



Features & Functions

Content Creation

The Big River platform houses all of the static and dynamic content required for constructing donor commerce pages for donations, recurring donations, events, memberships, raffles and peer to peer campaigns. The following libraries are created as you generate pages/items:

- Page Frame(s)
- Page Layouts
- Images
- Contact Fields
- Items
- Custom Fields
- Additional Contact Fields
- Confirmation Pages
- Confirmation (Receipt) Emails
- Email Stationery
- eCards

Once created, any of these elements may be reused, edited or duplicated.

Page Creation

Every page built on the Big River platform consists of five basic elements: _

- Page Frame
- Page Layout
- Form Contents
- Confirmation Page
- Confirmation Email

Page Frame

The Page Frame is a wrapper that is created for your organization as part of the implementation process. It ensures that all pages you create will integrate seamlessly with your existing website.

Because the page frame is an element applied to pages, but maintained as a separate entity, it is easy to update your page frame should you undergo a website re-design.

The screenshot displays the 'Big River' Page Frame editor. At the top is a navigation bar with links: Home, Pages, Community, Contacts, Transactions, Email, Content, Admin, and Insights^{BETA}. On the left is a sidebar menu with options: Overview, Basics, Page Frame (selected), Page Layout, Form Contents, Confirmation, Confirmation Email, Email Center, SEO/Social Settings, Sponsorship, Transactions, Widgets, and Reports. The main editing area shows a preview of the 'ODA Page Frame (default)'. The preview includes a header with the 'OPEN DOORS ACADEMY' logo and a 'LOGIN' link. Below the header is a navigation menu with links: About Us, Programming, Our Team, Giving, Volunteer, Our Locations, News & Media, and Events. The main content area is labeled 'YOUR CONTENT HERE'. At the bottom of the preview is a green section titled 'OUR MISSION' with the text: 'Open Doors Academy works to protect, inspire, nurture and challenge adolescents to reach their full potential through the provision of meaningful out-of-school enrichment programming in a safe and structured environment.' Below the preview, there is a row of buttons: Duplicate, Save and Exit, Save, Delete, and Cancel. A small note '* required fields' is visible above the buttons. In the bottom right corner, there is a 'Tasks' button with a list icon.

Page Layout

Page layout is the text, image(s), video on a landing page that makes an appeal or shares information with the audience. Your staff creates this layout using an easy to use web editor.

Merge tags can be used to personalize content.

The screenshot displays the Big River web editor interface. The top navigation bar includes links for Home, Pages, Community, Contacts, Transactions, Email, Content, Admin, and Insights^{BETA}. A left sidebar lists various page management options: Overview, Basics, Page Frame, Page Layout (highlighted with a right-pointing arrow), Form Contents, Confirmation, Confirmation Email, Email Center, SEO/Social Settings, Sponsorship, Transactions, Widgets, and Reports. The main editing area is titled 'Edit ODA Donate Page'. It features a rich text editor toolbar with icons for undo, redo, bold, italic, bulleted list, numbered list, link, unlink, image, table, and text color. The editor content shows a green header 'GIVING TO OPEN DOORS ACADEMY' followed by a green box titled 'OHIO'S GRADUATION RATE FOR BLACK, MALE STUDENTS'. Inside this box, the text 'State of Ohio graduation rate' is above a horizontal bar chart. The chart has a hatched section on the left and a solid green section on the right, with '41%' labeled at the end of the solid section. Below the editor, there is a 'body' label, a 'Revert to Default' button, and a row of buttons: Duplicate, Save and Exit, Save, Delete, and Cancel. A 'Tasks' button with a list icon is located in the bottom right corner.

Form Contents

The form contents are the dynamic elements on a page that enable a transaction. They consist of the following:

- Contact block
- Items (donation levels, event registrations, etc.)
- Custom fields
- Additional contacts

These are created / managed in the Big River Platform and can be created, edited, added to pages, or removed from pages with no knowledge of coding required.

CONTACT BLOCK - Fields can be added to forms and designated "required". They can also be hidden or inactivated as needed. The position of fields on a form can easily be adjusted by moving fields up or down to achieve the desired order. Custom fields can be added to capture additional contact information, ensuring complete data capture for integration with an organization's external database and for analysis, without burdening donor's with excessive data entry to complete a transaction.

Big River Home Pages Community Contacts Transactions Email Content Admin Insights^{BETA}

Edit Donate Page

Overview

Basics

Page Frame

Page Layout

Form Contents

Contact Options

Payment Options

Custom Fields

Additional Contacts

Promotions

Labels

Contact Groups

Confirmation

Confirmation Email

Email Center

SEO/Social Settings

Sponsorship

Transactions

Widgets

Reports

Reuse Contact ☐

Confirm Email ☐

Id	Field Name	Field Mapping	Prompt on Page	Default Value	Auto Correct	Show On Confirmation	Replaces Contact Field	Action
95042	Title	Inactive			false	false	none	🔗 ↑ ↕ ↓
95043	First Name	Required			false	false	none	🔗 ↑ ↕ ↓
95044	Middle Name	Inactive			false	false	none	🔗 ↑ ↕ ↓
95045	Last Name	Required			false	false	none	🔗 ↑ ↕ ↓
95046	Preferred Name	Inactive			false	false	none	🔗 ↑ ↕ ↓
95047	Suffix	Inactive			false	false	none	🔗 ↑ ↕ ↓
95048	Address	Required			false	false	none	🔗 ↑ ↕ ↓
95049	City	Required			false	false	none	🔗 ↑ ↕ ↓
95050	State	Required			false	false	none	🔗 ↑ ↕ ↓
95051	Postal Code	Required			false	false	none	🔗 ↑ ↕ ↓
95052	Country	Inactive		United States	false	false	none	🔗 ↑ ↕ ↓
95053	Phone Number	Optional			false	false	none	🔗 ↑ ↕ ↓
95054	Work Phone Number	Inactive			false	false	none	🔗 ↑ ↕ ↓
95055	Mobile Phone Number	Inactive			false	false	none	🔗 ↑ ↕ ↓
95056	Email	Required			false	false	none	🔗 ↑ ↕ ↓
95057	Additional Email	Inactive			false	false	none	🔗 ↑ ↕ ↓
95058	Opted in	Inactive			false	false	none	🔗 ↑ ↕ ↓

ITEMS - items can be donation levels, recurring donations, event registrations, memberships, raffle tickets or merchandise. Each item can have a name, a description to communicate value / impact, a price (fixed or variable), and a thumbnail image associated with it. Your organization can create an unlimited number of items and can position them in any combination on a page to create forms targeted to a constituent group or as the landing page for a targeted campaign.

Basics

Terms

Customization

Additional Contacts

Order Items

Activities (0)

Merchandise Items (0)

Name

Individual Ticket

Description

Luncheon for 1, featuring speaker Jonathan Kozol, Noon - 1:30 pm (\$35 tax-deductible)

Image

None specified

Upload...Delete

Price

\$65.00

Value

Value of goods and services.

Active

☒

Account

Open-Doors

Confirmation Description

Code

Archived

☐

Additional BCC

Event*

2015 Some Day is Now Annual Luncheon

* required fields

Duplicate

Save and Exit

Save

Delete

Cancel

CUSTOM FIELDS - Any page or item can have custom fields associated with it. For example a custom drop down field might enable a donor to identify designation for a gift or permit an event attendee to select a meal preference. Once created a custom field can be re-used on any item or page going forward.

Available custom fields include:

Create Custom Field

Type: Custom Field Text (selected)

Account: Custom Field Text Area, Custom Field Dropdown, Custom Field File, Custom Field Image, Custom Field Lookup Table, Custom Field Text, Custom Field Struct, Custom Field URL

Name: Custom Field Text

Prompt Text: Custom Field Struct, Custom Field URL

Confirmation Text: [Text Field]

Hidden: ☐

Required: ☐

Default Value: [Text Field]

Show On Confirmation: ☐

Length: [Text Field]

* required fields

Create Cancel

ADDITIONAL CONTACTS - Fields to collect additional contacts may be added to any page or any item. For example, when a couples event ticket is purchased, additional contact fields can be used to collect name and contact information for both attendees.

Create Additional Contacts

Name

Guest

Account

admin

Rule Type

One

Number

1

Contact Name

☒

Name Optional

☐

Address

☒

Address Optional

☒

Phone Number

☒

Phone Number Optional

☒

Email

☐

Email Optional

☐

* required fields

Create

Cancel

Confirmation Page

The confirmation page is what a constituent sees after completing a transaction. These pages are created using the same page frame / page layout configuration used on the transaction page to maintain and enhance the organization's branding throughout the entire transaction.

Merge tags populate the page with details of the transaction just completed and additional text / images / video can easily be added to the page to thank a donor, reinforce the organization's message, promote sharing, or supply additional information to an event attendee, for example. The same simple WYSIWYG web-based editor is used to edit these HTML templates.

The screenshot displays the 'Big River' web-based editor for a 'Confirmation Page'. The top navigation bar includes links for Home, Pages, Community, Contacts, Transactions, Email, Content, Admin, and Insights^{BETA}. A left sidebar lists various sections: Overview, Basics, Page Frame, Page Layout, Form Contents, Confirmation (highlighted with a right-pointing arrow), Confirmation Email, Email Center, SEO/Social Settings, Sponsorship, Transactions, Widgets, and Reports. The main editing area shows a 'Confirmation Page' for the event '2015 Some Day is Now Luncheon'. The page content includes a header image, a confirmation message: 'Your purchase has been completed on #{DATE}.', a note about meal selections for multiple tickets, a link to the 'Guest Registration Page', and sections for 'Contact' (#{CONTACT}), 'Registration Details' (#{ORDER}), and 'Payment'. A footer note states '* required fields'. At the bottom, there are buttons for 'Duplicate', 'Save and Exit', 'Save', 'Delete', and 'Cancel', along with a 'Tasks' icon.

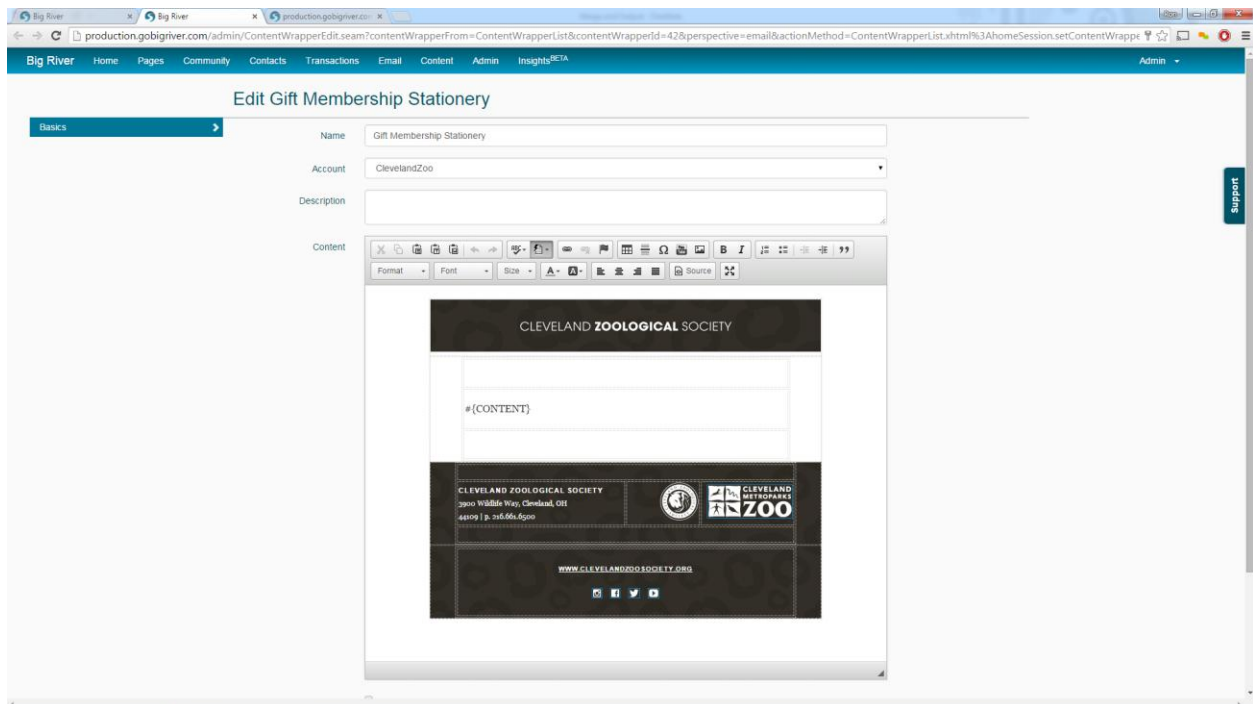
Confirmation (Receipt) Email

This is the email that is automatically sent when an online transaction is completed. Merge tags populate the page with details of the transaction just completed and additional text, design elements and images can easily be added to the page to thank a donor, reinforce the organization's message, promote sharing, or supply additional information to an event attendee. The same simple WYSIWYG web-based editor is used to edit these HTML templates.

The screenshot displays the Big River CRM interface. The top navigation bar includes links for Home, Pages, Community, Contacts, Transactions, Email, Content, Admin, and Insights^{BETA}. On the left, a sidebar menu lists various sections: Overview, Basics, Page Frame, Page Layout, Form Contents, Confirmation, Confirmation Email (highlighted with a right-pointing arrow), Email Center, SEO/Social Settings, Sponsorship, Transactions, Widgets, and Reports. The main content area is titled 'Confirmation Email' and shows a dropdown menu with 'Some Day is Now Individual Confirmation Email' selected. Below this, the 'OPEN DOORS ACADEMY' logo is visible. The email content is titled 'Some Day is Now Luncheon' and includes the date 'September 29, 2015'. It lists 'Keynote Speakers: Jonathan Kozol', 'Q & A Moderator: Dan Moulthrop', and 'Co-Chairs: Richard and Joanne Clark / Leah Gary'. At the bottom, it states 'A Benefit for Open Doors Academy' with a note '* required fields'. A row of buttons at the bottom includes 'Duplicate', 'Save and Exit', 'Save', 'Delete', and 'Cancel'. A 'Tasks' button is located in the bottom right corner.

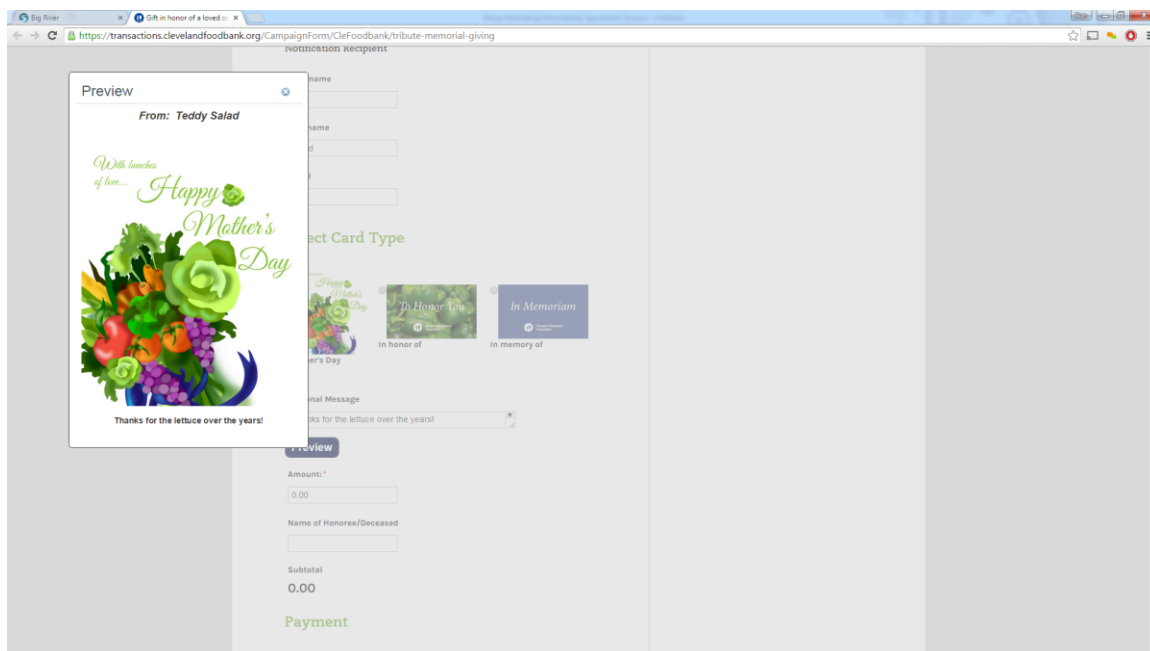
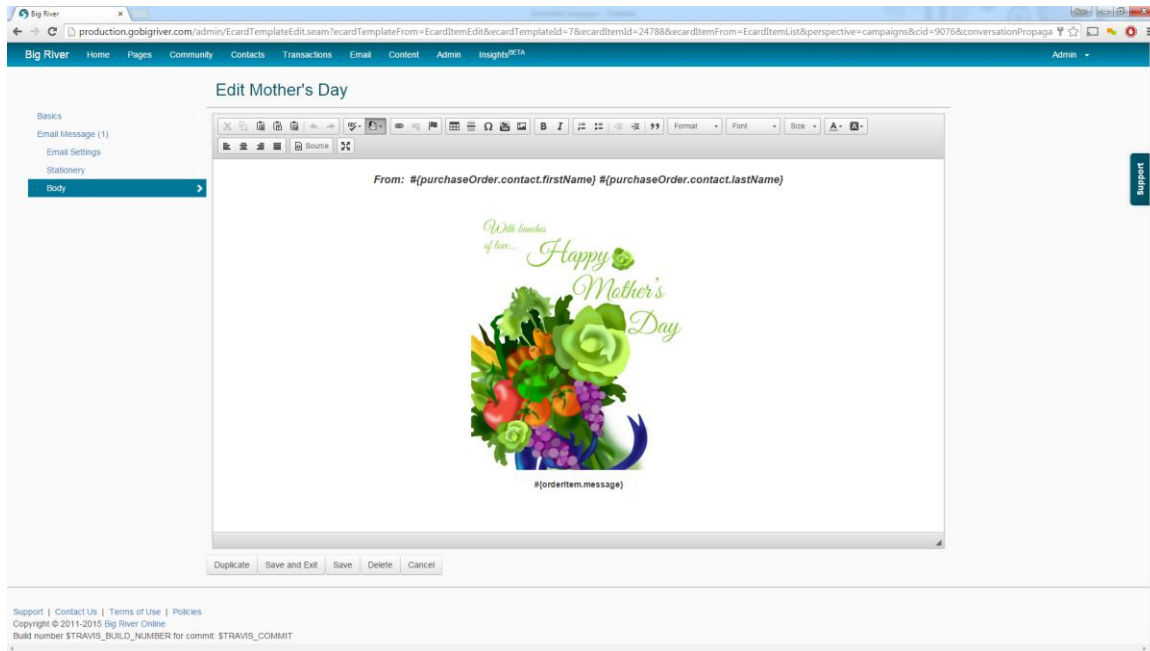
Email Stationery

Email stationery is a reusable wrapper for email that can reflect and enhance the organization's branding in email communications. All emails on the platform - email blasts, receipts, and other automated emails - can use an organization's stationery.



ECards

Ecards enhance tribute giving by sending the honoree or memorial contact an attractive email containing an image and a personal message from the donor. ECard templates are created using the standard web editor. They are populated and sent after a transaction using merge fields from the transaction:



Content Management

The Big River platform contains a Content Management system for web pages and forms. These pages are hosted on the Big River platform and accessed via a customizable URL. These URLs can be referenced from a subdomain of the organization's domain, for example:

<https://transactions.clevelandart.org/CampaignForm/CMA Demo/300>

This enhances conversion because it communicates to the constituent that a gift is going to the organization, rather than passing through an unfamiliar third-party. Big River employs advanced internet technology to secure pages accessed through organization subdomains.

Configurable URLs per page allow for readable links.

Big River supports multiple types of pages:

- Static Pages
- Single Transactional Pages
- Catalog Pages
- Check Out Pages

A page can be managed through a lifecycle:

DRAFT/TEST - a page is initially in a draft or test mode until published. The page can only be viewed by users who are logged into the system and transactions can be tested without being sent to the merchant account.

PUBLIC - published pages can be viewed by the public.

INTERNAL ONLY - Pages can be set to an "Internal Only" state, requiring a user to be logged in to access the form. These pages can be used as virtual terminals for staff to process payments in-house.




INACTIVE - pages can be deactivated, hiding them from view and preventing accidental transactions being pushed through.

In addition, any form can be accessed in a test mode, allowing for testing of the confirmation page and receipt without sending a transaction for payment.

Special pages can be set as destinations for old links or other errors. For example, after an event, the event registration page can be made inactive and a donation page be set as the destination, so anyone who has kept an old link to the event can be prompted to make a donation afterwards.

Pages can be archived so that they do not 'clutter' the current working view of content.

The Big River interface generates common HTML elements for linking to pages which can be copied into emails or physical publications:

Short URL	https://brurl.co/EGZ6T7XX
Short URL Link	<code>https://brurl.co/EGZ6T7XX</code>
URL	https://transactions.metroparks.cc/CampaignForm/LCMP/Art+Wall+Tile+Sponsorship
Link	<code></code>
Embeddable Tag	<code><gw:embed id='gw:embed' src='LCMP/Art Wall Tile Sponsorship'></gw:embed> <script type='text/javascript' src='http://production.gobigriver.com/CampaignForm/scripts/embed.js'></script></code>
QR Code (small)	
QR Code (medium)	
QR Code (large)	

Page parameters that set the initial values of fields on the page, including custom fields and amounts, can be passed on the URL to support personalization and streamlined constituent experience.

Personalization

Big River allows your organization to personalize the giving experience and nurture better relationships with donors and supporters.

Scenario 1: Mary Smith is a contact in your database. You have basic demographic information (first, last, address, email). You know she last gave a \$200 gift 6 months ago and designated Rainbow Babies & Children's Hospital.

You can send Mary an email personalized with her name and the amount of her gift. Thank her for her last gift and share a synopsis of a compelling success story from Rainbow Babies. Ask her to click through to read the full story.

Take her to a landing page with a full story/testimonial for Rainbow Babies that celebrates donors who helped to make this story a success. At the top of the page, thank Mary by name so she feels a part of the story she is reading. At the end of the page, again address Mary by name and thank her for her past and ongoing support. Present a giving form pre-populated with her name and relevant details. Show giving levels starting at \$200 and going up from there.

This personalized approach demonstrates that you recognize your donor and appreciate past support. It serves to educate her about your impact and encourage another gift of at least the amount as the prior gift.

How is this accomplished in the Big River System?

Use audience segmentation to select donors who gave \$1 - \$200 within the last 12 months and designated their gifts to Rainbow Babies. Use merge tags in your email to send each donor a personalized email message. Use merge tags to personalize the landing page with the donor's name, prior giving amount and pre-populated donation form.

*NOTE: Strategic segmentation and content creation allows your organization to present material that is relevant to a constituent based on location, interests, giving history, etc. while avoiding the need for a donor to create an account, which is a barrier to giving and an annoyance to donors.

Scenario 2: The Harrington Family supports UH and has a great vision. UH wants to celebrate their gift(s) and inspire others to support the Harrington Discover Institute. A page can be created for the Harrington family that shares their testimonial / gift - video of the Institute that shows the facility and shares the mission/successes seen there. A donor that connects with this message can give right there in the context of the page rather than deviating to an impersonal standard giving page.

Confirmation page and email receipt are personalized for the donor and content is specific to the Discover Institute. You might also prompt the donor to opt-in to future communications regarding the Institute and/or follow The Discover Institute on social media.

Celebrate your major donors, educate the public about your designated funds. And inspire contributions to support them. At the same time, inspire other potential major donors by showcasing what others have done.

