

Registration Optimization

2015 P2P Roundtable

Amy Braiterman & Shana Masterson

blackbaud[™]
your passion > our purpose





Looking beyond
our world...




blackbaud®

Welcome! Let's build your Personalized Training Program



1. Memory

Select all aspects of your memory that you want to challenge

-  Remembering patterns and locations
-  Associating names with faces
-  Keeping track of multiple pieces of information in your head
-  Recalling sequences of objects and movements

Your responses shape your Lumosity program

We'll create simple daily workouts with exercises that reflect your choices. Informed by neuroscience research, Lumosity exercises are engineered to train a variety of core cognitive functions.

Registration Information

6:25

Please complete registration within 8:00 minutes.
After 8:00 minutes, the reservation we're holding will be released to others.

* Required Field

Ticket Buyer

Have you used Eventbrite before? [Sign In To Your Account](#)

First Name: *

Last Name: *

Email Address: *

Confirm Email: *

Payment (Your card info is not stored on Eventbrite's servers)

Card: *

Card Number: *

Expiration Date: * CSC* [What's this?](#)

Billing Information

Country: *

[View Organizer Profile](#)

Organizer

Charity Dynamics & Blackbaud

Charity Dynamics

Delivers what nonprofits need to fulfill their missions: more awareness, supporters, engagement and donations. Our solutions include strategic consulting, creative services, innovative technology, platform expertise and Boundless Fundraising - the most successful social and mobile fundraising application available.

Blackbaud

Offers a full spectrum of cloud-based and on-premise software solutions and related services for organizations of all sizes including: fundraising, eMarketing, advocacy, constituent relationship management (CRM), financial management, payment services, analytics and vertical-specific solutions. Using Blackbaud technology, these organizations raise more than \$100 billion each year.

[✉ Contact the Organizer](#)

[E View organizer profile](#)

[3 upcoming events on Eventbrite](#)

44th Annual Blessing of the Fleet 10 Mile Road Race

MAKE A SELECTION

Running-10 Mile

Individual Age group/open \$35.00

Walking-10 Mile

Individual Age group/open \$35.00

[CONTINUE](#)

Registration

44th Annual Blessing of the Fleet 10 Mile Road Race - Running-10 Mile - Individual Age group/open

Your spot will be held for 15 minutes while you complete checkout.

* Required fields

SELECT PARTICIPANT

* Who are you registering for this event?

- Yourself, 18 or older (shanaraven@hotmail.com) [This is not you](#)
- Someone else, 18 or older
- Someone else, below 18

PARTICIPANT INFORMATION

* First name

* Last name

* Gender Male
 Female

* Date of birth

Email address shanaraven@hotmail.com

Sign Up for Free Newsletters

- Active Offers
Exclusive Deals & Discounts
- Local Events
Local Events Near You
- Active Triathlete



Keys to Success Luncheon Registration

Please register to join us for our 2014 Keys to Success Luncheon!
Thursday, October 2, 2014
Bellevue Hyatt
900 Bellevue Way Bellevue, WA 98004
Doors open at 11:30 a.m.
Program 12:00 – 1:00 p.m.

Contact Information

Name *

First Name

Last Name

Email *

Address

Address Line 1

Address Line 2

City

State/Province

ZIP/Postal Code

Country

Please list any dietary restrictions and let us know if there are guests you would like with.

Submit

LAUNCH A CHANNEL

SIGN UP

ALL DONE

Sign Up With Livestream

Already have an account? [Login in here.](#)

SIGN UP

LOGIN

RETRIEVE PASSWORD

RETRIEVE USERNAME

First Name Anders



Last Name Toxboe



Username uipatterns

✓ AVAILABLE

?



Email info@ui-patterns.com



Confirm Email inf0@ui-patterns.com



Password

?

REQUIRED

Confirm Password

REQUIRED

Date of Birth

Gender Male Female

Spam Protection



Enter image text

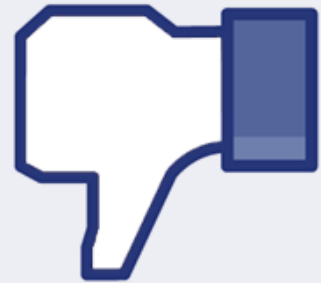
REQUIRED

Fine Print I agree with Livestream Terms & Privacy Policy.

