - Fundraising Manager, ARC Cancer Support

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For more information about our
Events Plus+ Package,
or any of our services
contact us:

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www.idonate.ie