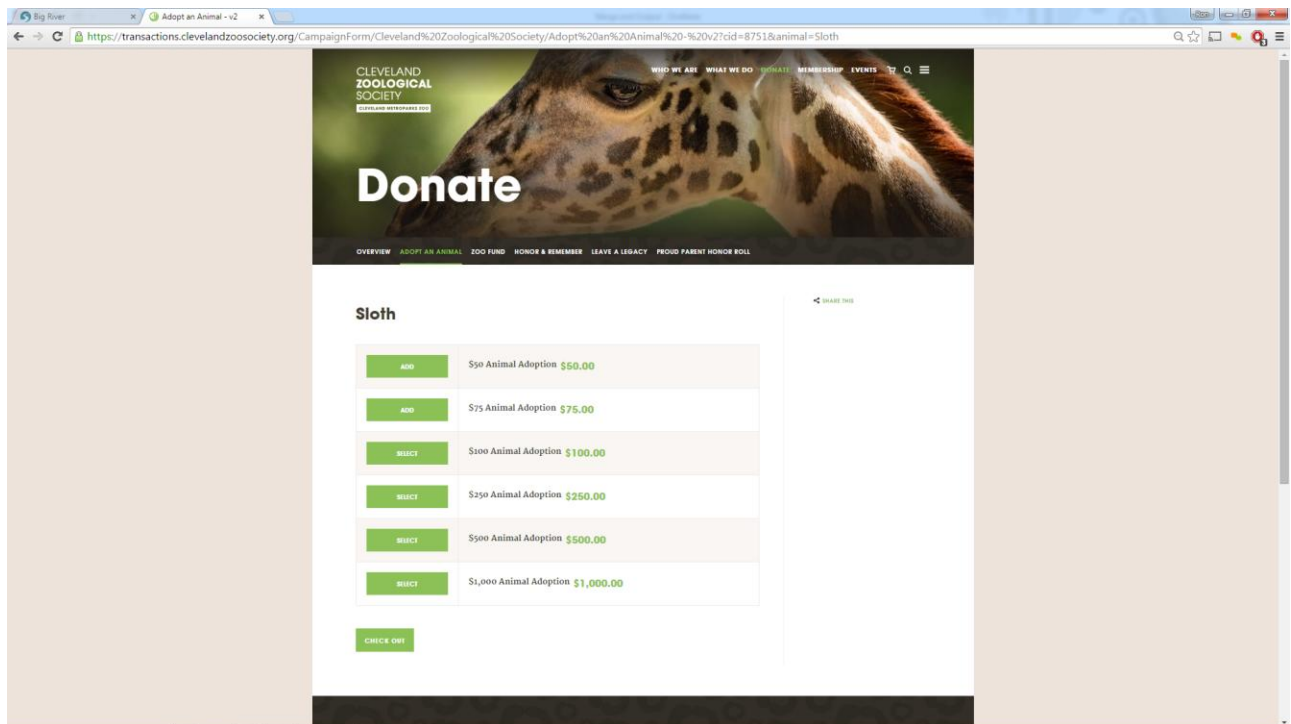
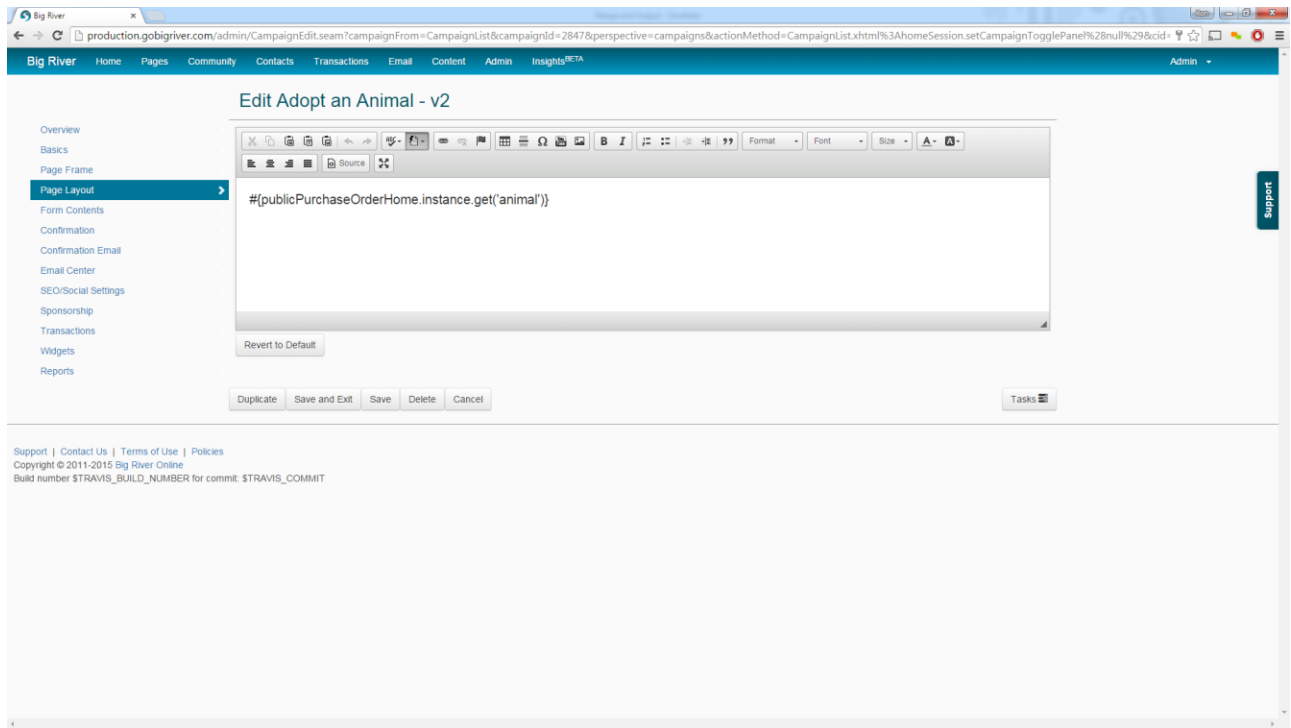
Scenario 3: Joe Brown supports a neighbor's team fundraising campaign. He is a first time donor. He doesn't necessarily have an affinity for your organization; he gave to support his neighbor. Now, you have the opportunity to educate and nurture this contact so that he does develop a relationship with you. Marketing automation kicks off this process by allowing your organization to automatically send him an email welcome series that thanks him for support, and educates him about your mission, demonstrates your impact in the community and invites him to join your cause.

Using Merge Tags To Personalize The Donor Experience

Merge technology is used throughout the Big River platform to generate detailed and personalized content:

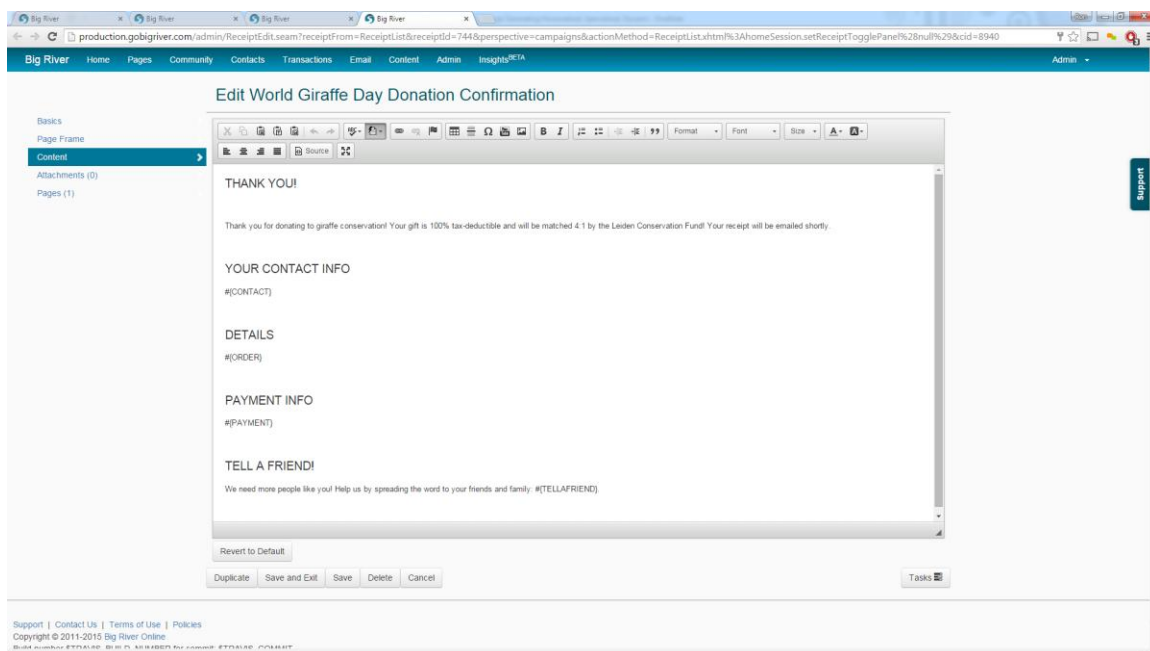
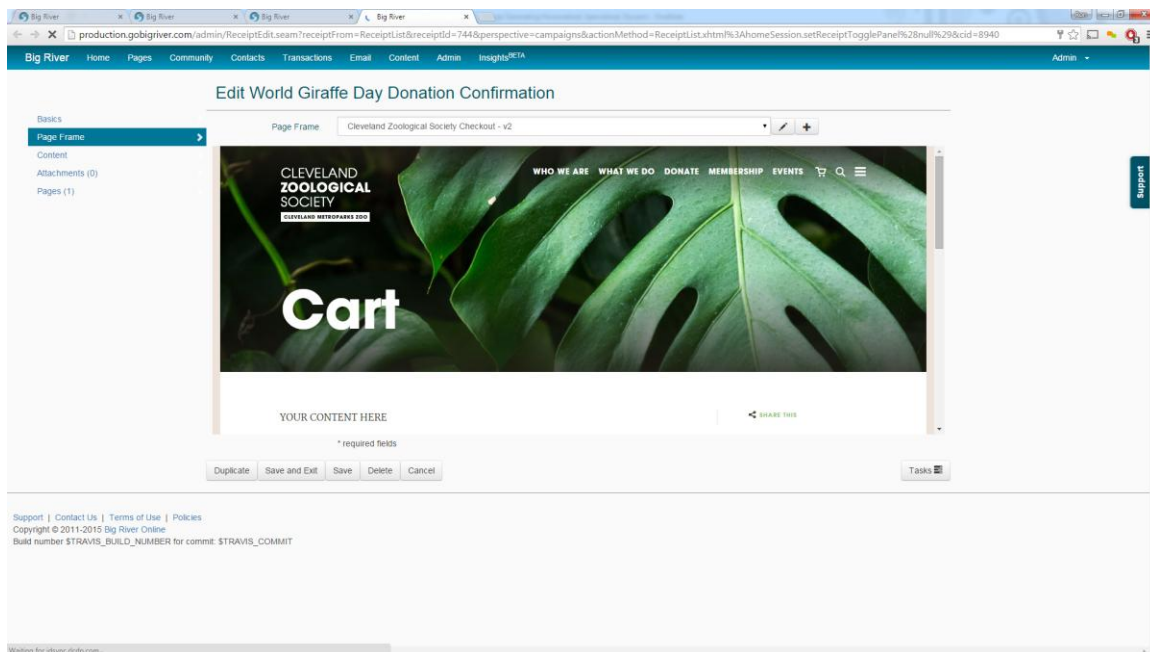
- Personalized pages / forms
- Confirmation pages that prompt for additional transactions
- Personalized email receipts that have all the content to serve as tax receipts
- Personalized email appeals
- Reusable organization form and email stationery
- Sign-in lists for events
- Custom name tags for events
- Pick lists for merchandise orders
- Numbered raffle tickets
- Gift vouchers and coupons

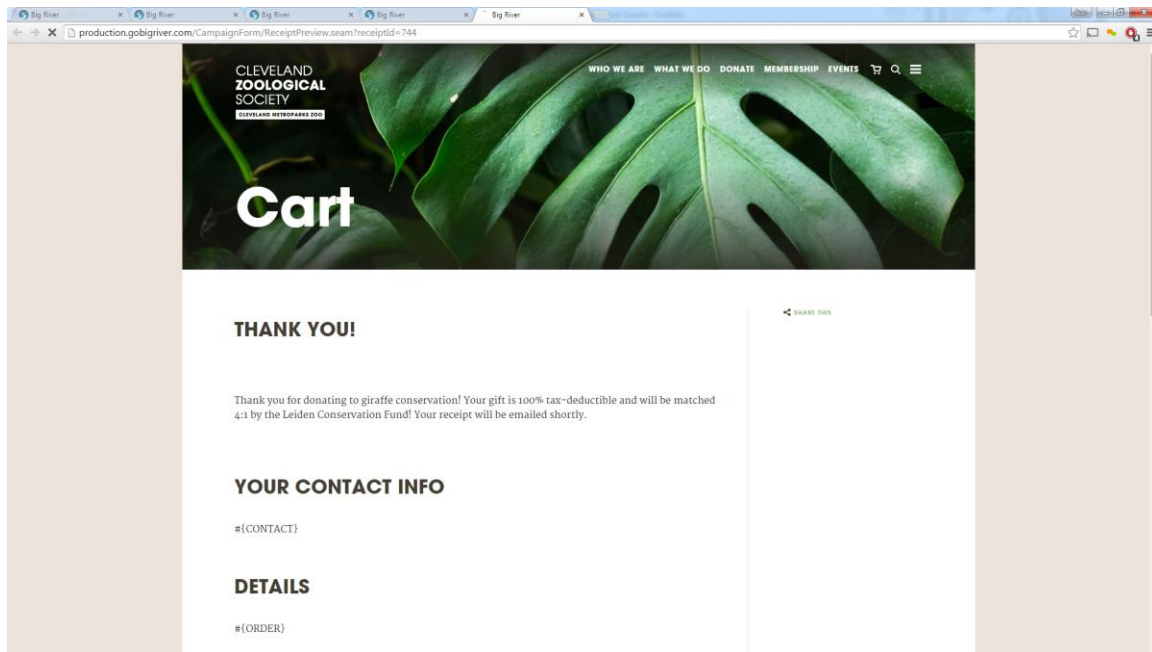
All content is HTML and can contain rich text and images. Merge tags allow for personalization and other specialization when the content is rendered.



Confirmation Pages

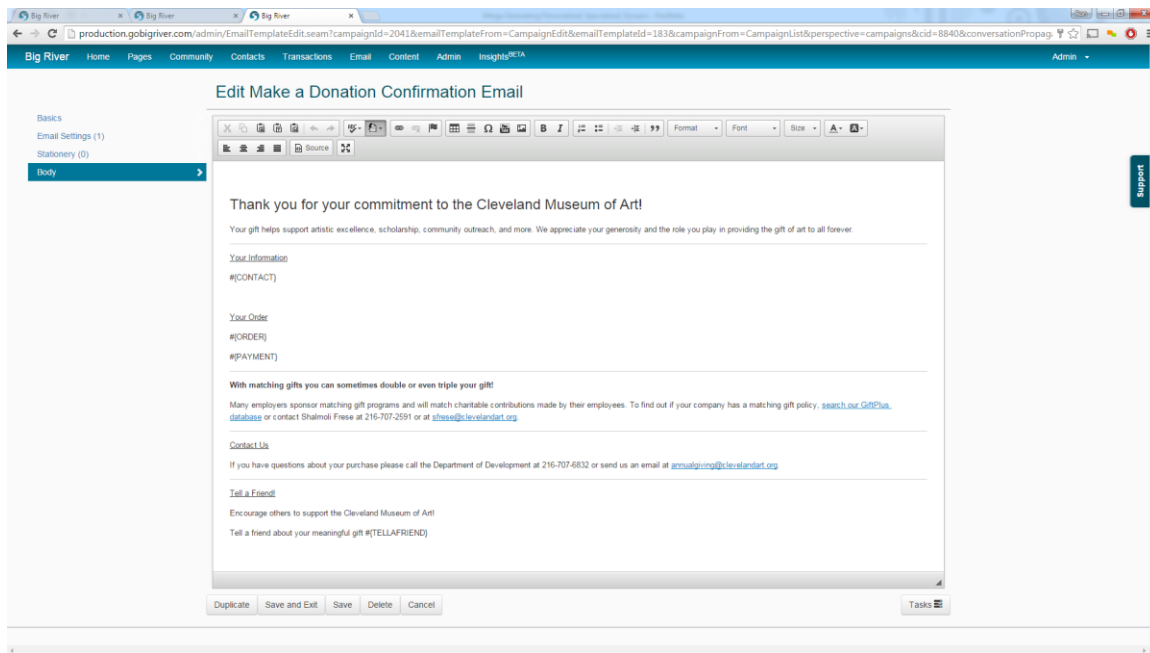
Confirmation pages can use page templates like other pages. Confirmation or receipt pages can have merge tags that are replaced with information about the current transaction. Special block tags are replaced with formatted contact and transaction information and social media links.



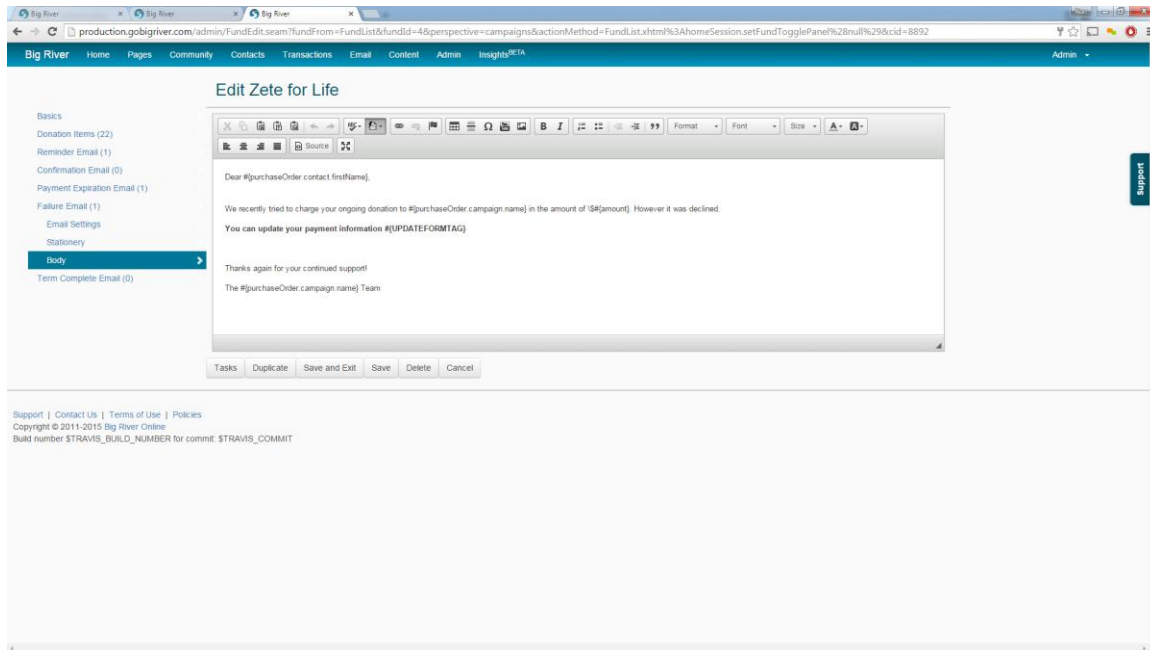


Receipt Emails

Email receipts and other automated emails can contain merge tags that are replaced with information about the current transaction. Special block tags are replaced with formatted contact and transaction information.



Other auto responders, for example for recurring giving receipts and decline notifications, can also be defined with merge tags:



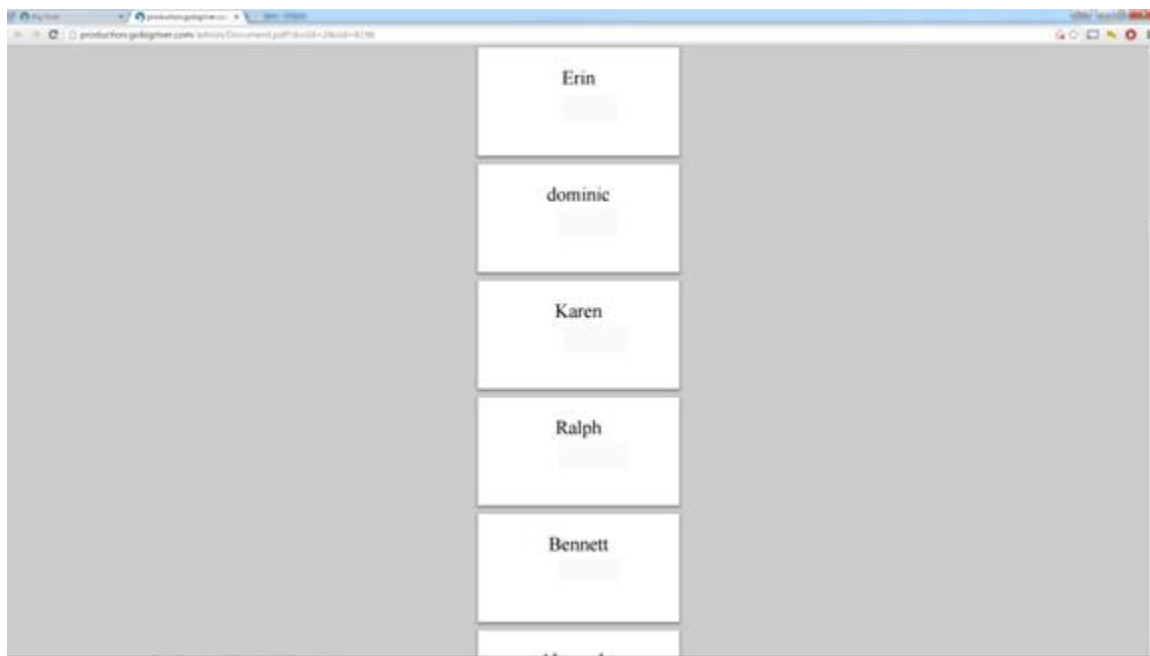
Document Templates

Document templates are used to generate merged PDF files from lists of transactions, for example name tags for an event:

The screenshot shows the 'Edit Test Label' form in the Big River system. The form is titled 'Edit Test Label' and has a 'Basics' tab selected. The form fields include:

- Name: Test Label
- Account: admin
- Content: A rich text editor containing the text `#{purchaseOrder.contact.firstName}` and `#{purchaseOrder.contact.lastName}`.
- Width: 4.0
- Height: 2.375
- Margins: 25 25 25 25
- Paging Type: Break page after each item

At the bottom of the form, there are buttons for 'Duplicate', 'Save and Exit', 'Save', 'Delete', and 'Cancel'. A footer section contains links for 'Support', 'Contact Us', 'Terms of Use', and 'Policies', along with copyright information for 2011-2015 Big River Online and a build number.



Document templates are also used to render gift certificates, vouchers and raffle tickets:

The screenshot shows the 'Edit Gift Membership Template' form in the Big River system. The form is titled 'Edit Gift Membership Template' and has a 'Basics' tab selected. The form fields include:

- Name: Gift Membership Template
- Account: ClevelandZoo
- Content: A rich text editor showing a preview of the membership certificate. The preview includes the Cleveland Zoological Society logo and the text: 'You've received a gift of membership from #[purchaseOrder.contact.firstName] # [purchaseOrder.contact.lastName]!'.
- Width: 8.5 (Width of the entire page in inches)
- Height: 11.0 (Height of the entire page in inches)
- Margins: 2.5 5.5 (The left, right, top and bottom margin values in inches)
- Paging Type: Break page after each item

At the bottom of the form, there are buttons for 'Duplicate', 'Save and Exit', 'Save', 'Delete', and 'Cancel'. A note indicates that fields marked with an asterisk are required.

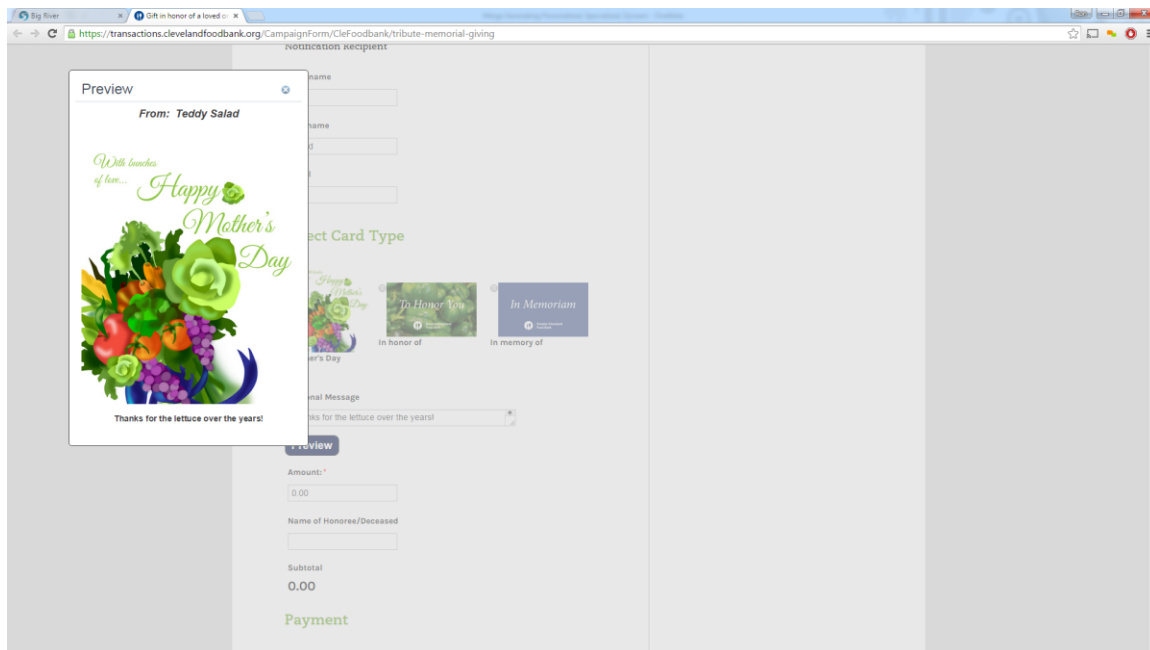
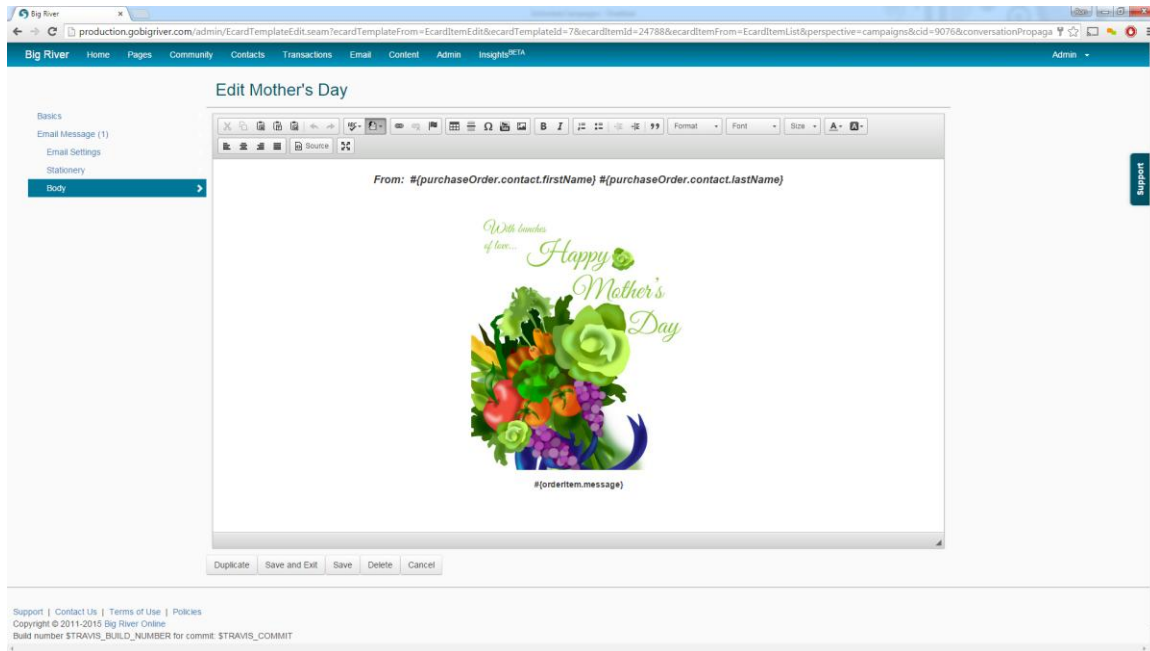
The screenshot shows the rendered membership certificate for Jason Ertel. The certificate is titled 'CLEVELAND ZOOLOGICAL SOCIETY' and includes the following information:

- You've received a gift of membership from Jason Ertel!**
- Membership Level: Gift Senior Plus Membership**
- Message: Happy Birthday Dad!**
- Your membership is NOT ACTIVE - your one-year membership does not begin until you complete the following steps.**
- To activate your membership, please visit ClevelandZooSociety.org**
- On the Membership page, find your membership level and select Join or Renew. If you want to upgrade to a higher level, just select the membership level and pay the difference by credit card.**
- Complete your membership and contact information.**
- In the Promotion Code box, enter: RLXJFFJH**
- You may also activate your membership in-person by bringing this form to the Membership Booth when you visit the Zoo. If you have any questions, please call (216) 661-6500 x4421 or email Info@ClevelandZooSociety.org.**
- ZOO MEMBERSHIP HAS ITS PRIVILEGES!**
- FREE** admission to Cleveland Metroparks Zoo and **The RainForest** for one year
- DISCOUNTED** admission to more than 130 other zoos nationwide
- 10% DISCOUNT** at all Zoo gift shops
- DISCOUNTS** on select Zoo programs, and events, including **Boo at the Zoo**, **Twilight at the Zoo**, & more

The certificate also includes the Cleveland Zoological Society logo, the address '1940 Wildlife Way, Cleveland, OH 44109 (p. 216.661.6500)', and the website 'WWW.CLEVELANDZOOLOGICALSOCIETY.ORG'.