REQUIRED

BACK

SIGN UP



Dislike



Like

*Your new mantra every
time you need to help
someone register for your
event!*



Are you designing
your form for YOU
or for your
PARTICIPANTS?



I HAVE NO IDEA



WHAT I'M DOING

Information Collection

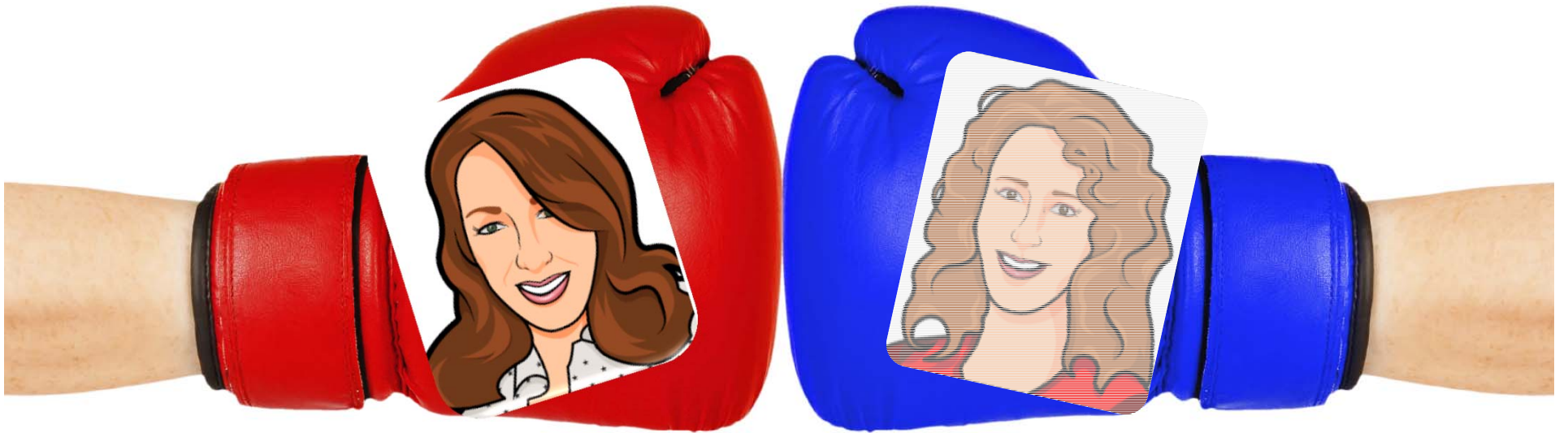


blackbaud®





The Great T-Shirt Debate

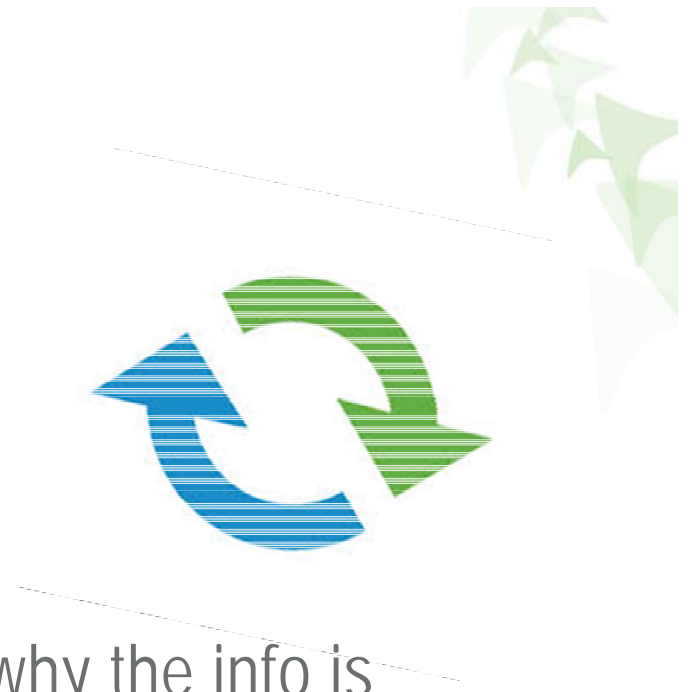


What size t-shirt do you wear?



Simplicity = Conversion

- Don't make me think.
- Do I have a plan for this information?
- Can I ask for this later?
- Explain what the question means and why the info is important.



What is your t-shirt size?*

Once you raise \$250, we'll deliver this t-shirt to you!