ECards

eCard templates are populated and sent after a transaction using merge fields from the transaction:



Scripting

Custom code can be included in templates for further complex and dynamic customization.

The screenshot shows a Google Forms interface in a web browser. The form is titled "Thank you for your commitment to the Cleveland Museum of Art!" and includes a header image of a park scene. The form contains several sections: "Contact Information" with fields for Name, Address, Email Address, and Membership ID; "Membership Information" with fields for Gift Membership, Recipient Name, Recipient Address, Additional Recipient, and Total Volume; and a "Gift Message" section. The form is partially filled out with redacted information.

Contact Information

Name: [Redacted]
Address: 4200 [Redacted]
Email Address: [Redacted]
Membership ID: You will receive your ID via a subsequent email

Membership Information

Gift Membership: [Redacted]
Recipient Name: [Redacted]
Recipient Address: [Redacted]
Additional Recipient: [Redacted]
Total Volume: [Redacted]
Gift Message: You have received a gift of membership to the Cleveland Museum of Art (MCPY 500)

Total: [Redacted]

Unlimited Campaigns

Big River gives you the flexibility to create unlimited campaigns.

This gives you the freedom to create unique campaigns and tailor them to the interests of the various segments of your audience. Page templates, form parameters, promotion codes and membership benefits allow you to make forms dynamic using controls available to non-skilled users. Additional design elements and JavaScript code can be added by technical users to enable even greater creativity.

Designated Funds

Create a campaign for each designated fund with pages specific to its unique story/impact/appeal. Package donation items to demonstrate the impact of a gift as it pertains to a particular fund.

Interests

Present campaigns to constituents based on what they react to or where they come from. For example, if a constituent clicks through a social media post about cancer survivors. That constituent can be automatically directed to a page that shares success stories from Seidman Cancer Center and contains an appeal for support.

Inspiration

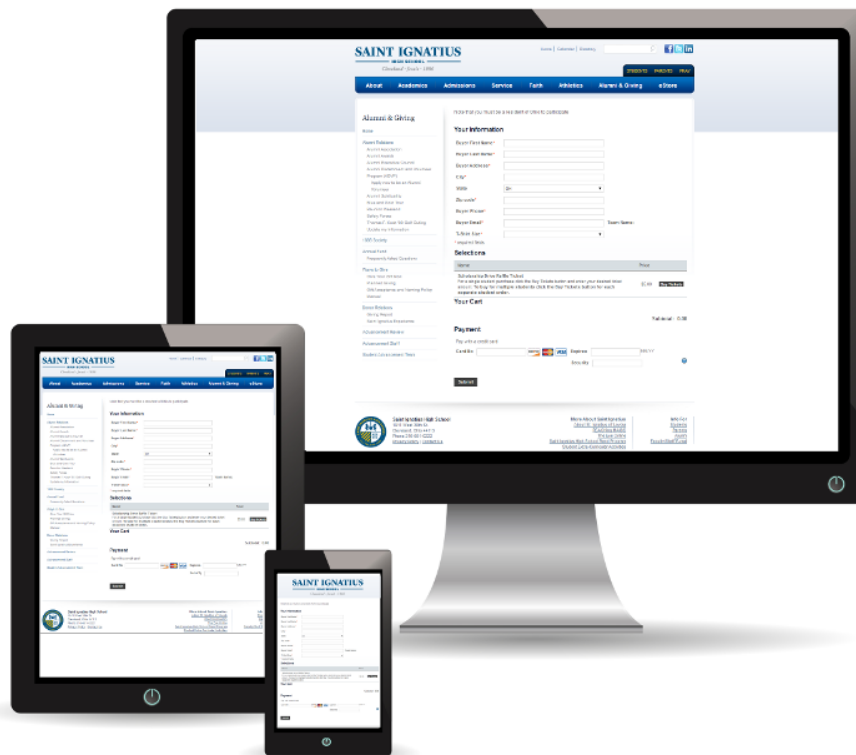
Many former patients might support the hospital out of gratitude and in celebration of recovery. Family members may want to fundraise in honor or memory of a family member who was well-cared for. Staff may be inspired to share their stories and motivate others to support the work you do. Empower your constituents to bring their own inspiration and start personal fundraisers on your behalf. Keep those fundraisers in the context of your own brand. Track their success and praise every effort.

Headlines

React quickly and create appeals that dovetail with current headlines regarding your mission or impact in the community.

Mobile-Friendly

Big River pages are designed to be responsive, which means your donor commerce pages are easy to interact with no matter what device a constituent is using: personal computers, tablets, smartphones are all supported.



Donations

The Big River platform makes it easy to package donation levels and demonstrate the impact of a gift. Every donation item can consist of a thumbnail image, descriptive text and a fixed or variable donation amount. It may also contain additional contacts and/or custom fields for tribute & memorial gifts, for example.

By packaging your donations, you accomplish several key things simultaneously:

Educate visitors about your mission and the ways in which you impact the community

Make compelling appeals for support

Learn something about what resonated with a particular donor so you know how to nurture him/her going forward

Item Order: You have full control over the order in which items are presented and can modify items, descriptions, images, and prices at any time. Once created, a donation item may be re-used on any Big River page.

Transaction Fee Option: On any page, you have the option to prompt donors to cover transaction fees so 100% of the donation goes to support your mission.

Overview

Basics

Page Frame

Page Layout

Form Contents

Contact Options

Payment Options

Custom Fields

Additional Contacts

Promotions

Labels

Contact Groups

Confirmation

Confirmation Email

Email Center

SEO/Social Settings

Sponsorship

Transactions

Widgets

Reports

Order Form Type

Shopping Cart

Use CAPTCHA

☐

Show scrambled text and images to prove the user is human.

Max order items

Transaction Fee Option

Do not offer or charge fee

Whether to prompt or force the contact to pay the transaction fee

Id	Name	Description	Price	Active	Account	Action
24701	PORTRAIT SCHOLARSHIP		\$10,000.00	true	NY_Academy	✎ ↑ ↓ ↕ ✕
24702	INTERNATIONAL SUMMER RESIDENCY		\$3,000.00	true	NY_Academy	✎ ↑ ↓ ↕ ✕
24703	500 LBS OF CLAY		\$1,500.00	true	NY_Academy	✎ ↑ ↓ ↕ ✕
24704	1 EASEL		\$350.00	true	NY_Academy	✎ ↑ ↓ ↕ ✕
24705	15 YARDS OF CANVAS		\$100.00	true	NY_Academy	✎ ↑ ↓ ↕ ✕
24706	10 PAINT BRUSHES		\$75.00	true	NY_Academy	✎ ↑ ↓ ↕ ✕
24707	2 PAINT TUBES		\$30.00	true	NY_Academy	✎ ↑ ↓ ↕ ✕

Create Item

« « » »

Export

Select

Duplicate

Save and Exit

Save

Delete

Cancel

Tasks

Below is more detailed explanation / demonstration of the various ways in which donations can be packaged:

Outright donations

Memorial / Tribute Gifts

Recurring / Sustaining Gifts

Donation Programs

Designated Gifts

Outright Donations



GRADUATE PROGRAM

CONTINUING ED

LECTURES

EXHIBITIONS

EVENTS

SUPPORT

MAKE A GIFT
BECOME A PATRON
PORTRAIT SCHOLAR
SPONSOR AN EVENT

NEWS

BLOG

ABOUT



SUPPORT



ANNUAL FUND APPEAL




Donate before our fiscal year ends on June 30.

Every gift makes a difference - support the next generation of emerging artists and make your tax-deductible gift today.

It's a contribution, quite literally, to the future of art.

NEW YORK
ACADEMY
OF ART

Selections

Name	Price	
 <p>PORTRAIT SCHOLARSHIP</p>	\$10,000.00	Add
 <p>INTERNATIONAL SUMMER RESIDENCY</p>	\$3,000.00	Add
 <p>500 LBS OF CLAY</p>	\$1,500.00	Add

Edit PORTRAIT SCHOLARSHIP

Basics

Terms

Customization

Additional Contacts

Order Items

Merchandise Items (0)

Reports

Name

PORTRAIT SCHOLARSHIP

A name that describes the item's purpose is recommended. Leave blank to only display the amount in the form.

Description

Describe the impact / value of a gift at this level. Is there special donor recognition? You can note it here.

Image



Upload...

Delete

Price

\$10,000.00



Value

Value of goods and services.

Active



Confirmation
Description

Use this field to populate the confirmation page and receipt email with a special message when this item is purchased. Or leave it blank and the item description will

Integration Code

Account

NY_Academy



Archived



Additional BCC

Use this field to notify appropriate staff within your organization when this item is "purchased".

Fund



* required fields

Duplicate

Save and Exit

Save

Delete

Cancel

Tribute / Memorial Gifts

There are a variety of ways in which tribute / memorial gifts can be created and managed.

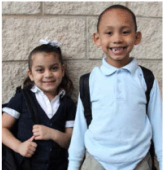
Tribute Gifts with eCards

A donor selects an eCard and identifies the honoree. A donation is made to the organization on behalf of the honoree and the eCard is sent to the email address identified in the form.

Tribute Gifts

Tribute gifts support the Food Bank's mission to alleviate hunger while providing a special opportunity to celebrate achievements, milestones and lives. Each dollar donated to the Food Bank equals four meals for hungry men, women and children in Northeast Ohio.

By using this form to make your donation, an ecard will be sent to the person in whose honor you are making the gift. If you would prefer to have the honoree receive a notification through the mail, [click here](#).
The Greater Cleveland Food Bank is a 501(c)(3) non-profit recognized by the IRS. All donations are tax-deductible to the fullest extent of the law.



Jarana and Montecali

Every dollar you donate provides enough food for four nutritious meals!

Name	Price
eCard Tribute(s) By making a tribute gift using an eCard, your tribute notification will be sent automatically to tell your family and friends about this gift. If the gift is in memory of someone, the recipient listed below is the family member to be notified of your kindness. (you can send as many eCards as you like, just click the add button)	
	Variable Add

Your Cart

eCard Tribute(s)
By making a tribute gift using an eCard, your tribute notification will be sent automatically to tell your family and friends about this gift. If the gift is in memory of someone, the recipient listed below is the family member to be notified of your kindness. (you can send as many eCards as you like, just click the add button)

Del

Notification Recipient

First name

Last name

Email

Select Card Type



Father's Day 2015



In honor of



In memory of

Personal Message

Preview

Amount: ⁺

Name of Honoree/Deceased

Subtotal: 0.00

"Brick" Campaigns

Offer constituents the opportunity to purchase s commemorative brick and have it engraved with a special message in honor or memory of a loved one. Set a limit on the number of characters that can be in the message and/or offer the ability for logos/images to be uploaded.



Discover our Gracious Lifestyle

Call Today! 216.851.8200



"A Celebration of Living" Foundation Garden

McGregor invites you to participate in the installation of our Foundation Garden and the building of a "Knot" Garden Walking Path.

Standing at the head of the Meadow in front of the McGregor Home, this tribute garden will honor McGregor's many residents, family members, dedicated staff and friends from throughout our long history. You can make any changes you want. Your support will help ensure that the Foundation Garden and Walking Path take their places among the gardens, courtyards, lawns and groves that make our historic 32-acre campus so beloved and such an important feature of the quality of life that we provide at McGregor.

For more than a century, McGregor has sheltered and cared for Cleveland's most vulnerable seniors in our home on the bluff overlooking the city and lake beyond. Please join us in extending our legacy of charity, compassion and quality.

Selections

Name	Price	
4" x 8" Brick	\$75.00	Add
8" x 8" Brick	\$400.00	Add
8" x 8" Brick w/ Custom Logo	\$500.00	Add
16" x 16" Brick	\$1,000.00	Add
16" x 16" Brick w/ Custom Logo	\$1,500.00	Add
Meditation Bench	\$2,500.00	Add

Online Gift / Offline Recognition

Enable supporters to make a tribute / memorial gift online and have a card or other notification delivered in the mail. Use custom fields to collect name, address, special message etc. Reduce administration with easy list generation and printable mailing labels.

Tribute Gifts

Make a tribute gift in honor of a loved one or an event in the life of a loved one!

Thank you for making a donation to the Greater Cleveland Food Bank to honor a loved one. Tribute gifts support the Food Bank's mission to alleviate hunger while providing a special opportunity to celebrate achievements, milestones and lives. Each dollar donated to the Food Bank equals four meals for hungry men, women and children in Northeast Ohio.

By using this form to make your donation, the honoree will receive a notification (mailed within two regular business days) on note cards with one of the following images:



If you would like to order multiple cards that you can personalize yourself, please call Jill Barron at 216-738-2265, ext 2102 (\$10.00 minimum donation suggested per card). If you would prefer to have an ecard sent to the honoree, click [here](#).

The Greater Cleveland Food Bank is a 501(c)(3) non-profit recognized by the IRS. All donation are tax-deductible to the fullest extent of the law.

U.S. Mail Letter Tribute

Your gift will be recognized to an honoree of your selection via letter from the Foodbank. We will mail a letter acknowledgment of the gift to the recipient you specify below. If you would like to make multiple tributes in one transaction, click [here](#).

Amount: *

Tribute type

Name of Honoree/Deceased

Message to tributee

Tribute letter recipient

First name

Last name

Address

City

State

Zip/Postal code

Country

Recurring / Sustaining Gifts

Setup

Donation Items on a form can be set to present the donor with the option to make it a recurring gift, or to make it recurring automatically. Options control whether the amount, schedule and duration are fixed or editable by the donor. Schedule options include weekly, monthly, bi-monthly, quarterly and annually.

Big River

Zete4Life

How The Botched Mets Tr

https://test.gobigriver.com/admin/NewPurchaseOrderEdit.seam?conversationPropagation=nested&pageName=ZetaPsi&campaignName=Zete4Life&c

1. Support Zeta Psi's Actives
Support Zeta Psi's actives with programming, outreach, mentoring and infrastructure. Gold: \$50+ Sustaining: \$20- \$49
Going Elder: \$10 - 19 per month

Variable

Add

2. Support your Chapter's LTI participation
Send your Chapter's Actives to regional LTIs and Convention LTIs. LTIs are Zeta Psi's single largest expense, and your gift will help offset the cost of running these events. Gold: \$50+ Sustaining: \$20- \$49 Going Elder: \$10 - 19 per month

Variable

Add

3. Send your Chapter's Actives to the Convention
Send your Chapter's Actives to Convention! (Big/Little Brother Sponsorship). Actives MUST apply and meet stringent criteria for scholarship. Your gift will fund registration, hotel, and travel for your Chapter's Actives. Gold: \$50+ Sustaining: \$20- \$49 Going Elder: \$10 - 19 per month

Variable

Add

Donate now
Your gift will help us accelerate our mission!

Variable

Add

Your Cart

Donate now
Your gift will help us accelerate our mission!

Del

☒ Recurring? **Interval***

Week

Week

Month

Quarter

Year

Term*

12

Amount: *

0.00

Subtotal: 0.00

Payment

☒ Pay with a credit card

☐ Withdraw directly from my bank account (US only).

Card No**Expires****MM/YY** **Security**

?

☒ Active

☐ Send Email Receipt

The text on prompts and labels is configurable to reflect the impact of the gift. Prompts which are not necessary (e.g. term for a recurring gift which is only unlimited) are not shown.

Big River

Home

Pages

Community

Contacts

Transactions

Email

Content

Admin

Insights^{BETA}

Admin

Support

Support

Edit Give The Gift of Relief & Strength - Respite Care

Basics

Terms

Customization

Additional Contacts

Order Items

Merchandise Items (0)

Reminder Email (0)

Confirmation Email (0)

Payment Expiration Email (0)

Failure Email (0)

Term Complete Email (0)

Reports

Name

Give The Gift of Relief & Strength - Respite Care

Description

Your donation provides 4 hours of respite care each month for a needy parent. Care-giving is a demanding task and caregivers need time off from their responsibilities to relieve stress and prevent burnout. , sustainable care-giving depends on meeting the caregiver's own needs for nurture, reassurance, support and periodic respite.

Image

None specified

Upload...Delete

Price

\$500.00

Payment Interval*

1

in number of periods

Number Of Periods*

9999

9999 for ongoing

Value

Value of goods and services.

Active

☒

Fund

Confirmation Description

Integration Code

Account

JARC

Archived

☐

Additional BCC

Update Form

JARC Respite Care

Deferrable

☐

* required fields

Duplicate

Save and Exit

Save

Delete

Cancel

Automation

Recurring transactions are charged on the set schedule. All communications are fully configurable. Once in place, they go out automatically when triggered by particular events:

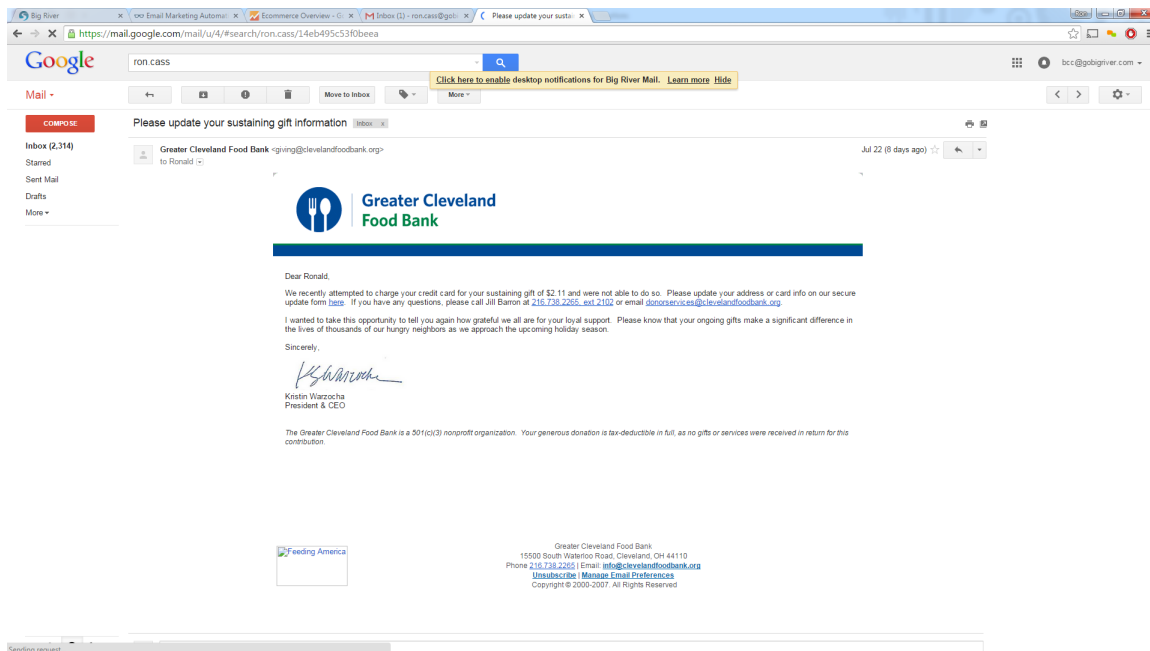
Receipt / Confirmation Email - triggered each time a recurring gift is processed.

Reminder Email - triggered to go out prior to processing each recurring gift. (Can be suppressed)

Payment Expiration Email - triggered when the payment method associated with a recurring gift is approaching expiration.

Payment Failure Email - triggered when payment method associated with a recurring gift fails.

Term Complete Email - triggered when term of recurring gift has been reached.



Autoresponders can include merge tags, especially a preconfigured link taking the donor to an update page for their recurring gift.

Donor Self-service

Donors can update their contact or payment information. Automated receipts contain a link taking the donor to a secure update form. Without that link, the donor can click on an existing form and be sent that link via email.

The update form is configurable like any Big River form. Update forms can be associated with different levels of giving, enabling the organization to automate moving a donor to higher levels of giving.

Selections

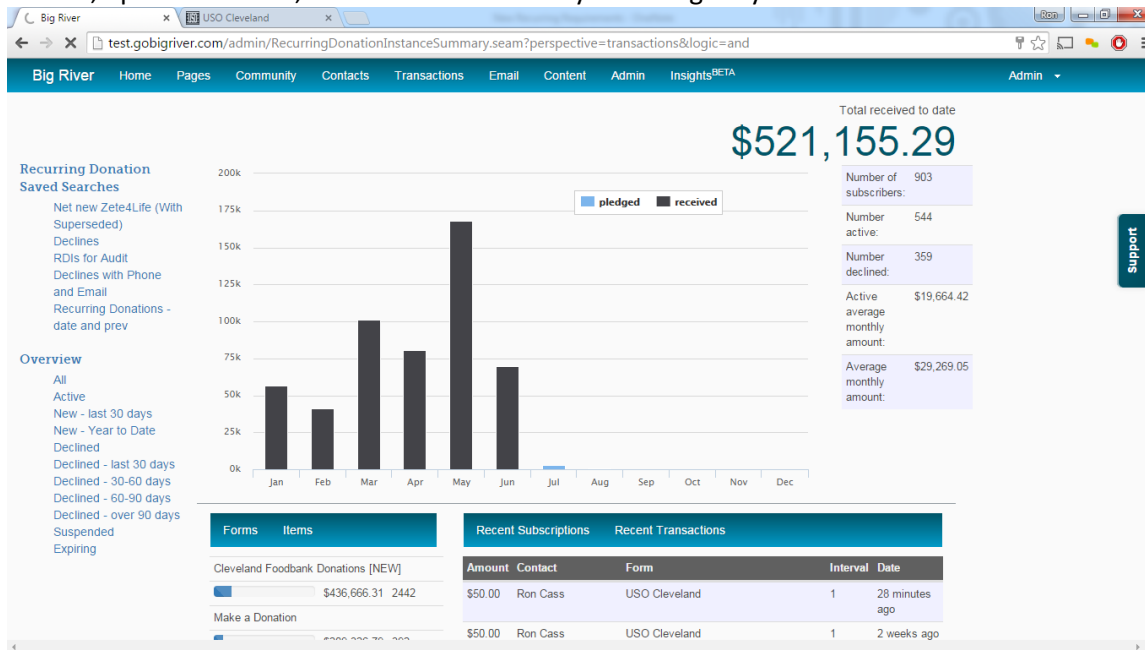
- ☒ **\$20 Recurring Donation \$20.00**
Your \$20 monthly donation will provide 960 meals each year!
- ☐ **\$25 Recurring Donation \$25.00**
Your \$25 monthly donation will provide 1200 meals each year!
- ☐ **\$50 Recurring Donation \$50.00**
Your \$50 monthly donation will provide 2400 meals each year!
- ☐ **Recurring Donation**
Your monthly donation will provide needed support to our neighbors in need!

Selections

- ☒ **\$100 Recurring Donation \$100.00**
Your \$100 monthly donation will provide 4800 meals each year!
- ☐ **\$250 Recurring Donation \$250.00**
Your \$250 monthly donation will provide 12,000 meals each year!
- ☐ **\$500 Recurring Donation \$500.00**
Your \$500 monthly donation will provide 24,000 meals each year!
- ☐ **Recurring Donation**
Your monthly donation will provide needed support to our neighbors in need!

Staff Maintenance

The recurring donation management view contains a summary of the program and links to lists of new donors, updated donors, and declined donors by how long they have been declined:



Individual records can be updated or cancelled by staff. Schedules can be modified without new credit card info, and new address of credit card info can be entered to update payment information.

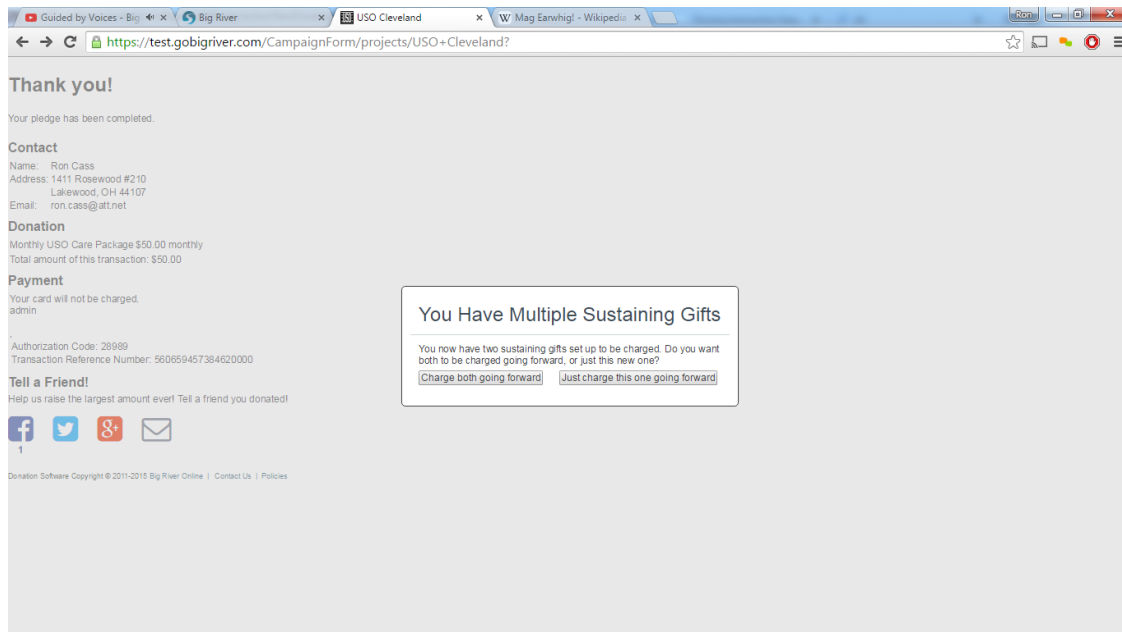
The screenshot shows the Big River recurring donation edit page for a donation from Ron Cass for \$50.00. The page has a sidebar with links for Basics, Transactions (1), and Reports. The main content area displays the donation details, including the contact name, initial transaction, initial order item, payment amount, interval, and next recurrence date. An "Update Payment" modal is open, allowing staff to change payment information, contact info, or amount. The modal includes fields for Payment Option, Card number, Expiration Date, Security Code, Address Change, City, State, Postal Code, Next Recurrence, and Amount. The modal also has "OK" and "Cancel" buttons.

Field	Value
Payment Option	Little TEST
Card number	
Expiration Date	
Security Code	
Next Recurrence	09/04/2015 12:00 AM
Amount	50.00

Field	Value
Address Change	1411 Rose
City	Lakewood
State	OH
Postal Code	44107

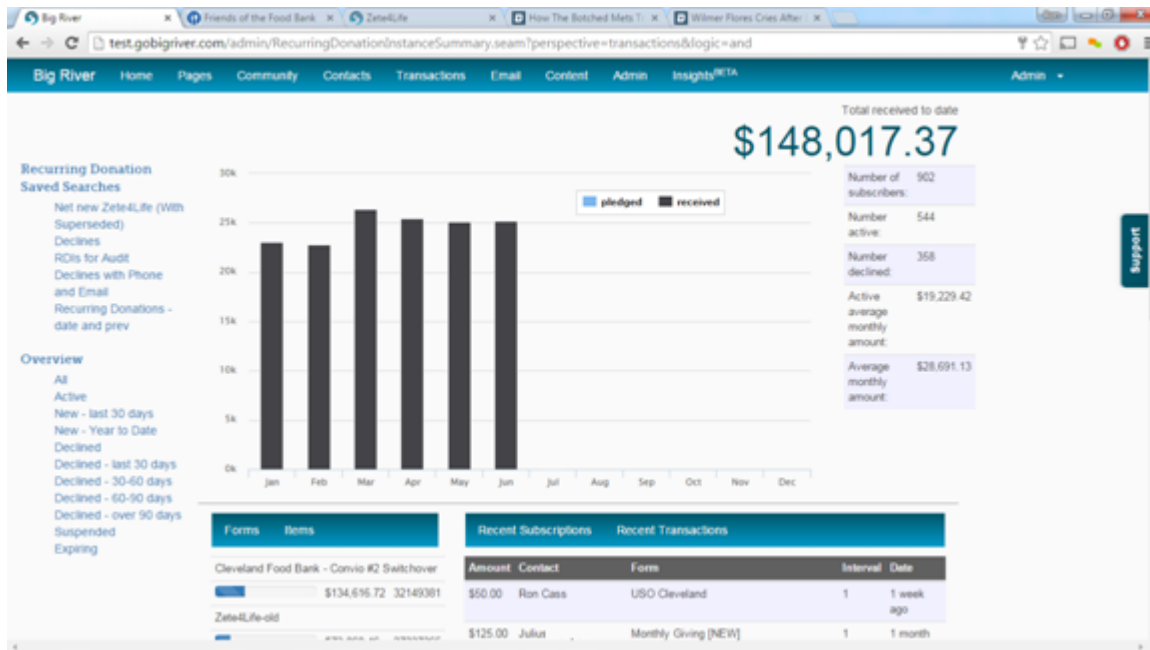
Duplicate Handling

Big River allows for a donor to have multiple recurring gifts active at any time. This supports real-world use cases where separate recurring gifts have distinct designations. To avoid accidental duplication however, Big River will scan a new recurring gift set up against existing recurring gifts and prompt potential duplicates to confirm a duplicate gift or replace an existing one.



Reporting

Reports and lists are generated automatically for recurring giving programs.



Lists are automatically generated allowing management of new recurring donors and processing for 'aged' accounts.

Donation Programs

Big River supports donation programs where a donation has an associated benefit (Adopt-an-animal, adopt-a-child, etc.) In these cases, a donor might receive merchandise or a personalized certificate.

This type of program lends itself to gifting. Easily adopt-an-animal in someone else's name and assign any benefits to the recipient.

- Use merge technology to send personalized certificate to the donor or recipient
- Use custom fields to collect mailing address or other information required for fulfillment
- Use easy data extracts to generate mailing lists / labels, etc.

CLEVELAND ZOOLOGICAL SOCIETY
CLEVELAND METROPARKS ZOO

WHO WE ARE WHAT WE DO **DONATE** MEMBERSHIP EVENTS

Donate

OVERVIEW **ADOPT AN ANIMAL** ZOO FUND HONOR & REMEMBER LEAVE A LEGACY PROUD PARENT HONOR ROLL

ADD	\$50 Animal Adoption \$50.00
ADD	\$75 Animal Adoption \$75.00
SELECT	\$100 Animal Adoption \$100.00
SELECT	\$250 Animal Adoption \$250.00
	\$500 Animal Adoption \$500.00

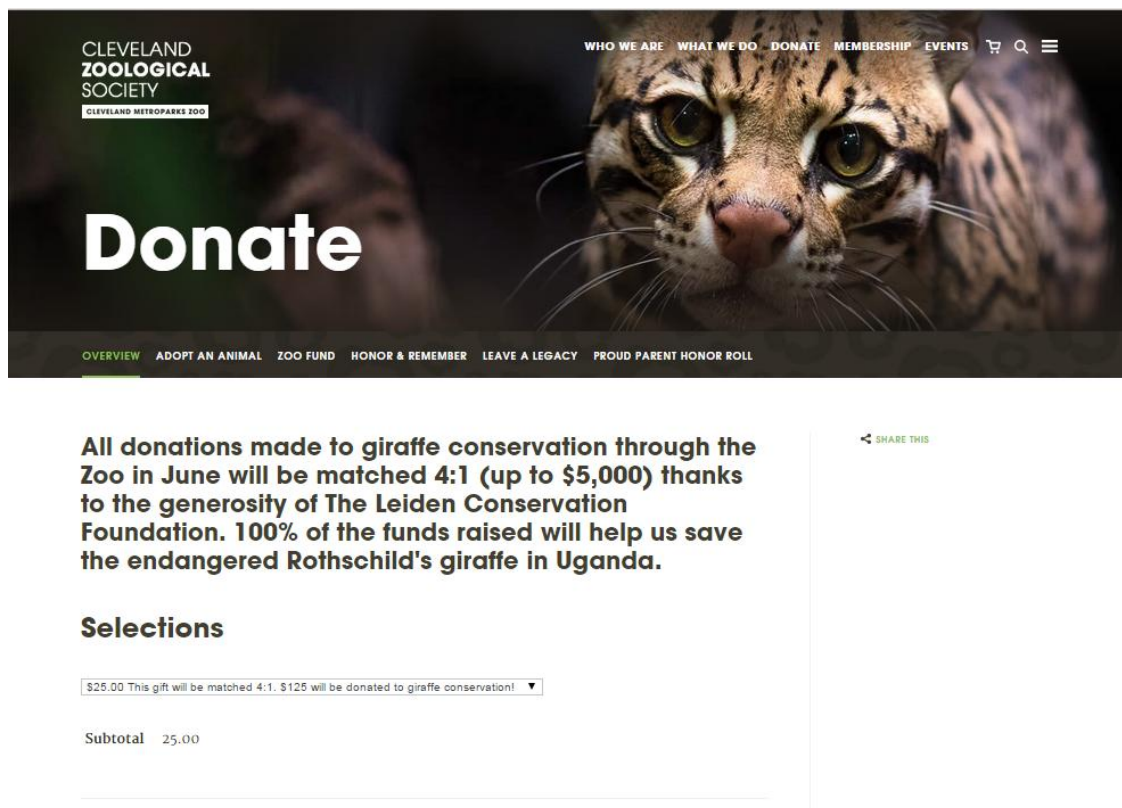
SHARE THIS

Designated Gifts

Designations can be handled in a number of ways:

1. Hidden custom field on a form / specific designation on a page

If you've directed a donor to a landing page with an appeal specific to one of your designated funds, you can associate a hidden field with that page so that all transactions made on it are automatically designated for the appropriate fund without asking the user to make a selection.



CLEVELAND
ZOOLOGICAL
SOCIETY
CLEVELAND METROPARKS ZOO

WHO WE ARE WHAT WE DO DONATE MEMBERSHIP EVENTS

Donate

OVERVIEW ADOPT AN ANIMAL ZOO FUND HONOR & REMEMBER LEAVE A LEGACY PROUD PARENT HONOR ROLL

All donations made to giraffe conservation through the Zoo in June will be matched 4:1 (up to \$5,000) thanks to the generosity of The Leiden Conservation Foundation. 100% of the funds raised will help us save the endangered Rothschild's giraffe in Uganda.

Selections

\$25.00 This gift will be matched 4:1. \$125 will be donated to giraffe conservation!

Subtotal 25.00

SHARE THIS

2. Specific designations on an item

Individual items on a form can be coded to correspond to individual designations.

GIFT INFORMATION

Name	Price	
1. Support Zeta Psi's Actives Support Zeta Psi's actives with programming, outreach, mentoring and infrastructure. Gold: \$50+ Sustaining: \$20- \$49 Going Elder: \$10 - 19 per month	Variable	Add
2. Support your Chapter's LTI participation Send your Chapter's Actives to regional LTIs and Convention LTIs. LTIs are Zeta Psi's single largest expense, and your gift will help offset the cost of running these events. Gold: \$50+ Sustaining: \$20- \$49 Going Elder: \$10 - 19 per month	Variable	Add
3. Send your Chapter's Actives to the Convention Send your Chapter's Actives to Convention! (Big/Little Brother Sponsorship). Actives MUST apply and meet stringent criteria for scholarship. Your gift will fund registration, hotel, and travel for your Chapter's Actives. Gold: \$50+ Sustaining: \$20- \$49 Going Elder: \$10 - 19 per month	Variable	Add

Items can be reused across forms, allowing you to put specific designations on relevant forms. For example a designated donation can be added to an event registration.

Zeta Psi Member Full Convention Attendee Pricing includes the Wednesday night dinner at Jimmy Buffett's Margaritaville, Thursday afternoon Alan H. Rice Leadership Training Institute Luncheon, Thursday night exploring the Springs Preserve and dinner, Friday afternoons Phi Alpha's Luncheon and the black tie Grand Chapter Banquet Saturday night.	\$469.00
Guests of Elders, Full Convention Attendee Pricing includes Thursday and Friday breakfast, the Wednesday night dinner at Jimmy Buffett's Margaritaville, Thursday nights Thursday night exploring the Springs Preserve, Saturday morning coffee and dinner and the black tie Grand Chapter Banquet Saturday night.	\$369.00
General Convention Sponsor General Sponsor's offer a donation to help offset costs of convention to the Fraternity and Educational Foundation and will be shown through the Convention in Las Vegas. We thank you for any donation that you can give.	Variable
Big Brother Little Brother Sponsor To help offset costs of our Active Chapter Members to attend Zeta Psi Convention, we're asking for anyone capable to donate to help get their convention costs paid for. Recommended: 469\$ but we'll accept any donation as help to get them there.	Variable

3. Visible custom field on a form or item (i.e., drop down menu) enabling a donor to select a designation

Select Designation

Please select a value

Please select a value

Discover the Difference

UH Ahuja Medical Center

UH Bedford Medical Center

UH Case Medical Center

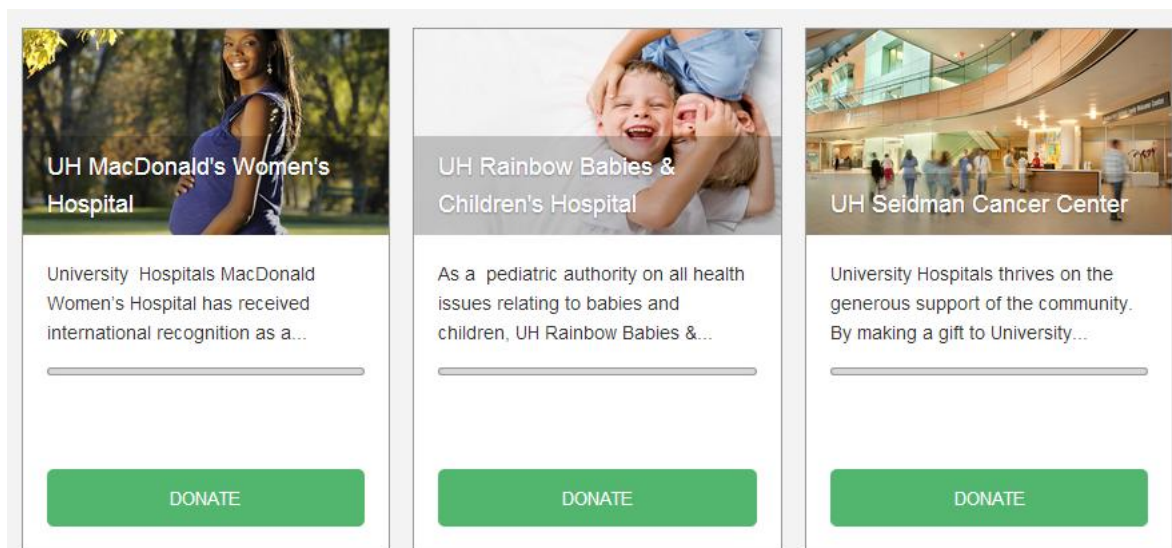
UH Conneaut Medical Center

UH Elyria Medical Center

UH Geauga Medical Center Fund

4. Groups

Create a landing page that features a card for each of your designated funds. This allows you to present your funds in a way that is engaging, visually appealing and easy to navigate. A donor can click through any of the cards presented to learn more about the fund, it's mission and its accomplishments and make a donation.



Your organization may have as many designated funds as it requires. These are easily created / edited by non-technical staff and can be applied to any giving/event page.

Have too many funds to enter them manually? Let us know. We can work with you to import your funds.

Events

Use the Big River platform to package, promote and manage your events. Create a unique web page to promote each event. Easily configure receipt email to confirm purchase and share details about the event: Date / Time / Parking instructions, etc.

Sell single tickets

Sell tables

Sell VIP Packages

Sell Raffle Tickets

Sell Merchandise

Sell Sponsorships

Set limits on # of tickets available

Set limits on # of tickets sold to a unique visitor

Set limits on # of tickets sold per session

Collect meal choices and other preferences

Specify items as 'a la carte', requiring a prerequisite item to be selected also


Automatically deliver tickets / raffle tickets via email

Suggest additional donation with registration or in lieu of registration

Use promotion codes and discounts to create urgency


Event packages

Create event packages with pricing differences to create VIP levels, early-bird registration, etc.



MORE THAN NEW OUTFITS. NEW OUTLOOKS.

Shoes and Clothes for Kids (SC4K) is the only non-profit organization in Greater Cleveland providing new shoes and clothes at no charge throughout the year to thousands of children in need. Through a network of 25 distribution partners, SC4K positively impacts the lives of area children by giving them the self-esteem and confidence that comes from having brand new shoes and clothes. [Donate Now](#)



10th Annual Luau on the Lake

Now in its 10th year, Luau on the Lake returns to Wendy Park at Whiskey Island on July 25, 2015. This Hawaiian themed event to benefit Shoes and Clothes for Kids. All tickets includes a fabulous island buffet, beer, wine, soft drinks, sand volleyball, music and fabulous views of Lake Erie! Specialty Island Cocktails will be available for purchase and are included in "Big Kahuna" package. Full hosted bar included in "Tiki God VIP" package.

Presale tickets are not available.
General Admission tickets will be on sale at the door for \$65.

Selections	Price
Early Bird General Admission (price increases June 27th) Includes island buffet, beer, wine, soft drinks, and souvenir cup. Pre-mixed Island Cocktails available for purchase. 4:00 pm - 9:00 pm event time.	\$50.00 Add
General Admission (available through July 20th) Includes island buffet, beer, wine, soft drinks, and souvenir cup. Pre-mixed Island Cocktails available for purchase. 4:00 pm - 9:00 pm event time.	\$60.00 Add
Early Bird Big Kahuna Admission (price increases June 27th) Early admittance starting at 3:30 pm! This package includes all the General Admission benefits (food, beer & wine) plus three (3) Specialty Island Cocktail tickets, Hawaiian lei, tote and a souvenir cup!	\$60.00 Add
Big Kahuna (available through July 20th) Early admittance starting at 3:30 pm! This package includes all the General Admission benefits (food, beer, & wine) plus three (3) Specialty Island Cocktail tickets, Hawaiian lei, tote, and a souvenir cup! PRESALE ONLY!	\$75.00 Add
Tiki God VIP Individual Admission Early admittance starting at 3:00 pm! This level includes all the General Admission and Big Kahuna benefits plus appetizers and a full hosted bar inside a private VIP tent with access to reserved porta potties. Plus, food, Hawaiian lei, souvenir cup, and tote. Tiki God's can take advantage of express check-in from 3:00 pm - 4:00 pm! PRESALE ONLY!	\$125.00 Add
Tiki God VIP Couple Admission (Note 1 Couple Equals Two VIP Admission Tickets) Early admittance starting at 3:00 pm! This level includes all the General Admission and Big Kahuna benefits plus appetizers and a full hosted bar inside a private VIP tent with access to reserved porta potties. Plus, food, Hawaiian lei, souvenir cup, and tote. Tiki God's can take advantage of express check-in from 3:00 pm - 4:00 pm! PRESALE ONLY!	\$200.00 Add
I am unable to attend, please accept my donation	Variable Add
(1) Raffle Ticket	\$5.00 Add
(3) Bundle of Raffle Tickets bundle of 3 raffle tickets	\$10.00 Add
(7) Bundle of Raffle Tickets bundle of 7 raffle tickets	\$20.00 Add

Your Cart

☐ Check here to pay the transaction fees, so that 100% of your amount goes to the organization.

If you have a promotion code, type it here and press enter:

Subtotal: 0.00

Your Information

Internal Only Pages

Allow staff to provide private, preferential registration options to VIPs, staff, participants, etc.

The screenshot shows a web browser window with the URL <https://transactions.zetapsi.org/CampaignForm/ZetaPsi/Zeta+Psi+Elders+Convention>. The page features the Zeta Psi Fraternity logo at the top. Below the logo is a form titled "Your Information" with fields for First name, Last name, City, Zip code, Phone, Chapter, Preferred name, Address, State, Country, Email, and Class Year. A note indicates that fields with an asterisk are required. Below the form is a "Selections" section with a table of options.

Name	Price	
Early Bird Elder Zete Convention Pricing includes the Wednesday night dinner at Jimmy Buffett's Margaritaville, Thursday afternoon Alan H. Rice Leadership Training Institute Luncheon, Thursday night exploring the Springs Preserve and dinner, Friday afternoons Phi Alpha's Luncheon and the black tie Grand Chapter Banquet Saturday night.	\$419.00	Add
Early Bird Elder Guests Pricing includes Thursday and Friday breakfast, the Wednesday night dinner at Jimmy Buffett's Margaritaville, Thursday nights	\$329.00	Add

The screenshot shows the same web browser window as above, but with different selection options. The "Your Information" section remains the same. The "Selections" section table is updated with new options.

Name	Price	
Zeta Psi Member Full Convention Attendee Pricing includes the Wednesday night dinner at Jimmy Buffett's Margaritaville, Thursday afternoon Alan H. Rice Leadership Training Institute Luncheon, Thursday night exploring the Springs Preserve and dinner, Friday afternoons Phi Alpha's Luncheon and the black tie Grand Chapter Banquet Saturday night.	\$469.00	Add
Guests of Elders, Full Convention Attendee Pricing includes Thursday and Friday breakfast, the Wednesday night dinner at Jimmy Buffett's Margaritaville, Thursday nights Thursday night exploring the Springs Preserve, Saturday morning coffee and dinner and the black tie Grand Chapter Banquet Saturday night.	\$369.00	Add

Child of Elder, Full Convention Attendee

Multi-day / Multi-track Events

Detailed activities within event packages allow you to create multi-day or multi-track events with different attendance patterns. Reporting at the activity level is automatically enabled, providing counts and revenue per individual activity for more precise communication with providers and cost-benefit accounting.

The screenshot shows the Big River admin interface for editing an event package. The main content area is titled "Edit Early Bird Active Zete Guest Convention". It features a table with the following columns: Name, Description, Day, Price, Active, Account, Id, Event, and Action. The table lists five activities:



Name	Description	Day	Price	Active	Account	Id	Event	Action
Wednesday night Margaritaville	Dinner at Jimmy Buffett's Margaritaville	8/12/15 12:00:00 PM	\$77.25	true	ZetaPsi	25091	2015 Zeta Psi International Convention	Edit Delete
Springs Preserve Dinner	Springs Preserve Dinner	8/13/15 12:00:00 PM	\$78.52	true	ZetaPsi	25093	2015 Zeta Psi International Convention	Edit Delete
Grand Chapter Banquet	Black Tie banquet being held at the Renaissance, Las Vegas	8/15/15 12:00:00 PM	\$92.32	true	ZetaPsi	25095	2015 Zeta Psi International Convention	Edit Delete
Thursday morning guest breakfast	Guest Breakfast	8/13/15 12:00:00 PM	\$0.00	true	ZetaPsi	25098	2015 Zeta Psi International Convention	Edit Delete
Friday morning guest breakfast	Guest Breakfast Friday morning	8/14/15 12:00:00 PM	\$0.00	true	ZetaPsi	25099	2015 Zeta Psi International Convention	Edit Delete

Below the table, there are buttons for "Create Activity", "Export", and "Select". At the bottom of the page, there are buttons for "Duplicate", "Save and Exit", "Save", "Delete", and "Cancel".



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Copyright © 2011-2015 Big River Online
Build number: \$TRAVIS_BUILD_NUMBER for commit: \$TRAVIS_COMMIT

Sponsorships

Capture sponsor logos / Ads at the time of purchase by requesting file upload



About Us | Programming | Our Team | Giving | Volunteer | Our Locations | News & Media | Events



The Crystal Room, Tudor Arms Hotel

10660 Carnegie Avenue
Saturday, February 28, 2015 • 6 – 11 pm
Dinner, Dancing & Silent Auction

Sponsorship

All sponsors will receive:
Recognition in all print and promotional materials
Recognition on Open Doors Academy website
Recognition on all media referencing Cupid's Frolic

Selections

Item	Amount	
Magna Cum Laude Sponsorship Eight (8) event admission tickets Valet Parking Logo recognition on print & promotional materials full page ad in event program (\$4,520 tax-deductible)	\$5,000.00	Add
Program Full Page Ad Please supply your digital art as a jpeg, 150 dpi at 100% resolution. Ad size is 5 x 7.5 (height).	\$200.00	Add
Program Half Page Ad Please supply your digital art as a jpeg, 150 dpi at 100% resolution. Ad size is 5 x 3.75 (height).	\$100.00	Add
Cum Laude Sponsorship Eight (8) event admission tickets Logo recognition on print & promotional materials 1/2 panel ad in event program (\$2,520 tax-deductible)	\$3,000.00	Add

Your Cart

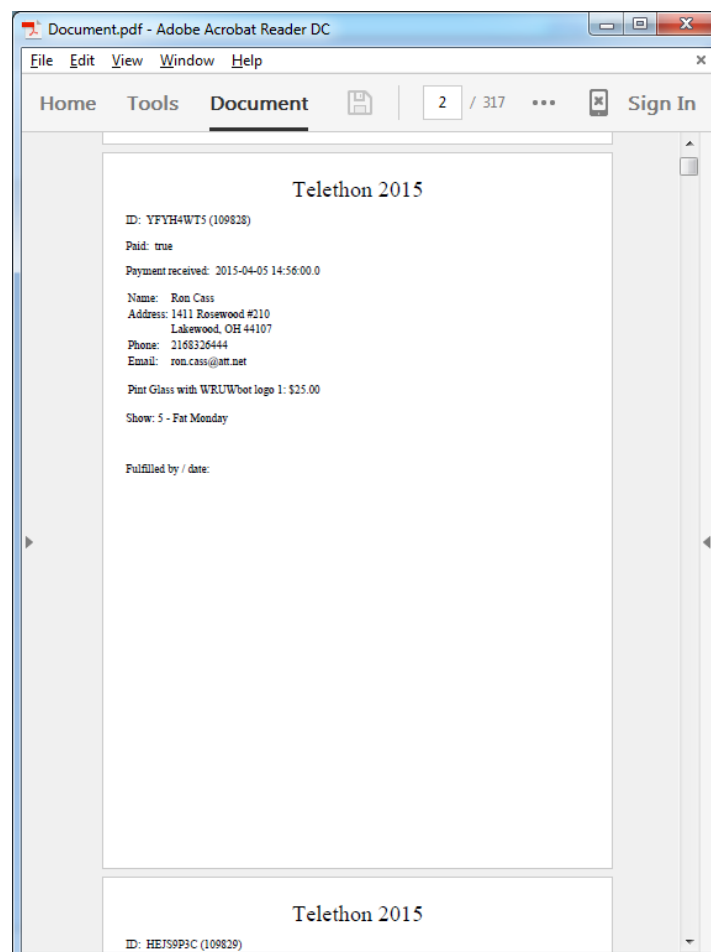
Subtotal: 0.00

Merchandise

Collect Size Info

Set Inventory Level

Print Picklists and Mailing Labels




Discounts & Promo Codes

Promotion codes allow you to extend discounts or other benefits to board members and VIPs:

- Discount one or more items by a fixed amount
- Discount one or more items by a fixed percentage
- Expose a hidden item
- Upgrade a selected item with another

THE CLEVELAND MUSEUM OF ART



MIX: Global

CMA members receive free MIX tickets as a benefit of membership. Become a member today and receive 1 (one) free ticket at the Friend level or up to 2 (two) free tickets at the Partner or higher level.

Questions about MIX at CMA?

Call the Ticket Center at 216-421-7350.