- Small
- Medium
- Large
- XLarge
- XXLLarge

Personal Information

Title: [dropdown]
 Date of Birth: MONTH [dropdown], DAY [dropdown], YEAR [dropdown]

* First: [text]
 Middle: [text]
 Last: * [text]
 Suffix: [dropdown]
 Professional Suffix: [dropdown]

Gender: [dropdown]

Employment Information
 Employer: [text]
 Occupation: [dropdown]

Contact Information

Street 1: [text] * Email: [text]
 Street 2: [text] Phone Number: [text]

City/Town: [text] Emergency Contact:
 Name: [text] QUESTION IS REQUIREDNAME
 Phone Number: [text] QUESTION IS REQUIREDPHONE NUMBER

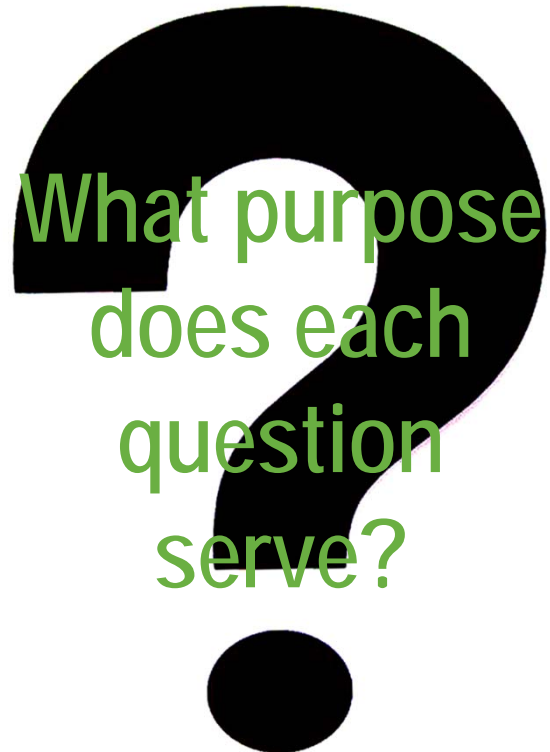
State / Province: [dropdown]

ZIP / Postal Code: [text]

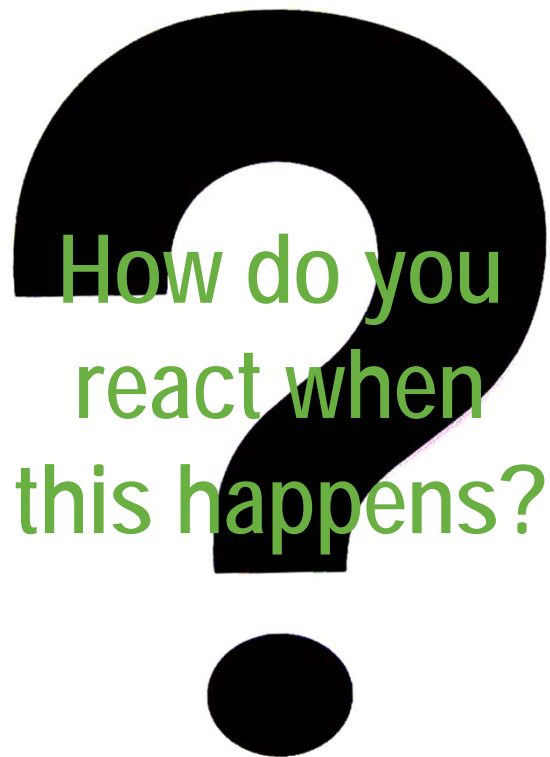
Country: [dropdown] UNITED STATES

I would like to be emailed when a gift is made on my behalf.
 Yes, I would like to receive e-mail from Blue Print Site

Email Format: [dropdown]



What purpose does each question serve?



Personal Information

Title <input type="text"/>	Date of Birth: MONTH <input type="text"/> DAY <input type="text"/> YEAR <input type="text"/>
First <input type="text"/>	Gender: <input type="text"/>
Middle <input type="text"/>	Employment Information <input type="text"/>
Last <input type="text"/>	

Phone Number: We were unable to validate the phone number you provided. Please verify that the phone number you provided is correct and resubmit.

* Phone Number:

Street 1: <input type="text"/>	Email: <input type="text"/>
Street 2: <input type="text"/>	Phone Number: <input type="text"/>
City/Town: <input type="text"/>	Emergency Contact: Name <input type="text" value="QUESTION IS REQUIREDNAME"/>
State / Province: <input type="text"/>	Phone Number <input type="text" value="QUESTION IS REQUIREDPHONE NUMBER"/>
ZIP / Postal Code: <input type="text"/>	<input checked="" type="checkbox"/> I would like to be emailed when a gift is made on my behalf.
Country: <input type="text" value="UNITED STATES"/>	<input checked="" type="checkbox"/> Yes, I would like to receive e-mail from Blue Print Site
	Email Format: <input type="text"/>

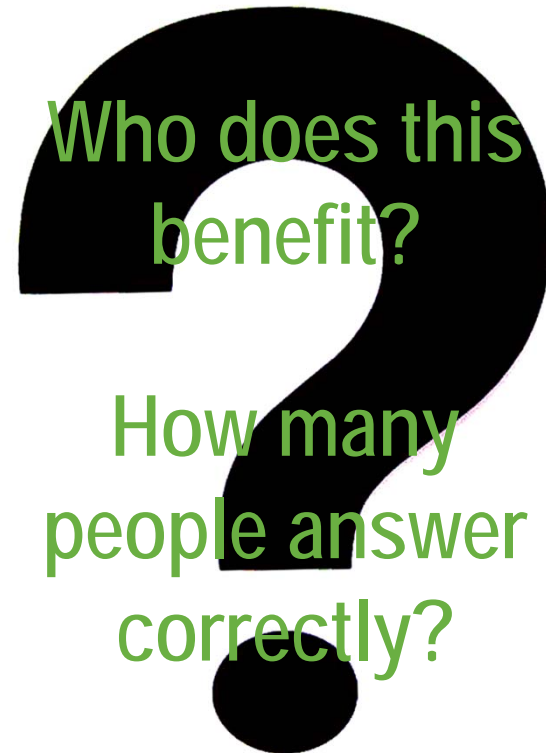
*How did you hear about this event?

(Select one of the available choices or enter a different value.)

▶ PLEASE SELECT RESPONSE

Please select response

- TV
- Radio
- Internet Advertisement
- Facebook
- Facebook Ad
- Twitter
- Twitter Ad
- Instagram
- Billboard
- POP Display
- Brochure
- WOM
- Email
- Forwarded email
- Another website
- Google search
- Yahoo
- Bing search
- Other internet search





I would like to include this organization in my will or trust.

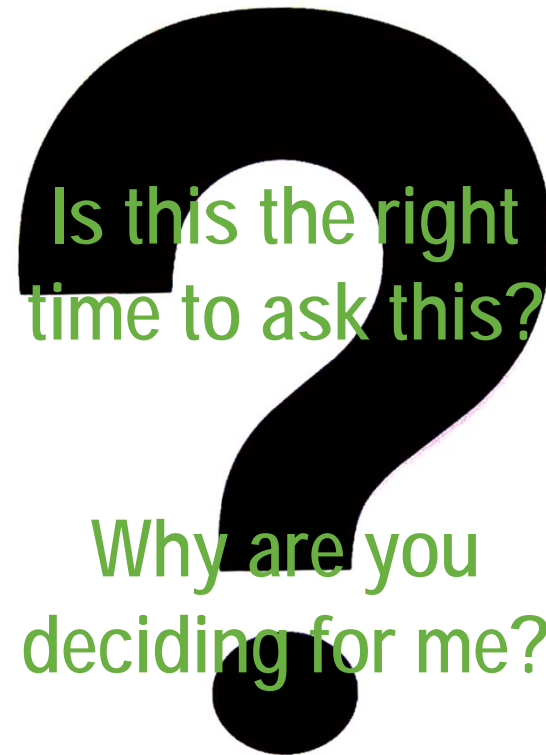
PLEASE SELECT RESPONSE ▼

3. Please contact me about planned giving opportunities to further support this fight.

- Yes
- No
- Maybe

I am interested in learning more about:

- Advocacy
- Planned Giving
- Volunteer Opportunities



5. Gender

Please select response ▼

* 6. Race/Ethnicity

Please select response ▼

* 7. Education

Please select response ▼

* 4. What is your blood type?

- Type A
- Type B
- Type AB
- Type O



Are these
questions
appropriate?