SELECTIONS

\$8.00	MIX Global Tickets Buy tickets to CMA MIX: Global
\$55.00	Friend (1 yr) Great introductory level. Get free admission to ticketed exhibitions as often as you wish, invitations to members events, and more.
\$75.00	Partner (1 yr) Great way to enjoy all that membership has to offer, for two adults plus children. Save on parking and receive discounted tickets for friends.
\$125.00	Ambassador (1 yr) Help support the museum while receiving great perks. Benefits include free admission to all exhibitions for two adults plus children, discounts to museum programs and classes, savings at the museum store, and reciprocal membership at nearly 50 art museums nationally.
\$250.00	Fellow (1 yr) All the benefits of membership plus free admission to member parties and more.
\$500.00	Contributing Member (1 yr) All the benefits of membership plus a special guided tour of the museum collection for you and up to 10 of your friends.
Variable	Director's Circle \$1,000 - \$2,499 (per couple, \$200 is not tax-deductible)
FREE	One Free Ticket Receive 1 (one) free MIX: Global ticket with your Friend level membership.

Delivery

Printable E-Tickets for each member of m 


Email to (if not to you):

Confirm Email

Additional Contacts


Enable "additional guest" registration and capture additional registered guests as contacts for cultivation, spouses and partners. Show and require only those fields you need for guests. Set up forms that allow you to capture guest information after the registration.

Additional contact information can be imported to an external database as distinct contacts or spouse / partners.

LOGIN

About Us | Programming | Our Team | Giving | Volunteer | Our Locations | News & Media | Events

Thank you for supporting Open Doors Academy by purchasing tickets for Some Day is Now. Once you know who will be attending, please use the form below to register your guests.

**Attendee**Add

Add each of the guests for whom you purchased tickets. Don't forget yourself!

Your Cart
Attendee \$0.00
Add each of the guests for whom you purchased tickets. Don't forget yourself!Use

Full Name	Email	Meal Selection
<input type="text"/>	<input type="text"/>	Please select a value ▾

Subtotal: 0.00

Your Information
Please provide the name of the one who purchased your ticket(s) *

Want a receipt email? Please supply email address.

* required fields
Seating preference (we will try to honor all requests, but can't guarantee.)

Submit

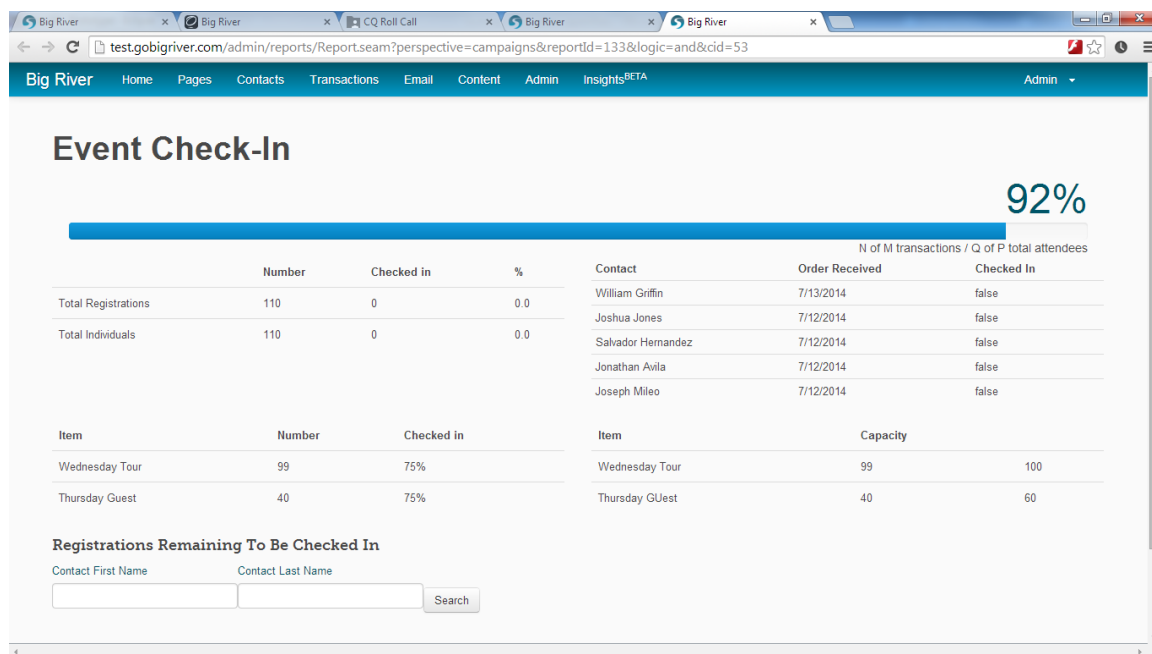
Vouchers

Vouchers are unique-single use codes generated in batches for corporate bulk purchase and redemption tracking and/or board/executive freebies. They ensure that you are capturing relevant attendee information and also enable you to report back to staff/corporate/institutional partners regarding attendance of their invited guests.

EXAMPLE 1: Your board members / staff may give away event tickets to major donors / prospects. Recipients of these freebies redeem them for free tickets, enabling you to capture their data so you know who has attended the event and ensure that you have accurate contact details for potential donors.

EXAMPLE 2: A corporate partner may buy a batch of event tickets for executives / employees. Representatives from the company register as attendees so you capture their data, but registration is prepaid.

On-Site Check In



Raffle

Sell raffle tickets online. Deliver ticket stubs to the buyer by email and batch print stubs for addition to the hopper

Name	Ron Cass	Ron Cass	Ron Cass
Address	2168326444	2168326444	2168326444
Email	Ron Cass	Ron Cass	Ron Cass
Order	80000	80000	80000
School	4TMEKJVJ-0	4TMEKJVJ-1	4TMEKJVJ-2
Total	Ron Cass	Ron Cass	Ron Cass
Payment	2168326444	2168326444	2168326444
Your	Ron Cass	Ron Cass	Ron Cass
Tell	80000	80000	80000
Click to	4TMEKJVJ-3	4TMEKJVJ-4	4TMEKJVJ-5
For add	Ron Cass	Ron Cass	Ron Cass
	2168326444	2168326444	2168326444
	Ron Cass	Ron Cass	Ron Cass
	80000	80000	80000
	4TMEKJVJ-6	4TMEKJVJ-7	4TMEKJVJ-8
	Ron Cass	Ron Cass	Ron Cass
	2168326444	2168326444	2168326444
	Ron Cass	Ron Cass	Ron Cass
	80000	80000	80000

Name Tags

Batch print name tags for your guests

The screenshot shows the 'Edit Test Label' form in the Big River system. The form is titled 'Edit Test Label' and has a 'Basics' tab selected. The form fields include:

- Name: Test Label
- Account: admin
- Content: A rich text editor containing the text **#{purchaseOrder.contact.firstName}** and *#(purchaseOrder contact lastName)*.
- Width: 4.0 (Width of the entire page in inches)
- Height: 2.375 (Height of the entire page in inches)
- Margins: 25 25 25 25 (The left, right, top and bottom margin values in inches)
- Paging Type: Break page after each item

At the bottom of the form, there are buttons for 'Duplicate', 'Save and Exit', 'Save', 'Delete', and 'Cancel'. Below the form, there is a footer with the following text:

Support | Contact Us | Terms of Use | Policies
Copyright © 2011-2015 Big River Online
Build number STRAVIS_BUILD_NUMBER for commit STRAVIS_COMMIT

The screenshot shows the batch print name tags for guests. The page displays a list of names in a vertical column, each enclosed in a white box with a black border. The names are:

- Erin
- dominic
- Karen
- Ralph
- Bennett

Post-Event Redirect Page

Create post-event web page with video / image slideshow from the event and appeal for donations to those who couldn't attend. Automatically redirect from the event registration pages to post-event donation pages to capture additional gifts or sign up contacts for cultivation.



Give Them the World

Saturday, September 27th, 2014

6:00 - 9:00 pm

87 West Wine Bar at Crocker Park, Westlake

Sorry we missed you this year! Please consider making a gift, and signing up for next year's event.

Your Information

First name *

Last name *

Spouse / Partner

Post-event reporting

Reports are automatically generated on event registrants, attendees and proceeds.

Edit 2015 Zeta Psi International Convention

Overview **\$59,757.00**

Basics
Event Packages
Activities
Reports

Progress

received

Transactions	Items	Payments
Amount	Contact	Order Received
\$748.00	cameron wasdell	5 months ago
\$419.00	Les Mann	4 months ago

Edit 2015 Zeta Psi International Convention

Overview
Basics
Event Packages
Activities
Reports

Name	Description	Action
Event Itemized Detail	Each Agenda Item attendee	Edit View
Transaction Details	All ordered items in detail	Edit View
Event Itemized Summary	Counts of orders per each Agenda Item	Edit View
All Event Attendees	All contacts and additional contacts for Event Packages and naked Agenda Items	Edit View
Basket Analysis	Items grouped by what else was in the transaction	Edit View
Transaction Rollups		Edit View
Transaction Summaries	All transactions	Edit View
Event Check-In Dashboard		Edit View
All Event Registrants	All contacts and additional contacts for Event Packages and naked Agenda Items	Edit View
All Event Non-Attendees	All contacts and additional contacts for Event Packages and naked Agenda Items	Edit View
Event Summary By Item	Reports on charitable value of event participation by sold item.	Edit View

Tasks Duplicate Save and Exit Save Delete Cancel

Support | Contact Us | Terms of Use | Policies
Copyright © 2011-2015 Big River Online
Build number \$TRAVIS_BUILD_NUMBER for commit: \$TRAVIS_COMMIT

Generate Contact Groups from Event Attendees

Contact lists of event attendees can be generated automatically and used for internal email messages or exported to Emma as groups for future cultivation.

The screenshot shows the 'Edit 2014 Clambake' page in the Big River web application. The page has a navigation bar with links: Home, Pages, Contacts, Transactions, Email, and Content. The user is logged in as 'Ron Cass'. The page title is 'Edit 2014 Clambake'. On the left, there is a sidebar with 'Basics' and 'Events' (selected). The main content area displays a table with the following data:

Name	Description	Start Time	End Time	Location	Active	Action
2014 Clambake					true	
2014 Clambake	Join us for our annual alumni clambake, the "Clamcoming 2014", at the fraternity house, during homecoming, October 18. Drinks and social all afternoon, food around 6pm. BYOB. All dinners include clam chowder, potato, slaw, corn on the cob and roll.	10/18/14 6:00:00 PM	10/19/14 11:00:00 PM	11925 Carlton Road, Cleveland, OH 44106	true	

At the bottom of the page, there is a 'Tasks' section with buttons: 'Save and Exit', 'Save', 'Cancel', and 'Export List to Emma'.

Peer to Peer & Crowdfunding

Big River's Community Module is a comprehensive crowdfunding and team fundraising solution. It supports an array of social fundraising models including:

- Personal Initiative Fundraising
- A-Thon / Team Fundraising
- Corporate Partner Fundraising

The content on any Community page can incorporate [rich text, graphics and video](#) to communicate the organization's appeal and/or a fundraiser's commitment to the organization and all Community pages are optimized for mobile.

An organization can create multiple Community Pages to contain different funds or campaigns. Community Pages are easily duplicated and rebranded.

An organization can create [Stories](#) to pre-define content for fundraiser pages. These stories can share details about the mission and create giving levels that demonstrate the impact of a gift at each level. The pre-defined content ensures each fundraiser has the right message for the organization and makes it even easier for fundraisers to succeed.

Dashboards show campaign managers and fundraisers their donors and statistics on their campaign. They can easily solicit new donors, remind non-donors and thank donors. The Community module automatically manages lists and opt-outs so that the correct message, or no message, is getting to prospects.

[A live feed of donor contributions and comments](#) simultaneously demonstrates social proof while recognizing & engaging donors and visitors to the page. Pages may enable [anonymous giving](#) for donors who wish to remain private and/or prefer for the amount of their gift to remain private.

Some common applications of the Community module:

- Host walkathons and other similar individual and team performance events
- Fundraising around personal life events
- Fundraising around seasonal events / house parties
- Fundraising in conjunction with a gala
- Fundraising in conjunction with a competition
- Crowdfunding to raise money for projects or designated funds

Personal Initiative Fundraising

The organization offers constituents the ability to initiate fundraisers in conjunction with their own personal milestones or life events (Birthdays, Bar/Bat Mitzvahs, Weddings, Eagle Scout Projects, Funerals, Graduations, Super Bowl Parties or other seasonal inspiration etc.). Each constituent designs her own fundraising web page, sets a fundraising goal, and uses integrated tools to appeal to friends and family via email and social media.

The fundraiser's contacts remain private, however donated funds are deposited directly into the organization's account and those contacts who contribute to the fundraiser become available to the organization for further cultivation. Fundraiser dashboards incorporate best practices to make constituents more effective fundraisers and eliminate administrative support required by the organization.

A-Thon / Team Fundraising

Team fundraising supports

1. Teams set up by the organization with member enrollment by invite only.
2. Teams set up by the organization, with open member enrollment
3. Open Enrollment for both teams and members. The team leader can determine whether joining the team should be open to the public or by invitation only.

Campaign Management Tools

- Set Campaign Goal, End Date (optional), and design the campaign page.
- Set suggested fundraising goals and donation amounts.
- [Set parameters to allow donors to remain private or allow their gifts to remain private.](#)
- Create up to 4 "Stories" - pre-formatted fundraiser pages with content and donation items that a fundraiser can use as-is or modify as desired.
- Set cut-off date for enrollment
- Use built-in tools to invite team leaders / donors to participate.
- View/edit any fundraisers
- Manage / monitor campaign using built-in dashboard and communication tools.
- Track offline gifts
- View / extract reports

Communications Center

Content for all emails was developed in accordance with team fundraising best practices and can be specialized by the organization to reflect its mission and message. Stock emails include:

Auto-responders (sent automatically when triggered)

1. Receipt Email – Automated receipt sent via email whenever a donation is made. Can be configured to serve as a tax receipt.
2. Activation Email – Automated account activation email sent whenever someone sets up a login on the community campaign page.

Prompted (can be edited prior to sending)

1. Campaign Donor Invitation Email – Email sent from the organization to potential donors asking them for a financial contribution.
2. Campaign Participant Invitation Email – Email sent from the organization to potential fundraisers asking them to start a team / fundraiser.
3. Campaign Coach Leaders Email – Email from the organization to Team leaders offering encouragement and tips to help boost fundraising success.
4. Campaign Update Email – Email from the organization to team leaders / participants offering encouragement, sharing fundraising tips, or celebrating a milestone
5. Campaign Remind Non-Donors Email – Email from the organization to those who have been asked to donate, but have not yet responded.
6. Campaign Participant Nudge Email – Email from the organization to those who have been asked to start a team/fundraiser but have not yet responded.
7. Participant Donor Invitation Email – Email sent from participants asking donors to contribute to their team.
8. Participant Non-Donor Reminder Email – Email sent from participants to those who have previously been asked to donate, but have not yet responded.
9. Participant Thank Donor – Email from participant to those who have contributed to their campaign.

ONLY RELEVANT IF TEAMMATES ARE ENABLED

1. Team Leader Teammate Invitation Email – Sent from a team leader to potential teammates asking them to join and fundraise.
2. Team Leader Teammate Reminder Email – Sent from team leader to those who have been invited to join the team but have not yet responded.
3. Team Leader Welcome Teammate Email – Sent from the team leader to those who join the team.
4. Team Leader Coach Teammates Email - Email from team leader to teammates offering encouragement and tips to help boost fundraising success.
5. Team Leader Update Team Email - Email from team leader to teammates offering encouragement, sharing fundraising tips, or celebrating a milestone
6. New Leader Welcome – Automated email sent to team leaders when team is created.

Team Leader Management Tools

1. Easy interface for creating a team, setting a goal and designing the team fundraising page
2. Built-in email and social tool for inviting team members / donors
3. Dashboard to show responses to invitations and prompt follow up communications
4. Dashboard to show team performance and provide fundraising coaching

Team Member Management Tools

1. Easy interface for joining a team and designing a member page
2. Built-in email and social tools for inviting donors
3. Dashboard to show responses to appeals and prompt follow up communications
4. Dashboard to show progress to goal and provide fundraising coaching

Corporate Partner Fundraising

The Community module can be used to support corporate partner fundraising for an organization's general fund, for example. The organization designs a page and invites corporate partners to participate. Each corporate partner gets its own fundraising web page. Corporate partners may establish their own fundraising pages, or the organization may do this on their behalf.

Community Screen Grabs

Page Design: Rich Text, Images, Video



St Catherine's



St Catherine's is reliant on the community we serve to enable us to provide assistance to those who need us.

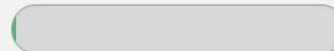
Individuals raising funds in the community are hugely valued and each year raise significant funds towards our work. There are many things you can do, large or small to make a difference and we can provide support and advice to make it as simple as possible.



1 Fundraiser

\$0.00

Received of \$500,000.00



\$ 100.00

Donate

START FUNDRAISER



I can use text, images or video to share why I support St Catherine's and make my appeal for friends...

\$0.00
of \$1,000.00

33
days left

DONATE

Basics

Donation Items

Peer to Peer

Community Page Basics

Community Page Name*

St Catherine's

Goal Amount*

500000.00

Default Giving Level*

100.00

Default Fundraiser Goal

1000.00

Set End Date

Brand your page! Upload a logo. Don't have a logo? Your organization's name will appear instead.



UPLOAD

This logo image will be placed into the top left of the header of your Community Page pages.

Recommended image should at least 200 x 200, with a recommended aspect ratio of 3:1.

Community Page Layout

☒ Enable Anonymous Donations

SAVE

UNPUBLISH

Stories

Story Details

Story Name*

We Help Kids

Story Details



Details about the awesome work we do to help kids in our community.

Upload a default Board Member photo



UPLOAD

Recommended 800 x 450px. JPG, GIF, or PNG.

Donation Amounts ?

Item Name	Amount	
School Supplies	\$250.00	
1 Month of Aftercare	\$100.00	
Lunch For A Week	\$50.00	
Other Amount	Variable	

ADD NEW ITEM

SELECT ITEMS


SAVE

PREVIEW

UNPUBLISH

FINISH

Live Feed of Donor Contributions & Comments



Pirates of the Pavement




Managed by Gail Szabo,

2015 Cleveland Big Wheel Relay

📅 Jun 20, 2015 📍 Shaker Square ⌚ 2:00 PM EDT

We are Pirates of the Pavement; Gail, Chris, Maria and Dawn. A team of Sisters registered for the 2015 Big Wheel Relay to raise money for a good cause. Cleveland hearing & speech introduced our family to a new world of sound with the Baha® Softband. We got the most innovative Cochlear America hearing aids for the twins. when the twins are 8 yrs old we will proceed with the pediatric surgeon for the Cochlear implant. Thank you for being a part of this important event for our girls.

Share this


0

\$1,520.00

Received of \$2,000.00

38 Donations


"GO TEAM!!"



\$20.00

Michael Stefanik at CMCO

"for the Szabo twins and Pirates of the Pavement"



\$50.00

Tammy & Jeff Brown

"for Szabo twins and Pirates of the Pavement"

Anonymous Giving



START FUNDRAISER

DONATE

You have designated **Pirates of the Pavement** for this contribution.

[Change Designation](#) | [Remove Designation](#)



Donation

Amount:*

0.00

Personal Information

First Name*

Last Name*

Email*

Phone Number*

Credit Card Information

Card Number

VISA

AMEX

DISCOVER

Expires

MM/YY

Security



Billing Address

Street Address*

City*

State*

Postal Code*

Recognition

- ☐ Keep my name anonymous on the public page
☐ Keep my gift amount anonymous on the public page

Leave a message

DONATE

Personal Initiative Fundraising

Support Our Organization

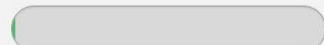
📅 Dec 31, 2015

Are you celebrating a birthday? Doing a service project? Just feeling philanthropic? Whatever the reason, we are grateful for the personal initiatives that raise money on behalf of our organization! It's easy to get started! Need help? Contact Tanya Wagner at tanya.wagner@gobigriver.com. She is super nice and will be very happy to give you a hand.



\$0.00

Received of \$25,000.00



5 months, 1 day, 19 hours, 18 minutes remaining

\$ 50.00

Donate

12 Fundraisers

Q

START FUNDRAISER

Celebrating Retirement

Carla and I are looking forward to retirement in just a few months. As we approach this milestone, we would...

\$0.00 of \$1,000.00 155 days left

BUY NOW

College Graduation Fundraiser

It's hard to believe that I will be graduating from college soon. As I celebrate this milestone and move...

\$0.00 of \$1,500.00 0 days left

BUY NOW

For Our Wedding

Mel and I are having a great time planning every detail of our upcoming wedding, and we can't wait to...

\$0.00 of \$1,000.00 0 days left

BUY NOW

Giving Back For Thanksgiving

I love Thanksgiving. I love seeing all my family members and eating great food and playing board games. I am...

\$0.00 of \$2,000.00 124 days left

BUY NOW

Just Because

I don't have anything specific to celebrate right now, but I guess we don't always need a reason to be...

\$0.00 of \$300.00 0 days left

BUY NOW

Memorial Fundraiser

As you know, my dear husband passed away a few months ago. This nonprofit organization was a great...

\$0.00 of \$1,000.00 0 days left

BUY NOW



College Graduation Fundraiser

Managed by Tanya Wagner,

Support Our Organization

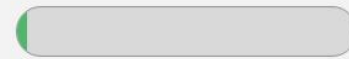
Jun 19, 2015

It's hard to believe that I will be graduating from college soon. As I celebrate this milestone and move on to the next phase of my life, I know that many of you intend to give me gifts. Instead, I ask that you make a donation. Share this



\$0.00

Received of \$1,500.00



\$ 50.00

Donate

0 Donations

College Graduation Fundraiser Dashboard

[View Public Page](#)

Overview

[Edit](#)

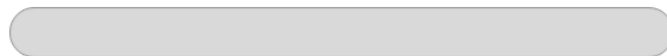
[Donors](#)

[Share](#)

Goal Progress

\$0.00

\$1,500.00 goal



Average Donation

\$0.00

across 0 total donations

High

-

Low

-

0 Donors

out of 0 invited

0%

response

[INVITE DONORS](#)

Show your appreciation!

[THANK ALL DONORS](#)

for their generous contributions.

[Show the Donor breakdown](#)

A-thon & Team Fundraising

CAMPAIGN PAGE

[LOGIN](#)[START FUNDRAISER](#)[DONATE](#)

2015 Cleveland Big Wheel Relay

Jun 20, 2015 Shaker Square 2:00 PM EDT

Cleveland Big Wheel Relay is a fun and unique event that raises money to support the Cleveland Hearing & Speech Center. Each team has a minimum fundraising goal of \$300. All teams will be entered into a tournament bracket, which will be single elimination until we've named our Cleveland Big Wheel Relay Championship Team of 2015. For more information please visit: <http://clevelandbigwheelrelay.com/>

\$24,210.00

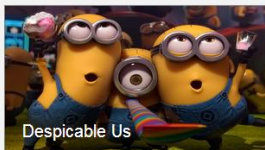
Received of \$20,000.00

1 day, 22 hours, 46 minutes remaining

\$ 0.00

[Donate](#)

28 Fundraisers

[START FUNDRAISER](#)

Despicable Us

The rotating cast of characters on this team gives us heritage that goes back to the first Cleveland Big Wheel...

\$610.00 of \$500.00 0 days left

[DONATE](#)

All About That Race

Formerly "The Wheelies"

\$500.00 of \$1,000.00 0 days left

[DONATE](#)

Buster McThunderstick

I am participating in the Big Wheel Relay because of all the help and support the Cleveland Hearing and...

\$800.00 of \$1,000.00 0 days left

[DONATE](#)

Can't keep up with KeyBank

Team Captin Lori is on the CHSC New Partners board. Still hurt that her DIY carebear team costume didn't...

\$839.00 of \$500.00 0 days left

[DONATE](#)

Cubicle Beasts

Team Cubicle Beasts is back for another year, and will try to recreate the miracle run of 2014 that led to a...

\$575.00 of \$500.00 0 days left

[DONATE](#)

CWRU Blue

Who doesn't love a big wheel race? I mean, come on! Elisaida and Amanda are excited to represent...

\$720.00 of \$400.00 0 days left

[DONATE](#)



LOGIN

START FUNDRAISER

DONATE



Despicable Us

Managed by Jacob Stollfuss,

2015 Cleveland Big Wheel Relay

📅 Jun 20, 2015 📍 Shaker Square ⌚ 2:00 PM EDT

The rotating cast of characters on this team gives us heritage that goes back to the first Cleveland Big Wheel Relay, all with good results. This year we return 2 of the same team members that helped win it all last year as Leaders of the Pac, and we hope to walk away victorious again, all while raising money and having fun for a good cause.

Share this



\$610.00

Received of \$500.00



\$ 0.00

Donate

26 Donations



Linda and Dan Homans
"Flatten 'em, Jacob!"




\$25.00
Mandi and Jesse Schook
"Good luck!"



\$25.00
Anonymous


TEAM MEMBER PAGE







Marge Simpson

Fundraising as a member of [Team Awesome's Fundraiser](#)

Teams with member pages

 Join our team and help raise money for the local school.