- 1 Get Started
- 2 Select participation options
- 3 Provide contact information
- 4 Agree to Terms
- 5 Review

Registration Information

* Indicates Required

Please complete the registration form below

Title

Date of Birth:

* First

Gender:

Middle

Employment Information

Employer:

* Last

Suffix

Professional Suffix

Additional Information

* 1. I am over the age of 18

Please select response

2. I am walking:

Please select response

3. If you are walking in honor or memory of someone, please enter their name(s) here:

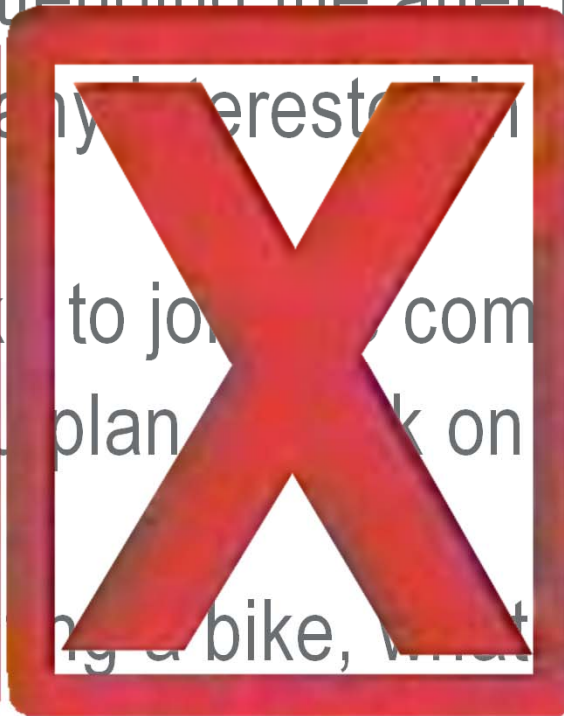
Do you need this information NOW?



1. Will you be attending the after party?



2. Is your company interested in sponsoring the event?



3. Will you like to join the committee?



4. What do you plan to talk on the day?

5. If you are buying a bike, what is your height and inseam?

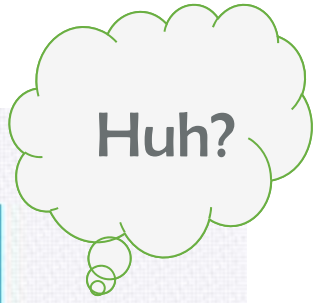


Other Improvements





Past Tour Participants: Logging in and using the same account preserves your contact information, address book, and any updates you may have made to your personal page.



New User

JOIN AS A NEW PARTICIPANT

Returning User

* User Name:
shana.masterson@blackbaud.com

* Password:
●●●●●●●●

LOGIN

[Email me my login information](#)

Participant Login

* Indicates Required

Returning Participant
Save time! Login first and you can skip many registration questions.

* User Name:

* Password:

Login

[Email me my login information](#)

New Participant
I haven't participated in an ADA event before.

Register

RETURNING PARTICIPANTS

If you have participated in an Alzheimer's Association fundraising event, enter your login information below.
* Required for login

* User Name:

* Password:

LOGIN ↻

[Forgot Username or Password?](#)

NEW PARTICIPANTS

If you haven't participated in an Alzheimer's Association event before, register now.

START A TEAM ↻

JOIN A TEAM ↻



Traditional Participation Types



Participation Options

Select one of the participation types below.

* Indicates Required

* Select a Participation Type

Walker - No Fee
All Ages

Virtual Walker - No Fee
All Ages

Participation Options

Select one of the participation types below.

* Indicates Required

* How would you like to participate?

Fundraising Walker

Virtual Walker

Use Them To Your Advantage!



* Indicates Required

* **I will walk as a...**

● **Step Out Walker -**

Start a personal campaign that fits your interests, time, and talents.

* Indicates Required

* **Select a campaign type.**

● **T1Day Campaign**

Kick off November, National Diabetes Awareness Month by promoting November 1st, T1Day.

● **Endurance Campaign**

Put your best foot forward and raise funds for Type 1 Diabetes! Run, swim, whatever... just go for it!

● **Memorial Fund**

Create a fund in memory of a loved one, where friends and family can visit, make donations and leave notes of support.

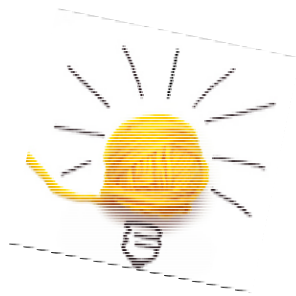
● **Create Your Own Fund - Individual**

Create a personal fund for special occasions (Weddings, Anniversaries, Bar/Bat Mitzvahs) or as a way to rally friends, family and coworkers to join our mission in creating a world without Type 1 Diabetes! The sky's the limit!