Share this

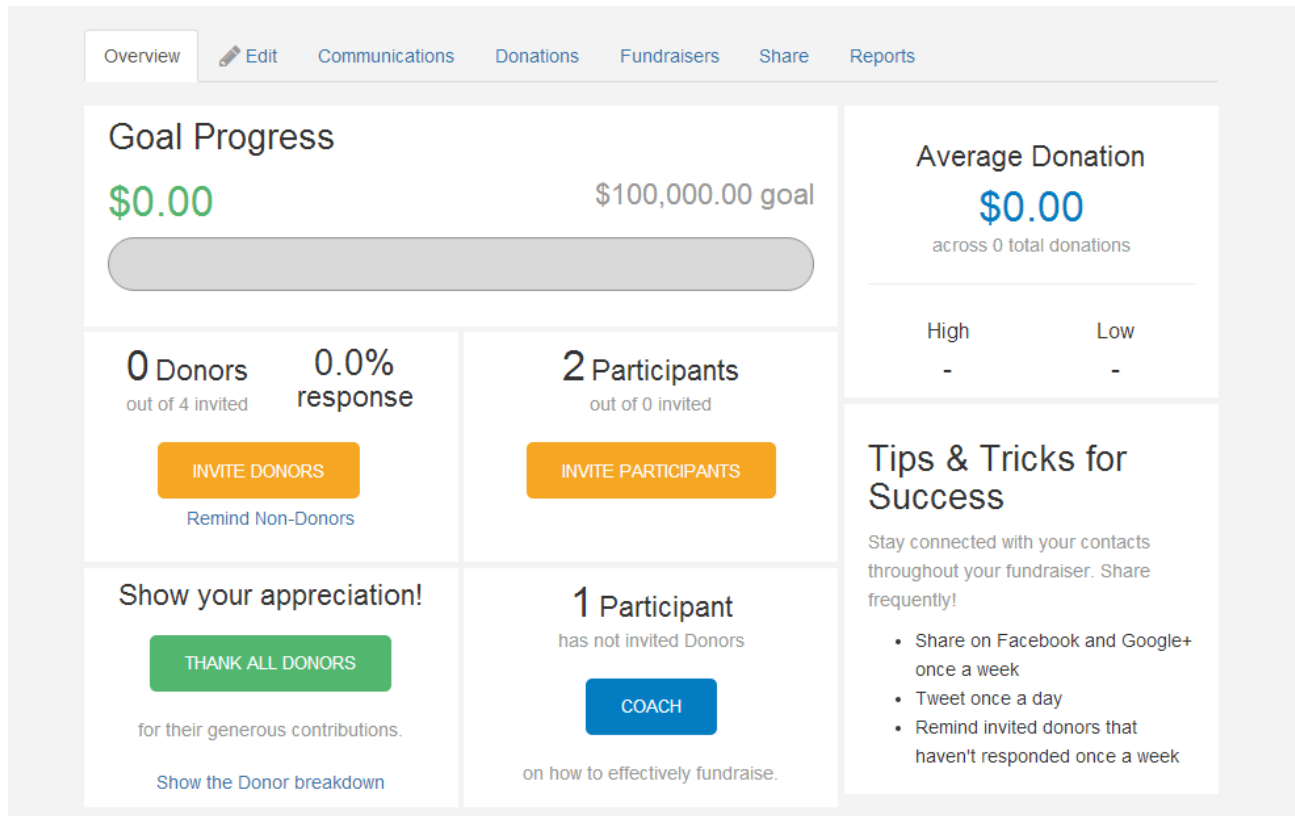
\$0.00
Received of \$1,000.00

[Donate](#)

0Donations

Campaign Manager Dashboards

CAMPAIGN MANAGER OVERVIEW



Overview

Edit

Communications

Donations

Fundraisers

Share

Reports

Basics

Donation Items

Peer to Peer

Community Page Basics

Community Page Name*

Community Page With Stories

Goal Amount*

100000.00

Default Giving Level*

100.00


Default Fundraiser Goal

5000.00

Set End Date

09/15/2015 12:00 PM

Brand your page! Upload a logo. Don't have a logo? Your organization's name will appear instead.



UPLOAD

This logo image will be placed into the top left of the header of your Community Page pages.

Recommended image should at least 200 x 200, with a recommended aspect ratio of 3:1.

☒ Enable Anonymous Donations

SAVE

PREVIEW

UNPUBLISH

CAMPAIGN MANAGER COMMUNICATION CENTER

Overview

Edit

Communications

Donations

Fundraisers

Share

Reports

Automatic Communications

Organizational Communications

Invite Donors Email

Remind Donors Email

Thank Donors Email

Invite Participants Email

Remind Participants Email

Coach Leaders Email

Update Leaders Email

Fundraiser Communications

Community Remind Non-Donors Email

Email from the organization to those who have been asked to donate, but have not yet responded.

Subject*

You can make a difference!

Default Message

✂

📄

📁

📧

📧

↶

↷

🔄

👤

🔗

🔗

🚩

📅

📅

Ω

🖼

🖼

B

I

☰

☷

☰

☷

☰

☷

Format

Font

Size

🔗

🔗

🔗

Source

🔗

Greetings #{CONTACTFIRSTNAME}

I hope all is well! I think I mentioned that we are working to raise #{COMMUNITYGOAL} in support of #{ACCOUNTNAME}. So far, we raised #{COMMUNITYTOTALRAISED} and we need more help.

I am hoping I can count on your support! A donation of any size will really be so appreciated!

#{FIXED}

The {FIXED} tag contains the URL to the form and other necessary information. It will be automatically added to the end of your message if it is not in your message.

SAVE

CAMPAIGN MANAGER MANAGE DONORS

[Overview](#) [Edit](#) [Communications](#) [Donations](#) [Fundraisers](#) [Share](#) [Reports](#)





Donations

There are currently no donations.

[INVITE DONORS](#)

Solicited Donors

[REMIND ALL](#)

Donor	
 tanyalwagner@gmail.com	Send Reminder
 tanya.wagner@gobigriver.com	Send Reminder
 ron.cass@gobigriver.com	Send Reminder
 ron.cass+11@gobigriver.com	Send Reminder

Average Donation

\$0.00
across 0 total donations



High	Low
-	-

CAMPAIGN MANAGER MANAGE FUNDRAISERS / TEAMS

[Overview](#) [Edit](#) [Communications](#) [Donations](#) [Fundraisers](#) [Share](#) [Reports](#)

Fundraisers

[SEND UPDATE TO LEADERS](#)

Fundraiser	Progress	Status	
Help Me Help Animals	<div><div></div></div> \$0.00 Goal: \$5,000.00	Public	
my board fundraiser	<div><div></div></div> \$0.00 Goal: \$5,000.00	Public	


Not Yet Responded

You don't have any outstanding invitations!

[INVITE PARTICIPANTS](#)

Needs a Nudge

These Participants have not invited Donors. Remind them to get the word out!





 **Admin** [COACH](#)

SOCIAL SHARING





[Overview](#) [Edit](#) [Communications](#) [Donations](#) [Fundraisers](#) [Share](#) [Reports](#)

Solicit Donors & Promote Your Page

Your Page URL:



Invite Participants







Tips & Tricks for Success

Stay connected with your contacts throughout your fundraiser. Share frequently!

- Share on Facebook and Google+ once a week
- Tweet once a day
- Remind invited donors that haven't responded once a week

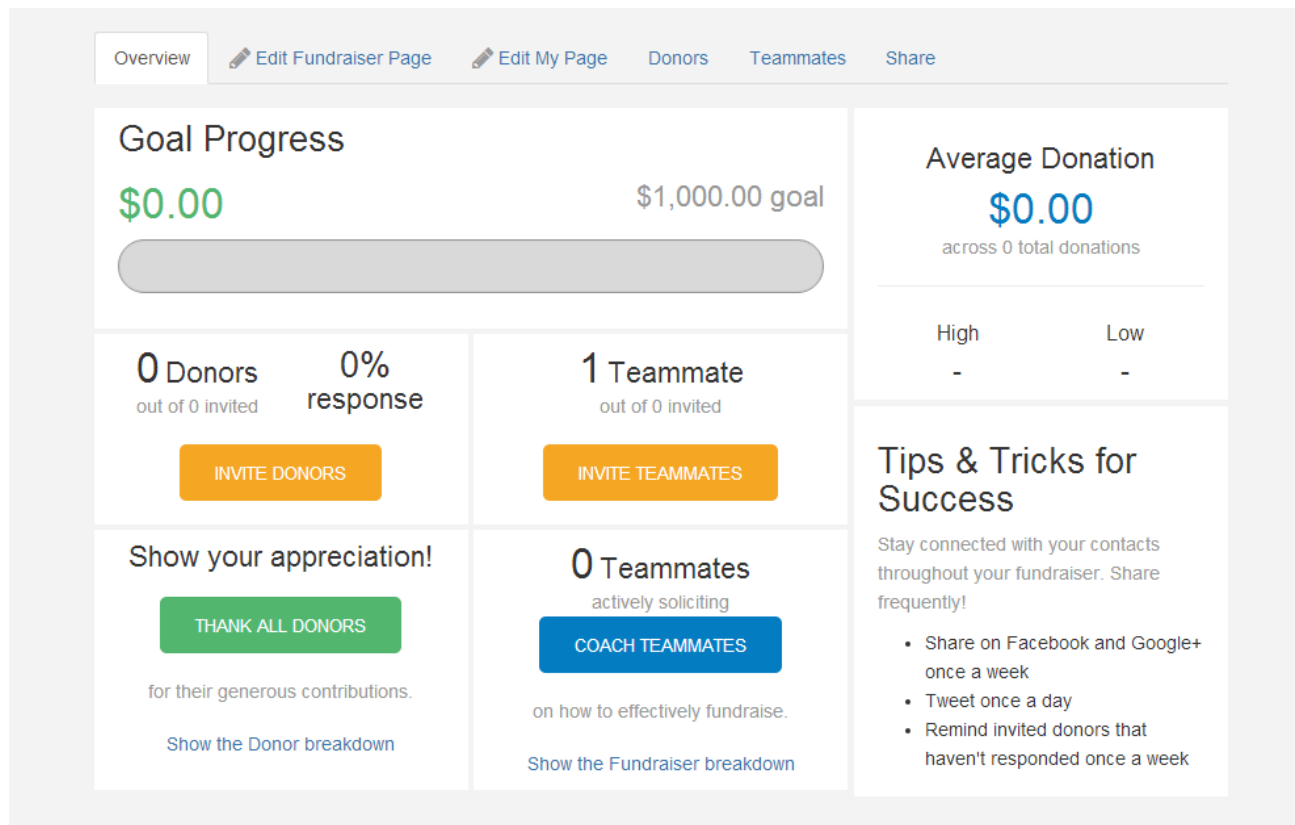
CAMPAIGN MANAGER REPORTS

[Overview](#) [Edit](#) [Communications](#) [Donations](#) [Fundraisers](#) [Share](#) [Reports](#)

Report	Description
Transaction Summaries by Team	
Transaction Summaries	
Transaction Details	
Contact Summaries	

Team Leader Dashboards

TEAM LEADER OVERVIEW



[Overview](#)

[Edit Fundraiser Page](#)

[Edit My Page](#)

[Donors](#)

[Teammates](#)

[Share](#)

Fundraiser Name*

Team Awesome's Fundraiser

Goal Amount*

1000.00

Fundraiser Details

Source

Join our team and help raise money for the local school.

Set goal deadline

Upload Fundraiser photo or logo

UPLOAD

Recommended 800 x 450px. JPG, GIF, or PNG. Maximum size of 700k.

SAVE

PREVIEW

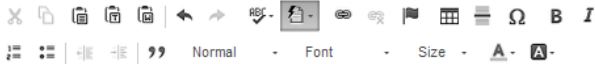
UNPUBLISH

EDIT PERSONAL FUNDRAISING PAGE

[Overview](#) [Edit Fundraiser Page](#) [Edit My Page](#) [Donors](#) [Teammates](#) [Share](#)

Customize your personal Teammate Page.

Teammate Page Details



Source


Message about why I started this team and why I support this organization

body p

My Goal*

500.00

Upload a photo for your page



UPLOAD

Recommended 800 x 450px. JPG, GIF, or PNG. Maximum size of 700k.

FINISH

PREVIEW

MANAGE DONORS

Donations

There are currently no donations.

INVITE DONORS

Average Donation

\$0.00

across 0 total donations

High





Low

-

-

Solicited Donors

REMIND ALL

Donor	
 myfriend3@gmail.com	Send Reminder
 myfriend4@gmail.com	Send Reminder
 myfriend5@aol.com	Send Reminder
 myfriend6@yahoo.com	Send Reminder

MANAGE TEAMMATES

[Overview](#) [Edit Fundraiser Page](#) [Edit My Page](#) [Donors](#) **Teammates** [Share](#)

Teammates


SEND UPDATE

Teammate	Donor Invitations	Progress	
Admin (me)	0	<div><div></div></div> <div>\$0.00 Goal: \$1,000.00</div>	★ Leader
Marge Simpson	2	<div><div></div></div> <div>\$0.00 Goal: \$1,000.00</div>	Promote to Leader

Needs a Nudge

COACH

These Teammates have not invited Donors. Remind them to get the word out!

 **Admin**

Not Yet Responded

You don't have any outstanding invitations!





INVITE TEAMMATES

SOCIAL MEDIA & EMAIL





[Overview](#) [Edit Fundraiser Page](#) [Edit My Page](#) [Donors](#) [Teammates](#) **Share**

Solicit Donors & Promote Your Page

Your Page URL:

Invite Teammates

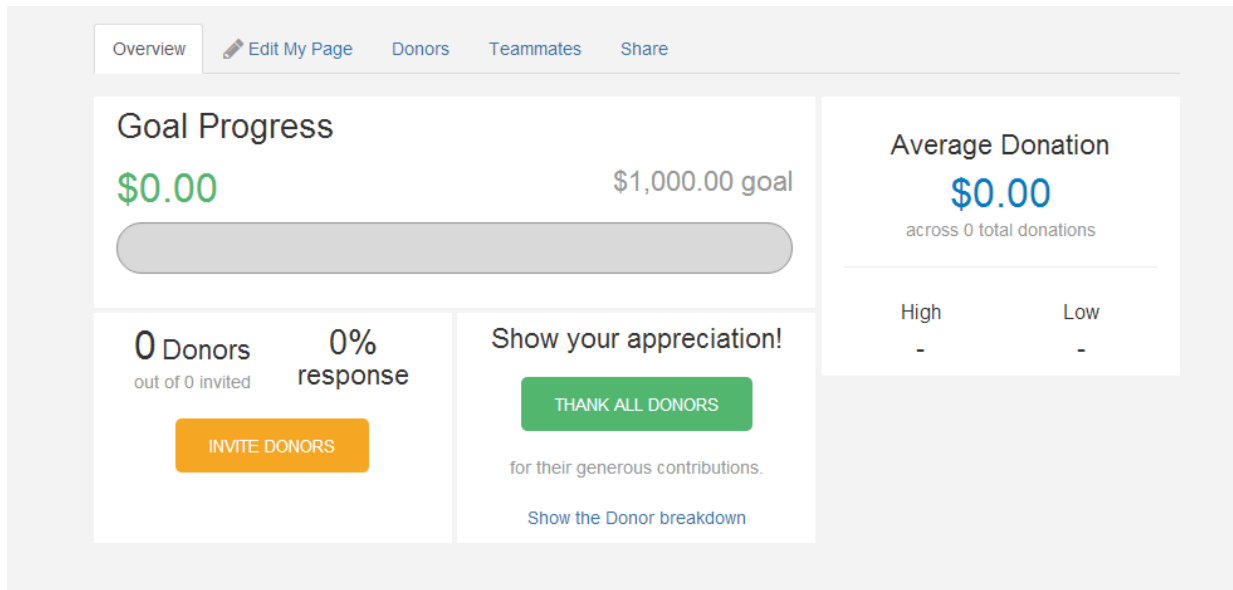
Tips & Tricks for Success

Stay connected with your contacts throughout your fundraiser. Share frequently!

- Share on Facebook and Google+ once a week
- Tweet once a day
- Remind invited donors that haven't responded once a week

Team Member Dashboards

TEAM MEMBER OVERVIEW



TEAM MEMBER PAGE EDIT

The edit interface includes a top navigation bar with tabs: Overview, Edit My Page (selected), Donors, Teammates, and Share. Below the tabs is a subtitle: "Customize your personal Teammate Page."

Teammate Page Details

A rich text editor toolbar is visible, containing icons for undo, redo, bold, italic, link, unlink, list, indent, outdent, and font color. The text area contains the following content:

Source

This is why I support the schools and why you should support me and Tea Awesome.

body p

My Goal*

1000.00

Upload a photo for your page

A placeholder image of a colorful logo is shown. Below it is a green button labeled "UPLOAD".

Recommended 800 x 450px. JPG, GIF, or PNG. Maximum size of 700k.

At the bottom, there are two buttons: "FINISH" (green) and "PREVIEW" (orange).

TEAM MEMBER MANAGE DONORS

[Overview](#) [Edit My Page](#) [Donors](#) [Teammates](#) [Share](#)



Donations

There are currently no donations.

[INVITE DONORS](#)

Solicited Donors

[REMIND ALL](#)

Donor	
 tanya.wagner@gobigriver.com	Send Reminder
 ali.orlando@gobigriver.com	Send Reminder

Average Donation

\$0.00
across 0 total donations

High	Low
-	-

TEAM MEMBER VIEW TEAMMATE PERFORMANCE

[Overview](#) [Edit My Page](#) [Donors](#) [Teammates](#) [Share](#)

Teammates





Teammate	Donor Invitations	Progress	
Admin	0	<div><div></div></div> \$0.00 Goal: \$1,000.00	★ Leader
Marge Simpson (me)	0	<div><div></div></div> \$0.00 Goal: \$1,000.00	

TEAM MEMBER SOCIAL MEDIA & EMAIL

[Overview](#) [Edit My Page](#) [Donors](#) [Teammates](#) [Share](#)

Solicit Donors & Promote Your Page

Your Page URL:



Tips & Tricks for Success

Stay connected with your contacts throughout your fundraiser. Share frequently!

- Share on Facebook and Google+ once a week
- Tweet once a day
- Remind invited donors that haven't responded once a week

Augment Events (Including galas & competitions)



CoolTech Challenge 2015

May 28, 2015

Welcome to the fundraising page for the CoolTech Challenge! If your school is participating, find its initiative and donate through its page to help your school reach its goal. 50% of these donations go directly to the school! Don't see your school listed? Consider making a general donation and be a part of growing the future of tech students in Northeast Ohio. Twitter @cooltechohkids #techschool



\$1,585.00

Received of \$200.00

\$ 25.00

Donate

4 Fundraisers



Avon Tech Club CoolTech Challenge

School Attendance Project: Our vision is to create an application that automatically marks a student...

\$0.00
of \$500.00

0
days left

DONATE



Firestone High School IT is raising funds to support the program in buy new equipment, meals for...

\$585.00
of \$500.00

0
days left

DONATE



Master Techie

This initiative will help us to transition the current Career Tech Program which uses the "jack of all trades"...


\$0.00
of \$500.00

0
days left

DONATE

Corporate Partner Fundraising

Virtual Food Drives



Thank You for Your Partnership!




\$0.00

Received of \$30,000.00

\$ 1.00

Donate


You can make the difference in fighting hunger in Northeast Ohio! Every dollar of your gift supports 4 meals to needy individuals and families.



0

3 Fundraisers

START FUNDRAISER




Admiral
ADMIRAL
PRINTERS FOR THE PACKAGING INDUSTRY

Admiral Products is proud to support the Greater Cleveland Food Bank.

\$0.00 of \$1,000.00

0 days left

DONATE




Big River

Help Big River support the Greater Cleveland Food Bank!

\$0.00 of \$1,000.00

0 days left

DONATE



GE

GE is proud to be a corporate sponsor of the Greater Cleveland Food Bank.

\$0.00 of \$1,000.00



0 days left

DONATE

91

Holiday House Parties

Holiday House Parties






\$0.00

Received of \$30,000.00

\$ 100.00


Donate

This year, turn your holiday house party into a fight against hunger!



0

3 Fundraisers




Christmas For A Cause

\$0.00 of \$1,000.00

0 days left

DONATE




Souper Bowl

\$0.00 of \$1,000.00

0 days left

DONATE



Welcome

South Side Welcome Club

\$0.00 of \$1,000.00

0 days left

DONATE

92

Search Engine Optimization & Social Media

Global SEO and Social Media parameters can be specified across all pages and customized on individual pages as needed.

Big River Home Pages Community Contacts Transactions Email Content Admin Insights ^{SCA}

Edit Telethon2015


- Overview
- Basics
- Page Frame
- Page Layout
- Form Contents
- Confirmation
- Confirmation Email
- Email Center
- SEOSocial Settings**
- Sponsorship
- Transactions
- Widgets
- Reports

Name: Telethon2015 Social Settings

Title:

URL:

Description: Telethon is the one time of the year that we at WRUW-FM ask you, our listeners, for a monetary contribution in order to help us run our non-profit, college radio outlet, all year round. Come join the thousands of listeners

Image: 

Upload... Delete

Twitter ID: @BigRiverRn

Twitter Content:

Email Subject:

Email Body:

* required fields

Duplicate Save and Exit Save Delete Cancel

Tasks





WRUW-FM 91.1

Support WRUW-FM!

Please fill in the form below with your contact information, specify your pledge amount, and then load up your shopping cart with WRUW goodies! You can pledge your support for your favorite show, or to the station in general. Thank you for supporting freeform radio in Cleveland and beyond!

Telethon Premiums

Brand new WRUW logo items for 2015 are available as a 'thank you' for your donation. Exploration packs of 10 CDs selected by WRUW-FM staff are available for a \$100 donation. If you prefer to receive a music premium as a thank you for your donation, or if you would like to donate via cash or check, please donate via phone by calling 216-368-2208 during the week of April 13-19.



39 0

In Honor of Program:


Donation Amount: Press enter to enable selections

The social links cause popups from Facebook, twitter, google+ and the browser's email client to popup with preconfigured metadata for sharing your page.




Facebook



**Ron Cass**
Just now · Twitter · 

<https://t.co/6i84Pitmvg>



Telethon2015
Telethon is the one time of the year that we at WRUW-FM ask you, our listeners, for a monetary contribution in order to help us run our non-profit, college radio outlet, all year 'round. Come join the thousands of listeners who have supported the
TELETHON.WRUW.ORG

 Like  Comment  Share

 Write a comment... 

Twitter

**Ron Cass**
@BigRiverRon

telethon.wruw.org/CampaignForm/w...

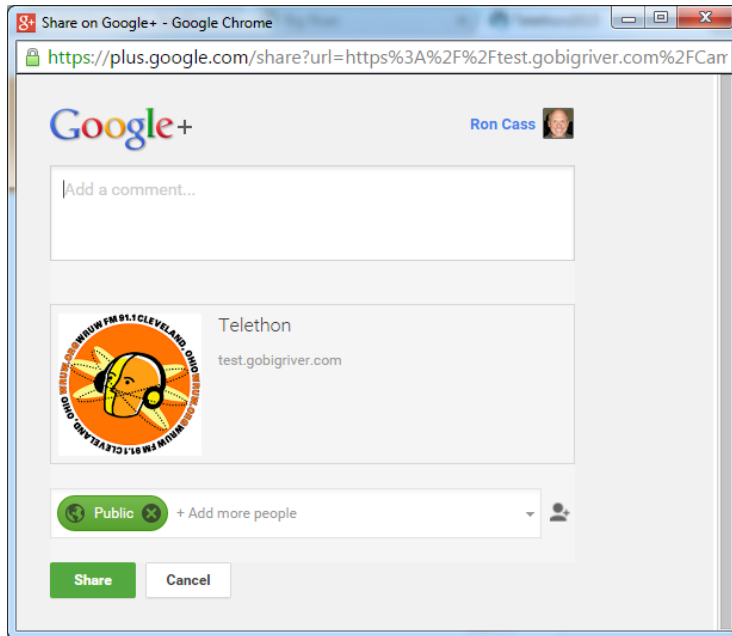


Telethon2015
Telethon is the one time of the year that we at WRUW-FM ask you, our listeners, for a monetary contribution in order to help us run our non-profit, college radio o...
telethon.wruw.org

12:43 PM - 25 Jul 2015

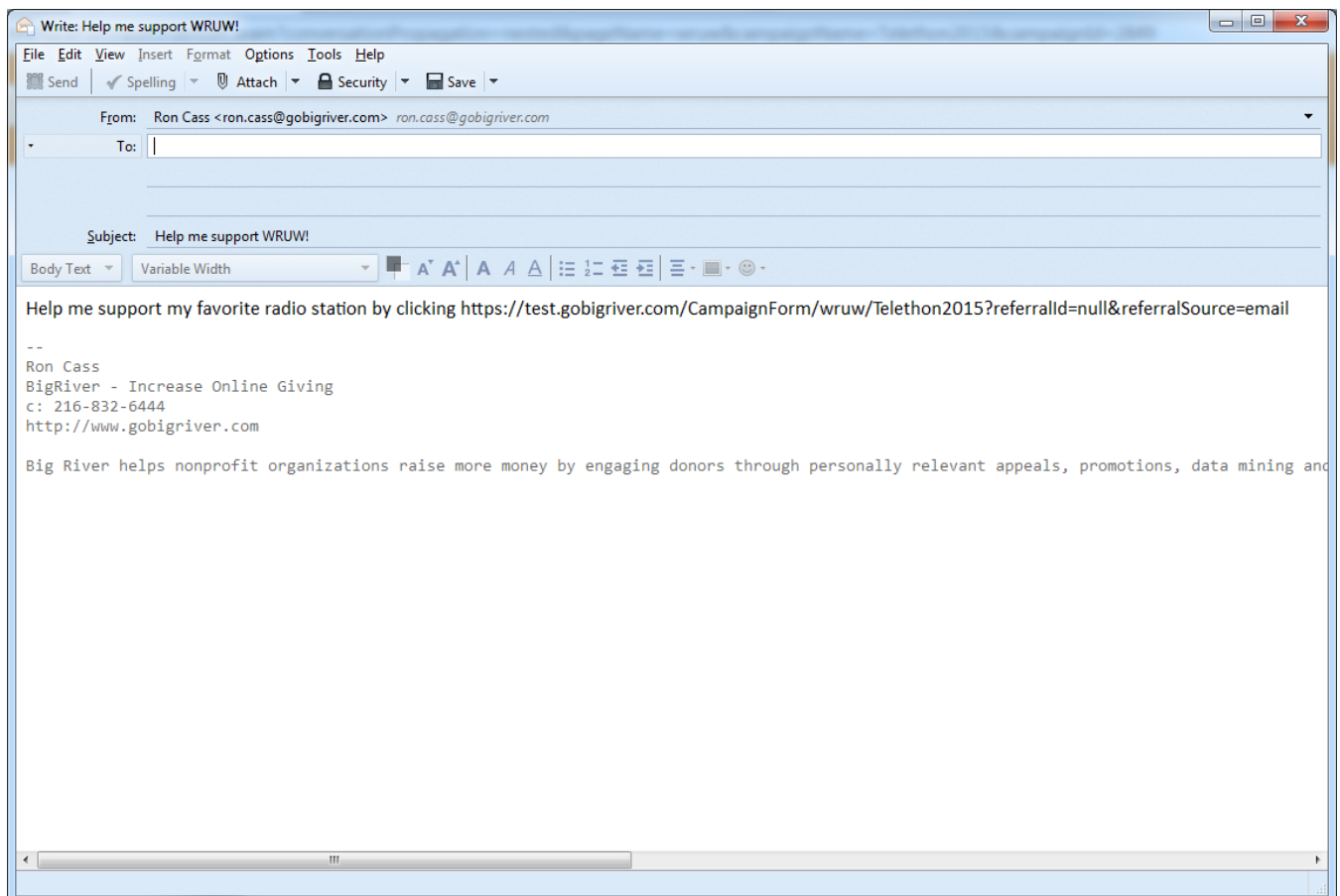
    

Google+

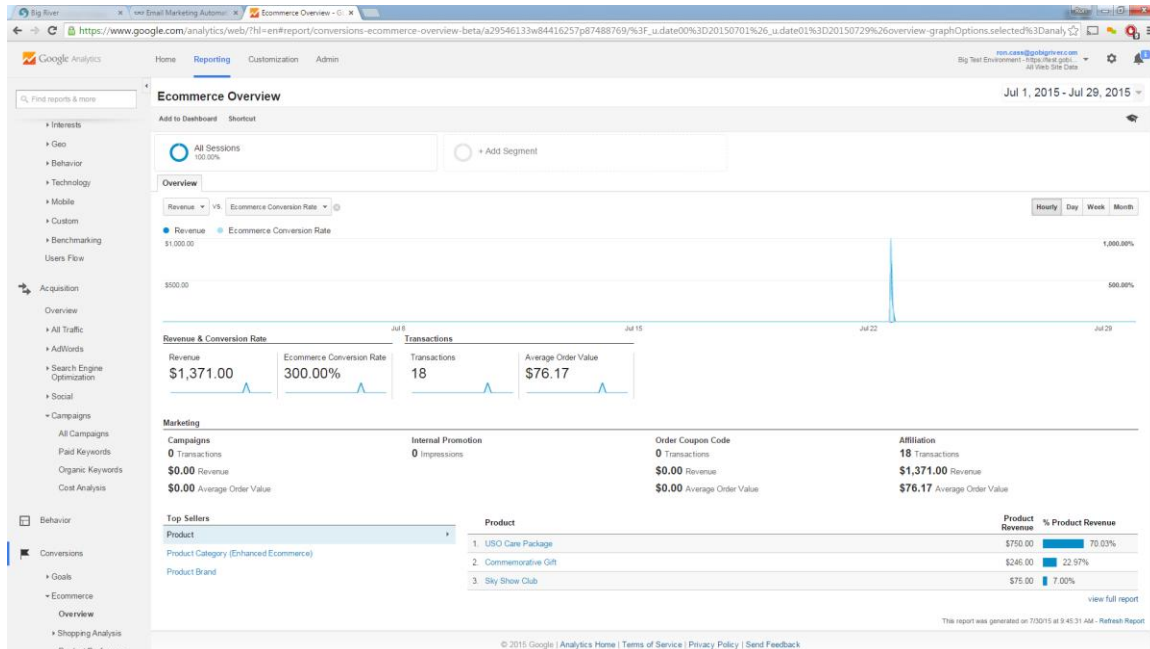


Tell-A-Friend Emails

Set default content for Tell-A-Friend emails, helping your constituents get your message out.



Google Analytics



Big River sends detailed visit, click and eCommerce information to your Google Analytics account. Within Google Analytics you can analyze:

- Acquisitions per page and campaign, telling you what appeals, ads and searches drove traffic to your pages.
- Conversions per page and campaign, telling you the dollar value of your pages, appeals and ads.
- Revenue per item or item type across pages or campaigns.
- Heat maps of constituents' activity on your pages, telling you what people are clicking on and where they are abandoning transactions.

Transactional Emails

Overview

Big River provides the ability to design email content for

- Email Receipts
- Autoresponders
- Community Engagement
- eCards & Gift Vouchers
- Internal Notifications

All emails are defined in HTML and can contain rich text and graphics like other content in the Big River platform. Web-based editors enable non-technical users to design attractive emails.

Each email consists of three basic components:

- Email settings
- Stationery (optional)
- Body

EMAIL SETTINGS

You control the email address from which an email is sent and the name associated with it. You also have the option to identify email addresses that should be bcc'd whenever the email is sent.

The screenshot shows the 'Email Settings' form in the Big River platform. The form is titled 'Email Settings' and contains several fields:

- Email Settings:** A dropdown menu showing 'TicketOffice' with a plus icon and a pencil icon.
- Name:** A text input field containing 'TicketOffice'.
- Account:** A dropdown menu showing 'CMADemo'.
- From Address*:** A text input field containing 'tix@clevelandart.org'.
- From Name:** A text input field containing 'Visitor Experience Center'.
- Additional BCC:** A text input field containing 'membership@clevelandart.org; lwetzel@clevelandart.org; ranton@clevelandart.org'. Below this field is a small note: 'Valid email addresses separated by semi-colons'.

At the bottom of the form, there is a legend: '* required fields'.

At the bottom of the page, there are five buttons: 'Duplicate', 'Save and Exit', 'Save', 'Delete', and 'Cancel'. On the right side, there is a 'Tasks' button with a list icon.

Stationery containing the organization's logo and contact information can be reused across emails.

Stationery

CMA Stationery

Name

CMA Stationery

Account

admin

Description

demo

Content

✂

📄

📁

📁

📁

↶

↷

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#[MERGE]

B

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☰

☰

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☰

☰

☰

Normal

Font

Size

A-

A+

☰


☰

☰

☰

Source

🔄



THE CLEVELAND
MUSEUM OF ART

body p

Archived

☐

* required fields

Duplicate

Save and Exit

Save

Delete

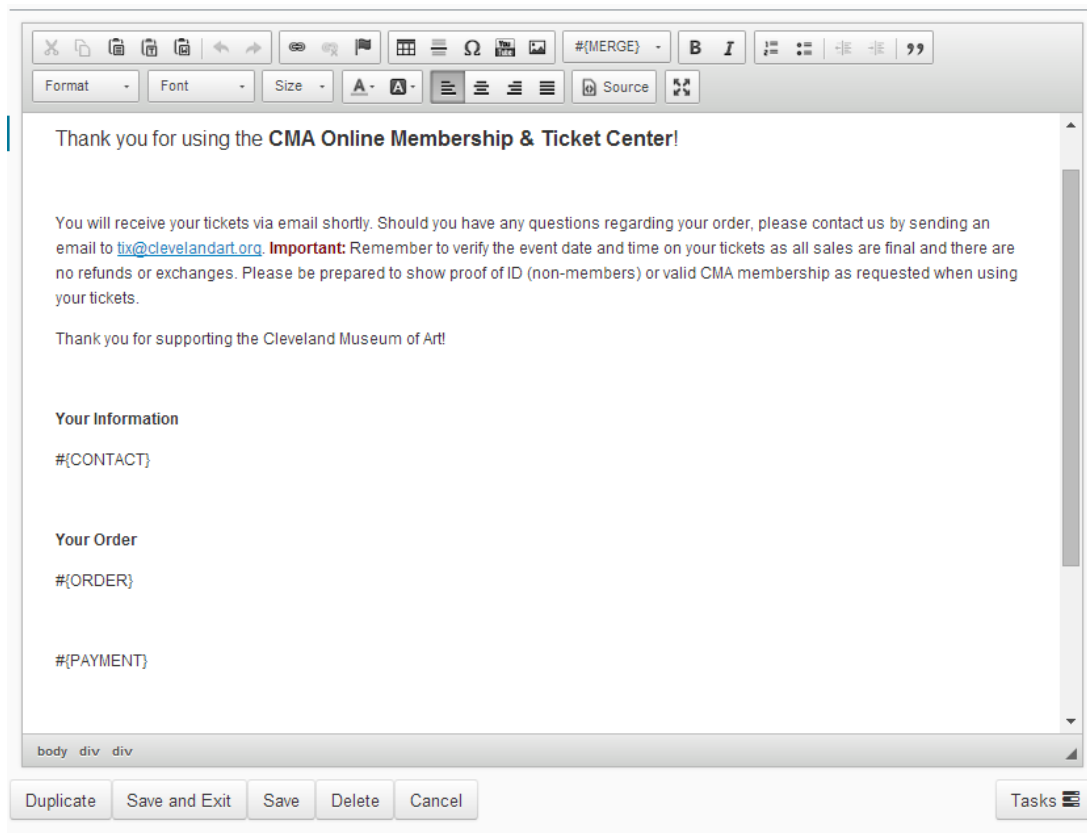
Cancel

Tasks

☰

BODY

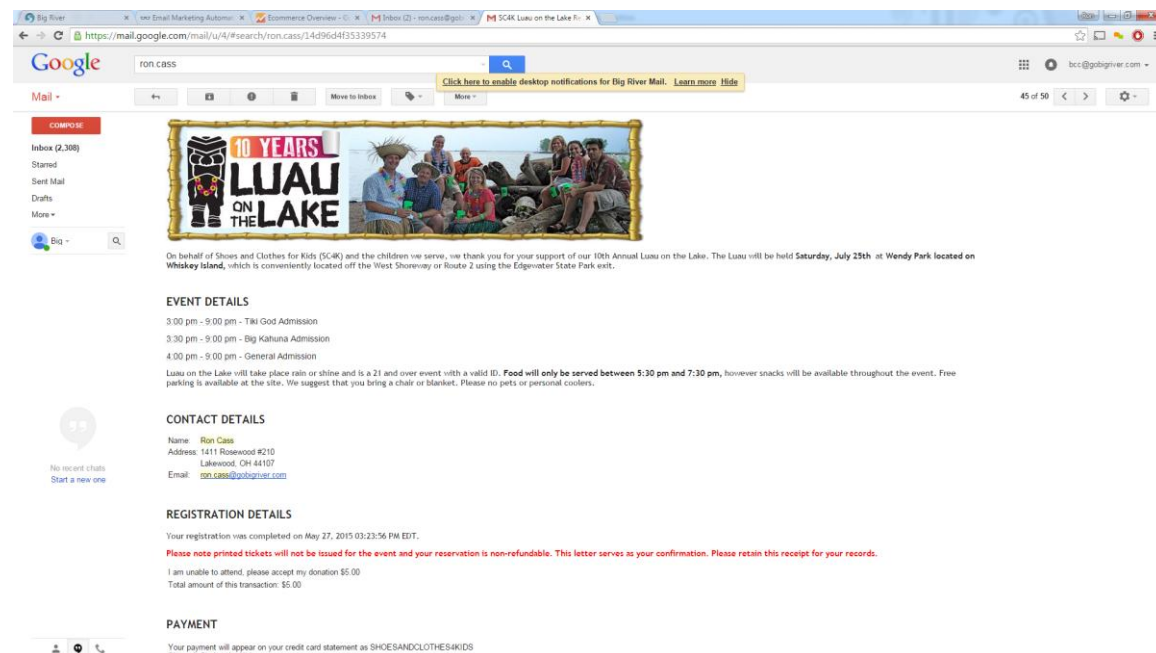
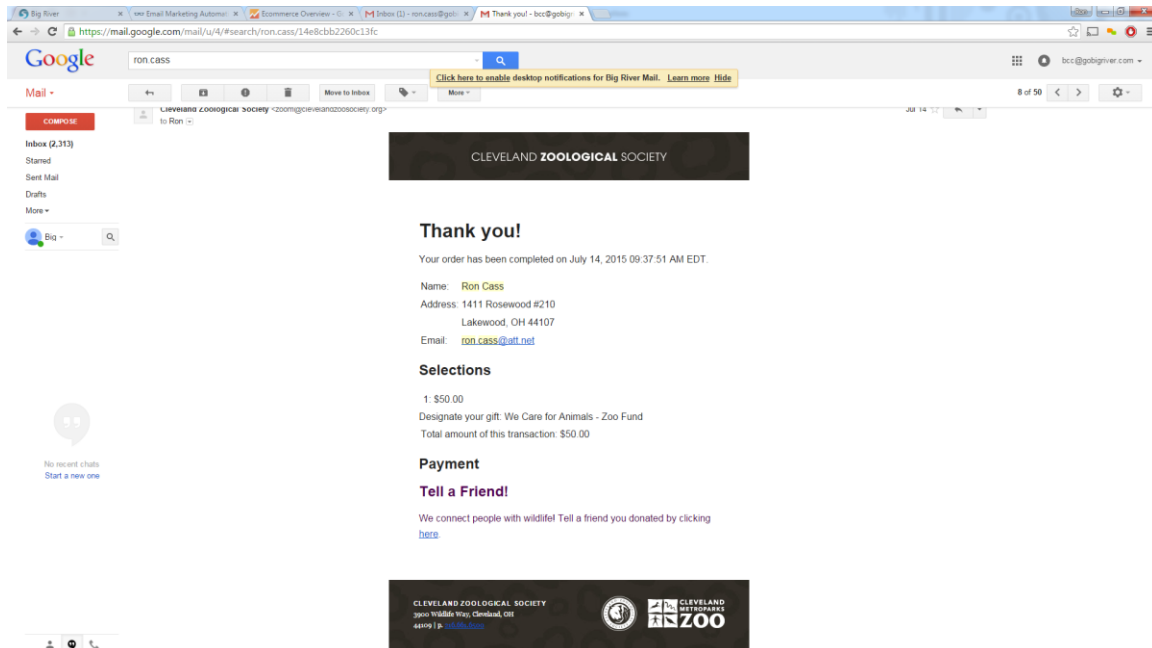
The body of the email can contain text and other visual content. Merge tags allow for personalizing content.



Email Receipts

Specific email receipts can be set up for any page, and can be edited at any time to include timely information and promote sharing.

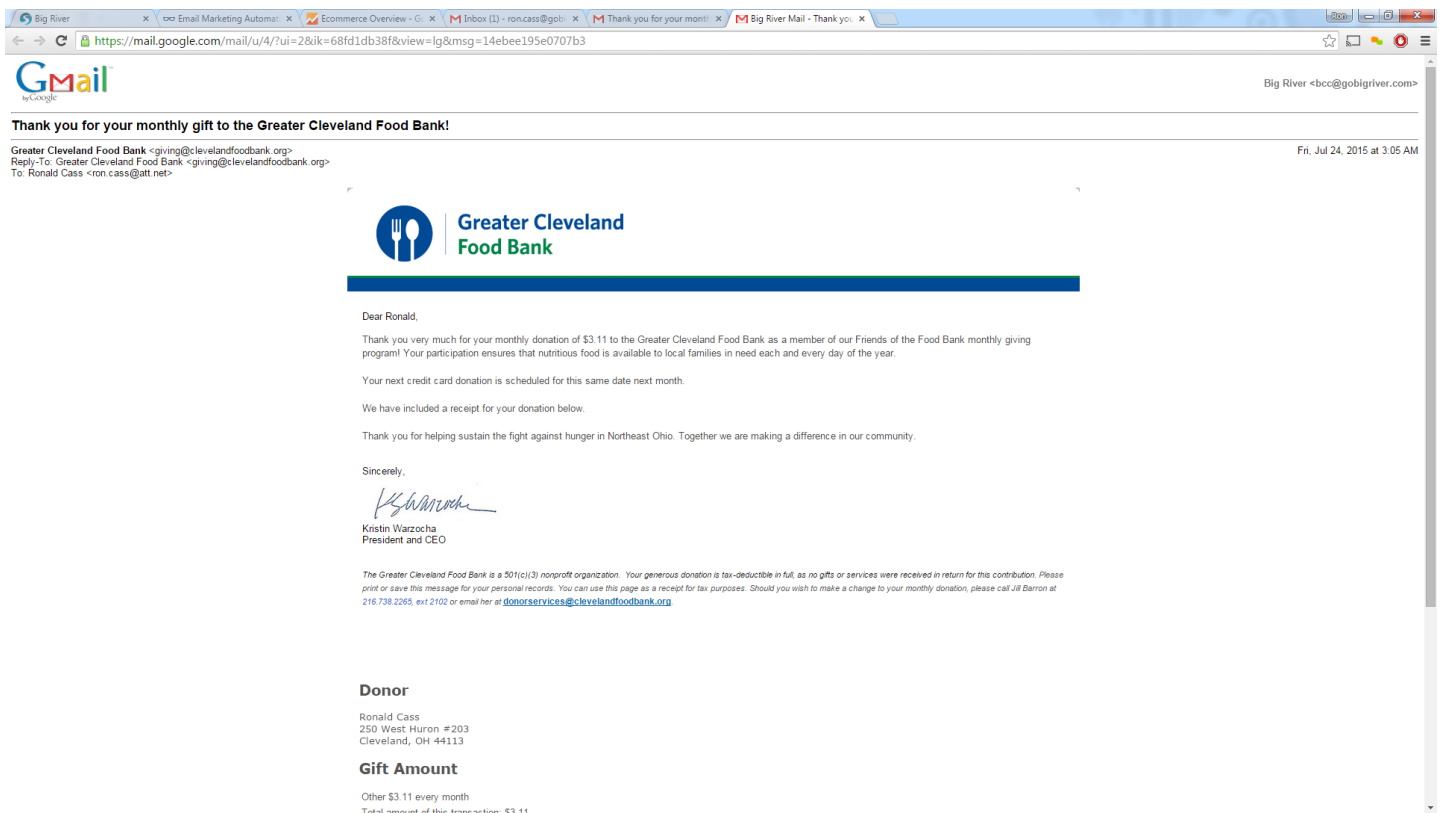
Receipts can also be duplicated and edited to make creating variations easy.



Autoresponders

Automated emails support recurring giving:

Reminders in advance of charges
Receipts for recurring gifts
Decline notices for recurring gifts



Decline notices prompt a donor to renew credit card information.

Big River x Email Marketing Automati x Ecommerce Overview - G x Inbox (1) - ron.cass@gobi x Please update your sustai x

https://mail.google.com/mail/u/4/#search/ron.cass/14eb495c53f0beea

Google ron.cass

Click here to enable desktop notifications for Big River Mail. Learn more Hide

Mail

COMPOSE

Inbox (2,314)

Starred

Sent Mail


Drafts

More

Please update your sustaining gift information

Greater Cleveland Food Bank <giving@clevelandfoodbank.org> to Ronald

Jul 22 (8 days ago)


 **Greater Cleveland Food Bank**

Dear Ronald,

We recently attempted to charge your credit card for your sustaining gift of \$2.11 and were not able to do so. Please update your address or card info on our secure update form [here](#). If you have any questions, please call Jill Barron at 216.738.2265 ext 2102 or email donorservices@clevelandfoodbank.org.


I wanted to take this opportunity to tell you again how grateful we all are for your loyal support. Please know that your ongoing gifts make a significant difference in the lives of thousands of our hungry neighbors as we approach the upcoming holiday season.

Sincerely,



Kristin Warzocha
President & CEO

The Greater Cleveland Food Bank is a 501(c)(3) nonprofit organization. Your generous donation is tax-deductible in full, as no gifts or services were received in return for this contribution.



Greater Cleveland Food Bank
15500 South Waterloo Road, Cleveland, OH 44110
Phone 216.738.2265 | Email: info@clevelandfoodbank.org
[Unsubscribe](#) | [Manage Email Preferences](#)
Copyright © 2000-2007. All Rights Reserved

Sending request...

Peer-to-Peer Communications

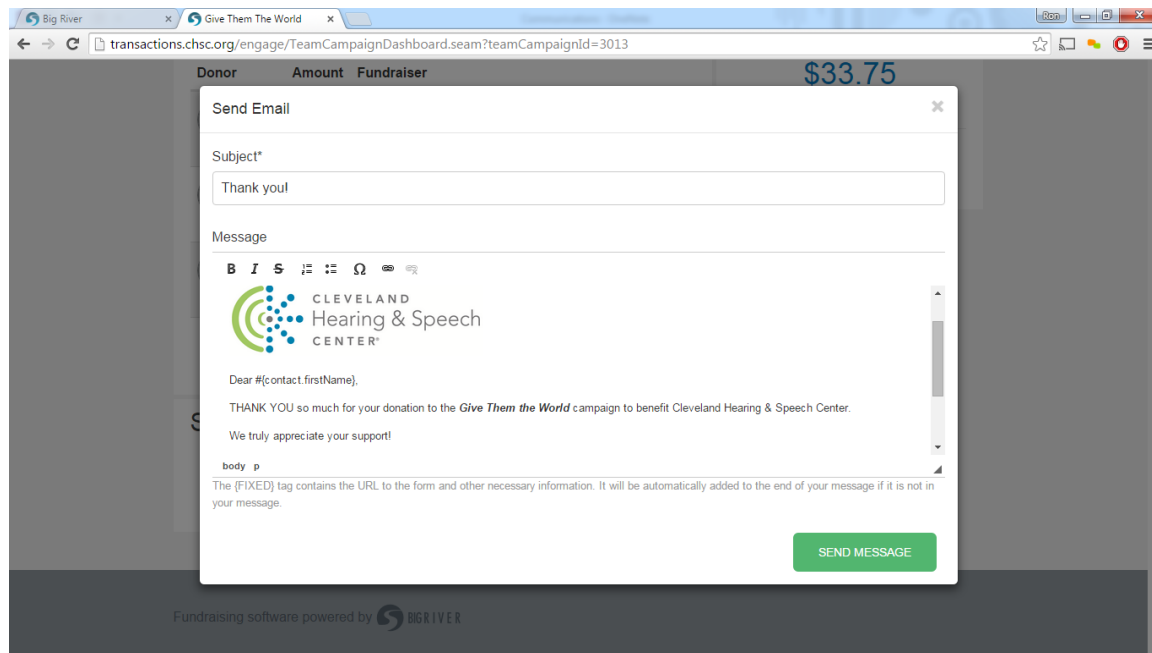
Community pages generate two types of emails:

Automated email receipts, registration confirmations
Batch or individual invitations, reminders and thanks

Both types of emails are defined using the same editing tools (rich text, graphics, stationery, merge tags) for email in the Big River platform.

The screenshot shows the 'Receipt Email' configuration page in the Big River platform. The top navigation bar includes 'Overview', 'Edit', 'Communications', 'Donations', 'Fundraisers', 'Share', and 'Reports'. On the left, there are three tabs: 'Automatic Communications', 'Organizational Communications', and 'Fundraiser Communications'. The main content area is titled 'Receipt Email' and includes a description: 'Automated receipt sent via email whenever a donation is made. Can be configured to serve as a tax receipt.' Below this is a 'Subject*' field with the text 'Thank you'. The 'Default Message' section contains a rich text editor with a toolbar featuring icons for undo, redo, bold, italic, bulleted list, numbered list, link, unlink, quote, format, font, size, text color, and background color. The message body starts with a merge tag '#{DATE}', followed by a salutation 'Dear #{contact.firstName},', and a paragraph of text: 'Thank you for your contribution to our *Give Them the World* fundraiser. Your donation will have an impact on the lives of the clients we serve who struggle with communication issues. People like nine year old Sam, whose stutter made it hard for him to speak a simple phrase like *Trick or Treat*, or baby Dominic, who was born with severe hearing loss. Both Sam and Dominic have received the special attention and treatments they needed at Cleveland Hearing and Speech Center (CHSC) to open'. At the bottom, there is a 'SAVE' button and a note: 'The {FIXED} tag contains the URL to the form and other necessary information. It will be automatically added to the end of your message if it is not in your message.'

Batch or individual emails from team members are pre-populated with content defined by the organization, and can be edited at the time they are sent:



eCards & Gift Vouchers

The same email capabilities are used to create eCards and email wrappers for gift vouchers:



Internal Notifications

Members of the organization can be automatically notified of:

- Declined transactions

- Major gifts ("major" gift threshold defined by the organization)

- Purchase of a particular item type (I.e. purchase of an event registration might alert one staff member while purchase of a membership would alert another)

- Transaction on a particular page

These alerts ensure that relevant staff members are always "in the loop" when it comes to what is going on online and enable them to reach out to constituents rapidly for special attention when warranted.

Email Marketing

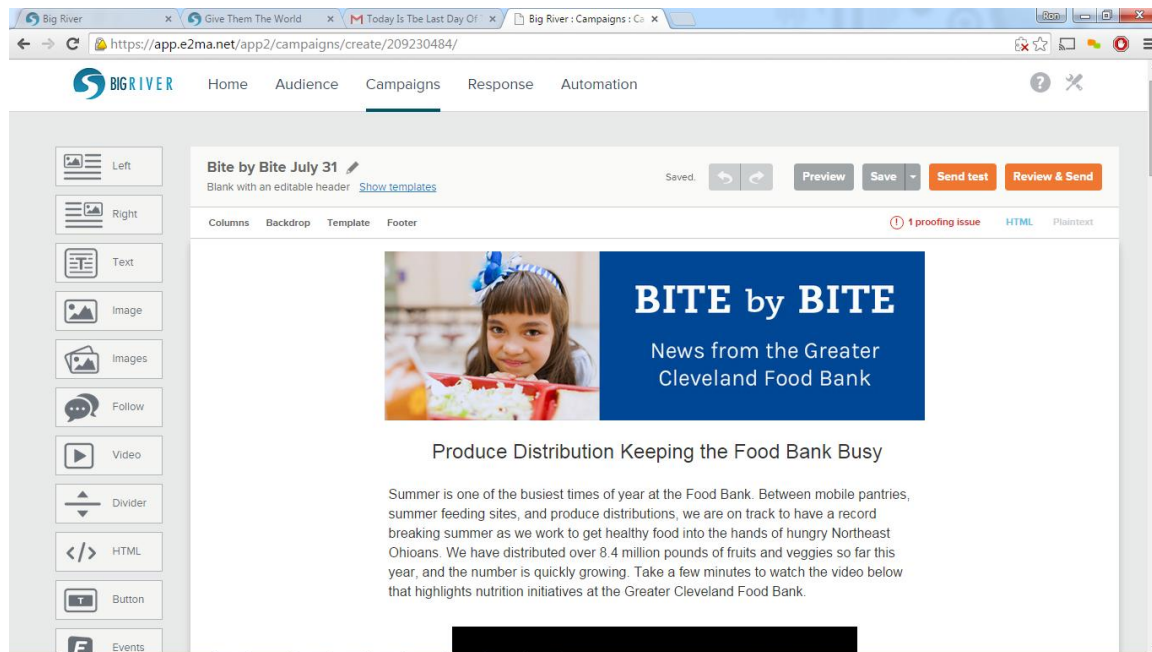
Big River integrates with Emma for email marketing. Emma provides a platform for email composition, list segmentation, automation and analytics. Big River integrates by populating Emma lists with constituent information from individual transactions, groups and lists.