● **Create Your Own Fund - Group**

Create a personal fund for special occasions (Weddings, Anniversaries, Bar/Bat Mitzvahs) or as a way to rally friends, family and coworkers to join our mission in creating a world without Type 1 Diabetes! The sky's the limit!

Other Ideas



Loyalty

- I'm new here
- I'm a pro



Fundraising

- I'm going to fundraise to help beat cancer
- I'm striving to be a cancer warrior by raising \$1,000 or more
- I'm not going to fundraise to help beat cancer



Connection to the Cause


- I have autism
- I am a parent of a child with autism
- I am a family member of someone with autism
- I'm a friend of someone with autism
- I just want to help fight autism

This is a Fundraiser!



Please enter your fundraising goal

Fundraising goal (\$) [See how your goal could help St. Jude patients.](#)



Here are goals you can set and how they could help St. Jude patients.

- \$320 could help provide one chest X-ray.
- \$516 could help provide one hour of physical therapy.
- \$1,000 could help provide one hundred meals for a St. Jude patient.
- \$3,716 could help cover the cost of one day of outpatient care.
- \$5,000 could help provide a CT scan.

*"My favorite part of the No Mo' Chemo party was the confetti! St. Jude is the best place for sick kids."
- St. Jude patient Abby after her No Mo' Chemo party, pictured above.*


X

Set your personal fundraising goal (you can change this later)

I will raise:

Suggested Goal: \$100.00
to advance the care,
support and research
efforts of the Alzheimer's
Association.

Raise \$100 or more and get the official Walk T-shirt.

<p>\$100</p>  <p>Official Walk T-shirt</p> <p>Earn the official Walk T-shirt and wear it proudly on event day.</p>	<p>\$500</p>  <p>Champions Club</p> <p>Earn a medal, certificate and the official Walk T-shirt.</p>	<p>\$1,000</p>  <p>Grand Champions Club</p> <p>Earn our Grand Champions Club medal, certificate and the official Walk T-shirt.</p>
---	---	---



blackbaud®



What's Next?



Thank you, Shana!

You have registered for **Relay For Life of Southeast Chicago**
Your team is **Shana's Pals**
A confirmation email has been sent to shanaraven@hotmail.com.

Registration Summary	
Name:	Shana
Address:	12 Car North
Email:	shana

What's Next?

Tell Others

- Share on Facebook
- Share on Twitter



THANK YOU!

Shana



Shana, thank you for creating the Shana's Pals team. Fundraising to reach your team goal of \$1,000 will help fund life-changing research and create a world without T1D.

Shana, thank you for registering!

Thank you for registering your team for Bike MS: Express Scripts Gateway Getaway Ride 2015. Your registration is complete and you will be receiving an e-mail confirmation shortly.

Now that you've registered you can recruit your team and start your fundraising activities online with the easy to use tools in your Participant Center. Here you can send emails to invite others to join your team, set your goal and add a personal message for your supporters, who will visit the page to register and/or make secure online pledge payments.

[Visit My Participant Center](#)

Share your registration on Facebook and Twitter!



What's Next?



The easiest way to face your fundraising commitment is through our **Fast Track Fundraising**.

WHAT IS FAST TRACK FUNDRAISING?

Simply put, it's a program that allows you to minimize your fundraising commitment.

WHY PARTICIPATE? Last year we...

GET STARTED NOW

Get started today. The complete **Fast Track Fundraising Program** is located in your [Participant Center](#) and is ready to use along with these special tools to help you shatter your fundraising commitment:

- [iPhone](#) and [Android](#) smartphone apps to help track your fundraising progress.

Hi Shana,

I wanted to give you a call to welcome to you and introduce myself as your Walker Coach! It seems the number we have on file, 401-934-2222, isn't going through. Is there a better number to reach you on? I'd love to tell you more about our Fast Track Fundraising program and also get to know more about you and how you're feeling about the event, training, and fundraising! Don't hesitate to give me a call – 323 931 3003.

Sincerely,

Arielle

Dear Shana,

My hope is that you'll see me as your new best friend.

You're going to crush breast cancer, and I'm going to help you do it.



What Will You Change?



blackbaud®