Emails can be tested before sending, and can be sent immediately or scheduled for a specific time and date. You can send to an email list of any size; there is no limit to your batches.

Email Design

Emma provides online tools for email composition. Choose design templates from the style library or use your own templates for appeals, newsletters, eCards, etc.

The drag-and-drop editor makes it easy to modify your content and prepare a polished piece.



Email Optimization

A/B Subject Line Testing. Input two subject lines. Emma will automatically test both subject lines against 20% of your email list. The subject line that performs the best will automatically be applied to the email sent to the remaining 80% of the list.

Split test

Enter at least two subject lines to test

Variation A

Variation B

Variation C (optional)

Subject line variations will be sent to 20% of your recipients. We'll track the results over the next four hours.

☒ Autoselect the winning variation to the remaining 80% of your recipients when the test completes (recommended).

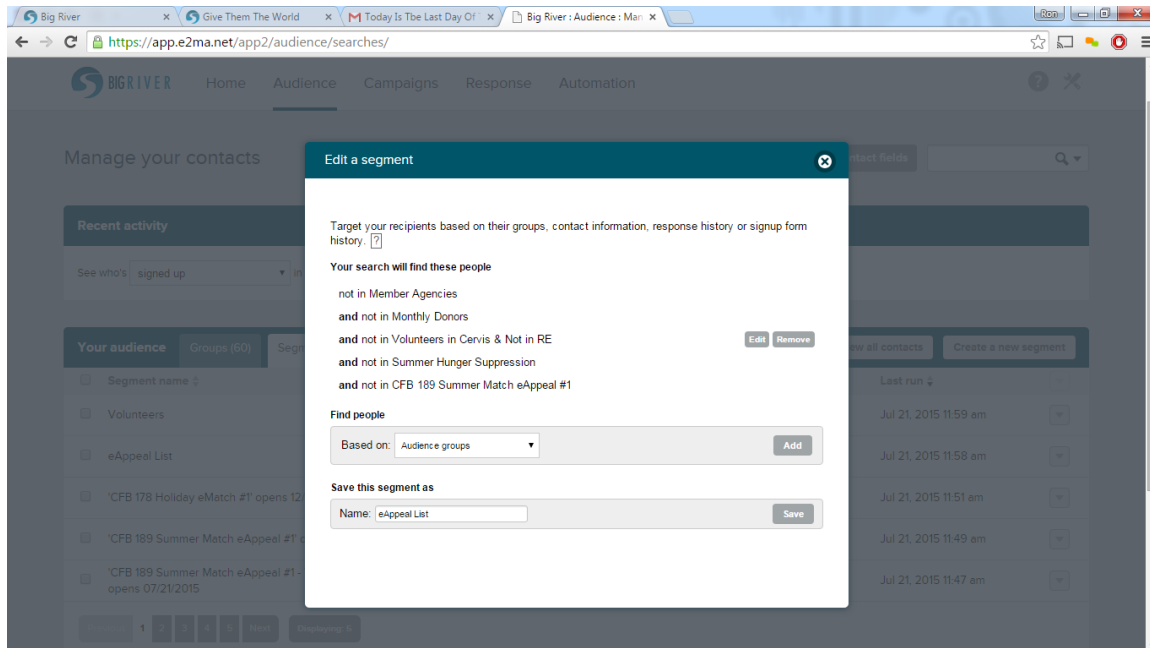
Turn off Split test

Heat maps show you want people are clicking on help guide future designs / iterations



Campaign Management - Groups and Segments

Emma enables organizations to create detailed, targeted segments for email campaigns based on demographics, history with the organization and behavior.



Big River integrates with Emma by populating contacts and groups. Contacts are added to Emma in response to transactions on your Big River pages - after a transaction, the contact is added to Emma in a "Big River Transactions" group. This enables later segmentation to include or exclude contacts who have made online transactions.

Other groups can be populated by type of Big River transactions. Big River populates groups by transactions occurring in:

- One or more specific forms
- One or more specific events
- Recurring donors

Contacts lists and groups can be imported to Emma from common file formats.

Constituent Management

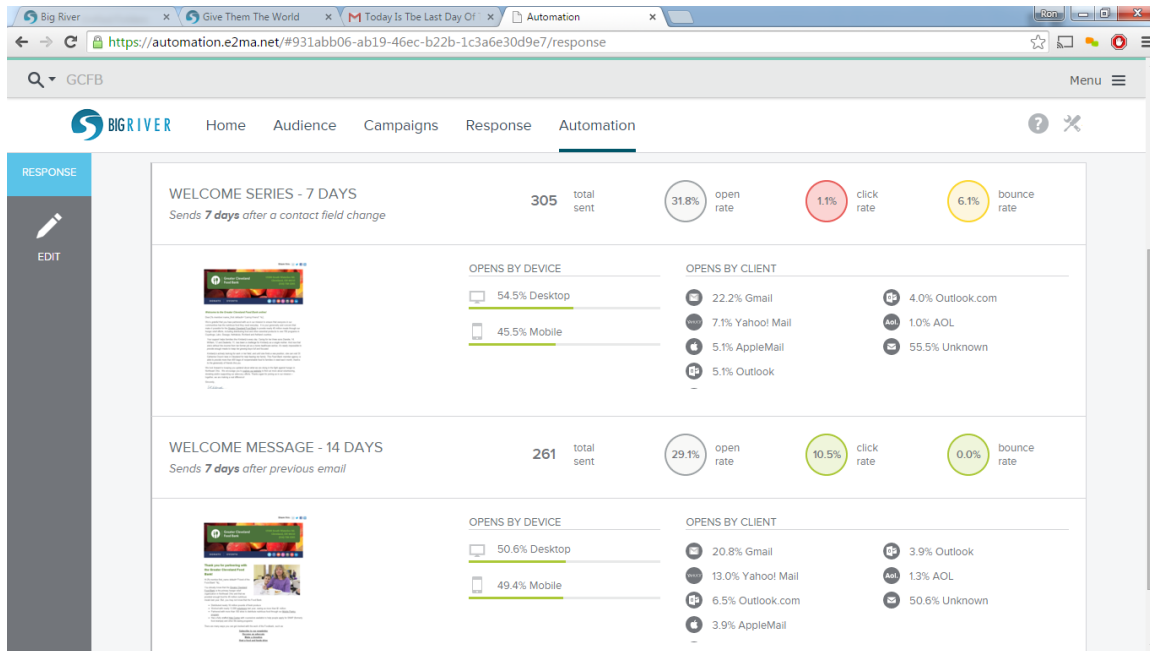
Rather than blanket opt-in / opt-out, give your constituents the opportunity to identify their interests so you can send targeted, relevant emails to them in the future. Emma helps you manage this approach by enabling interest groups to be created.

Individuals can opt out of email and Emma prevents email from being delivered to contacts who have opted out.

The screenshot displays a web browser window with multiple tabs. The active tab shows a preview of a signup form for the Greater Cleveland Food Bank. The form is titled "Signup stages" and includes buttons for "Signup", "Thank you", "Confirm it", "Track it", "Manage preferences email", and "Publish this signup form". Below the title bar, it says "Now previewing your signup form." and has an "Edit" button. The form itself has a header image of tomatoes with a green overlay containing the Greater Cleveland Food Bank logo and name. The form fields include "Email", "First name", and "Last name", all marked as required. To the right of these fields, there is a section titled "Select your interests by checking (or un-checking) the options below:" with three checkboxes: "Advocacy Opt In", "Events opt ins", and "Volunteering Opportunities", all of which are checked. A "Submit" button is located at the bottom right of the form. At the bottom of the page, there is contact information: "support@gobigriver.com" and "855-244-7487".

Automated Drip Marketing

Emma supports autoresponders in response to events or behavior. For example, a welcome series can be set up to send a string of emails to a new constituent on a scheduled basis.



Analytics

Emma provides rich analytics on mailing success and recipient response. It also offers valuable insights like what devices or email clients recipients are using to view your emails.

OPENS BY DEVICE

 **60.0%** Desktop

 **40.0%** Mobile

OPENS BY CLIENT


 **27.1%** Outlook

 **20.0%** Gmail

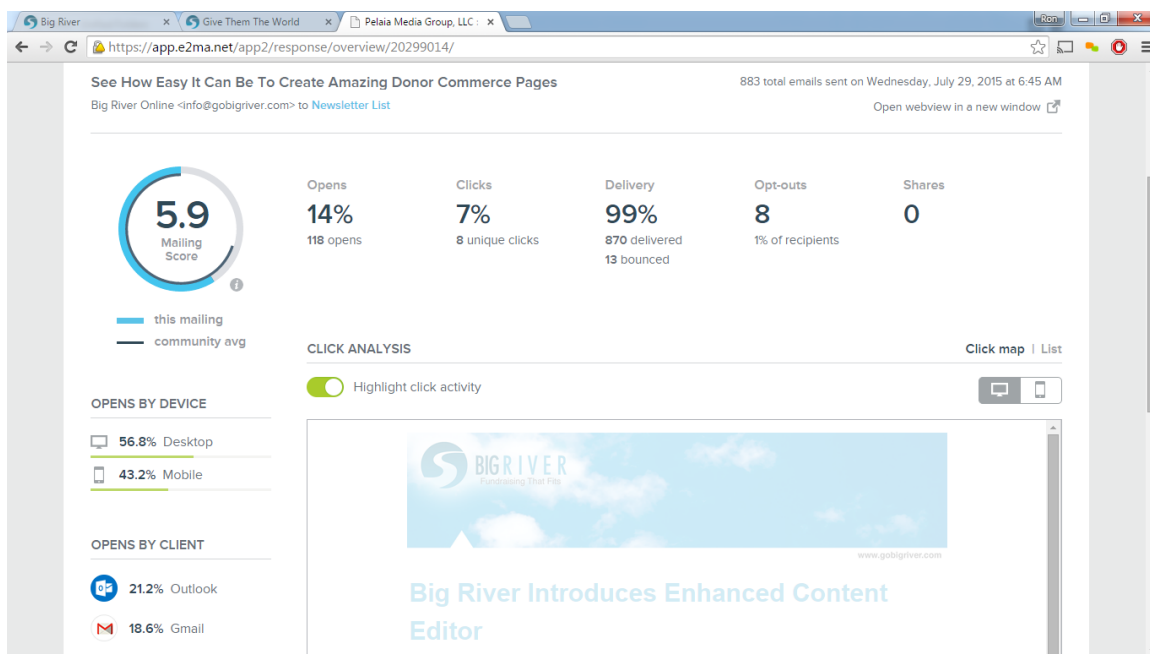
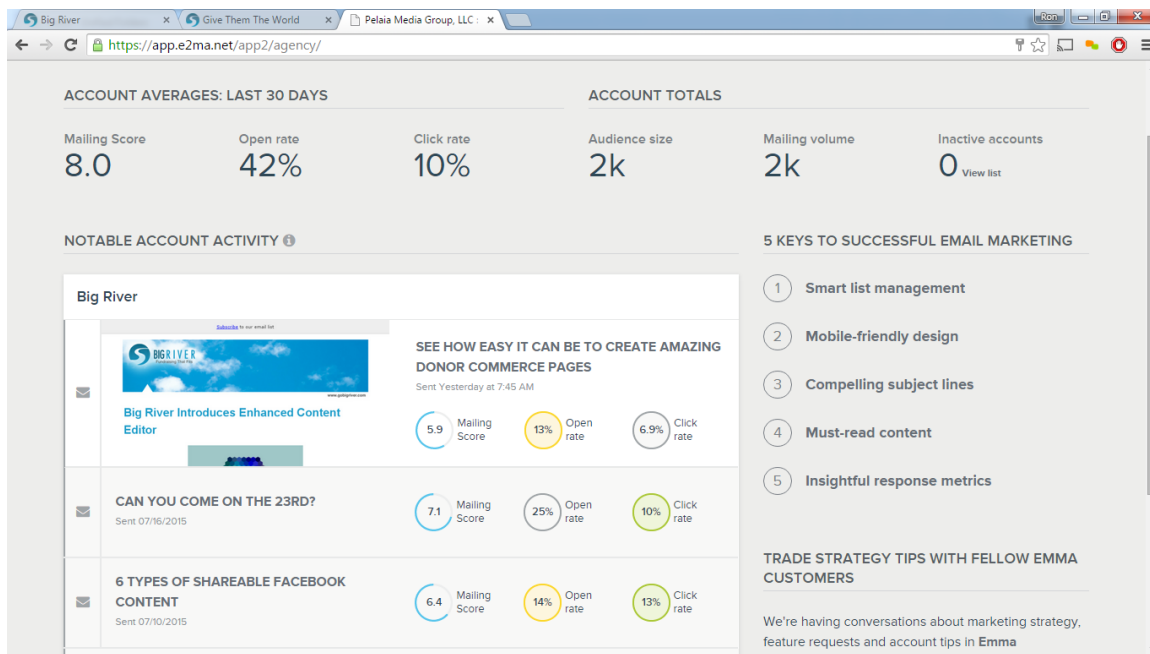
 **2.9%** AppleMail

 **1.4%** Yahoo! Mail

 **0.0%** AOL

 **0.0%** Outlook.com

 **48.6%** Unknown



Big River Analytics & Reporting

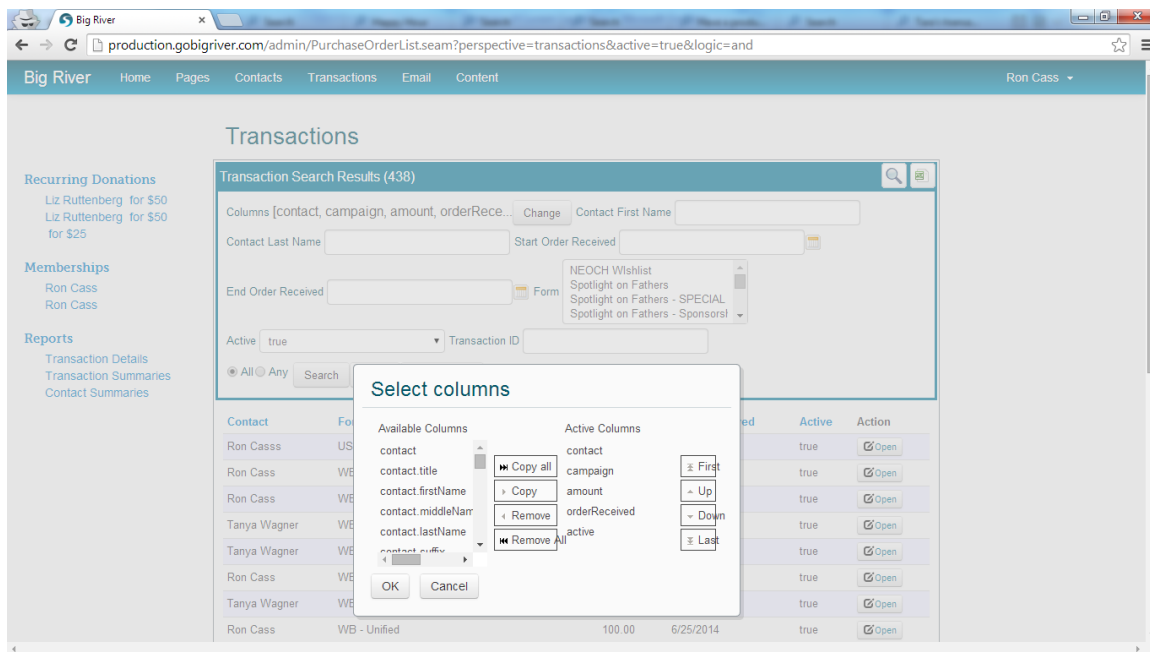
Data

The following data is tracked and available for analysis:

- Google Analytics
- Contact Details
- Additional Contacts
- Transaction Details
- Custom Fields

Basic Lists

Lists of entities in Big River, (Contacts, Transactions, etc.) are presented in a common form that allows for filtering, sorting, changing columns, and exporting to Excel.



The initial set of columns is predefined by the application. With a few exceptions all data in an item and a level down into supporting items are available. For example in a list of transactions, all transaction fields and contact and payment fields are available.

Saved searches

A user can save a search for later recall - this saves the filtering and columns as a named sublist that is shown on the left have side menu in the context of the original list type.

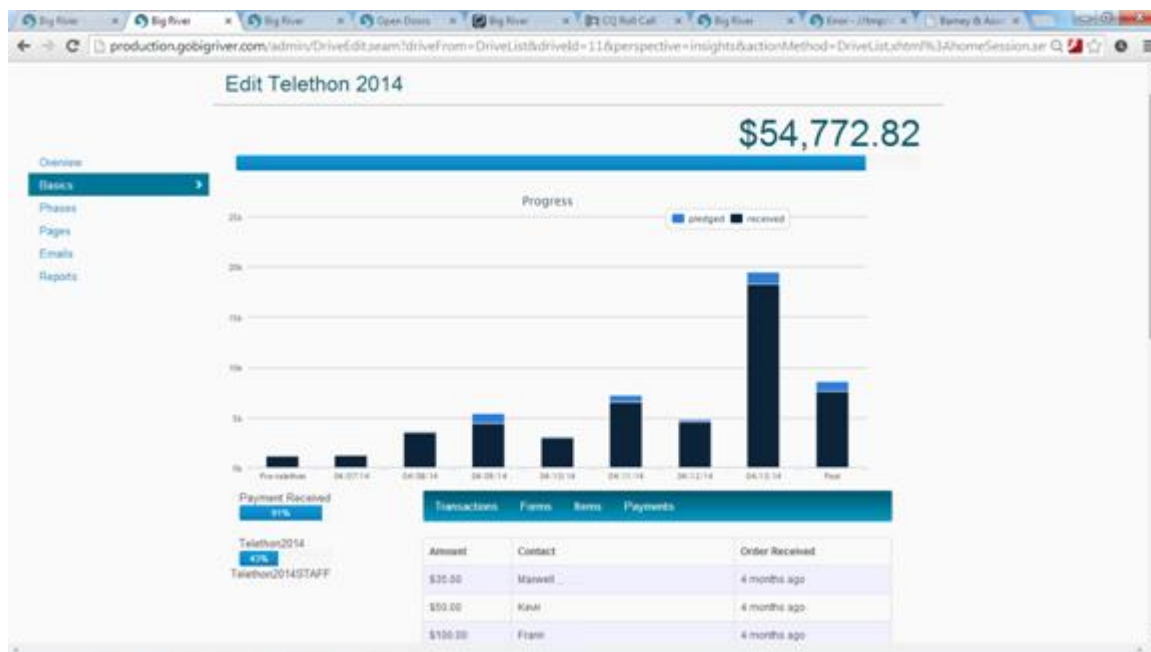
Dashboards & Reports

The system supports reports and dashboards in three contexts:

- In the scope of an entity or list
- In the scope of an aggregation across entities
- From a list of available reports

In the first two cases the reports are automatically filtered to the context of the entities or list, and the list of reports and dashboards presented is relevant to the entity or list. Predefined and automatically generated reports are presented. Reports are entities in the system database - they are not hard-coded into the application. New reports and dashboards are released periodically.

Reports combine data from multiple data sets, can contain multiple representations (tables, charts).



All Dashboards include summaries, detailed reports, filtered reports and crosstabs:

name	Number	Total
2015 Radio Logo T-shirt	115	5750.00
WRUW Logo Fleece Jacket	54	5400.00
Set of 3 WRUW T-Shirts with 2015 designs	39	3900.00
Pint Glass with WRUWbot logo	91	2275.00
Ceramic Coffee Mug	44	2200.00
WRUW Lunchbox	29	2175.00
2015 MeoWRUW T-shirt	42	2100.00
10-CD Exploration Pack	19	1900.00
5-CD Exploration Pack	37	1850.00
Airtime	14	1400.00
Set of 4 Pint Glass with WRUWbot logo	12	1200.00
Coffee Tumbler	22	1100.00
Black Baseball Cap with WRUWbot logo	17	850.00
Set of 4 WRUW Shot Glasses	33	825.00
Set of 3 WRUW Cat T-Shirts	8	800.00
The WRUW Boilermaker Set	13	455.00
Black Knit Ski Cap with WRUWbot logo	7	350.00
On the Town (2015 Revival Cast)	4	240.00
Various Artists : Another Day, Another Time: Celebrating the Music of "Inside Llewyn Davis" (Dbl CD)	6	220.00
Asleep at the Wheel : Still the King	4	160.00

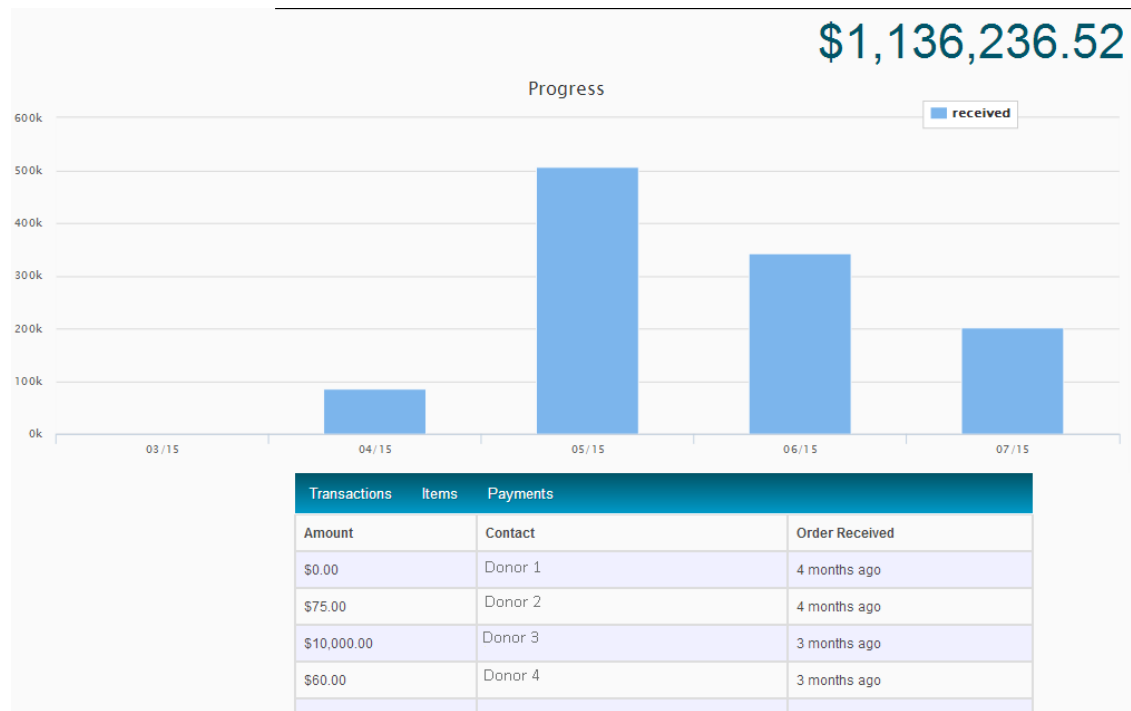
Embedded Dashboards & Reports

Some reports combine summaries, charts, lists and links to system functions into Dashboards. Dashboards are designed with specific purpose in mind:

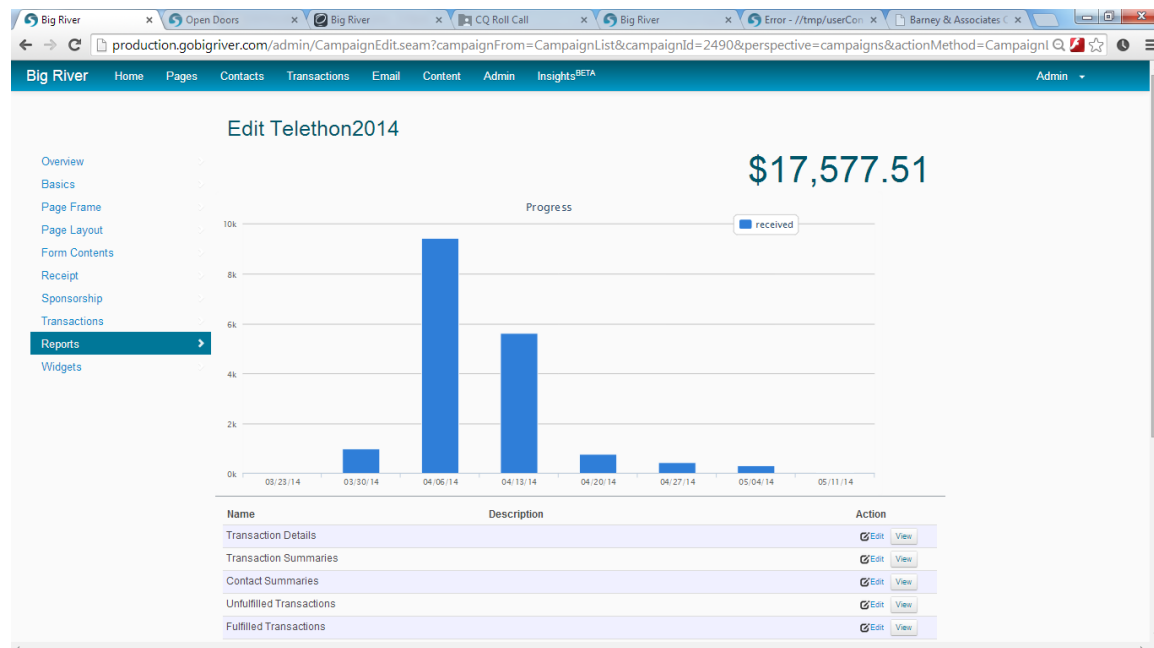
DONOR COMMERCE OVERVIEW - Shows YTD performance across the entire platform. Graph indicates month to month intake. The left hand column shows a list of donor commerce pages with the amount raised and the number of transactions on each. The column to the right is a live feed of incoming transactions. Inset box highlights key metrics.



PAGE OVERVIEW - shows performance on a single donor commerce page. Total raised on that page is indicated at the top. Graph indicates month to month intake. Chart below is a live feed of incoming transactions on the page.



PAGE SUMMARY - summarizes activity and presents a list of reports which are filtered to the form.



production.gobigriver.com/admin/reports/Report.seam?reportId=123&perspective=campaigns&logic=and&cid=8401

Big River Home Pages Contacts Transactions Email Content Admin Insights^{BETA} Admin

Veterinary Wishlist
Vet Wishlist
ZVeterinary Wish List
2014 Actives Annual Convention
Telethon2014

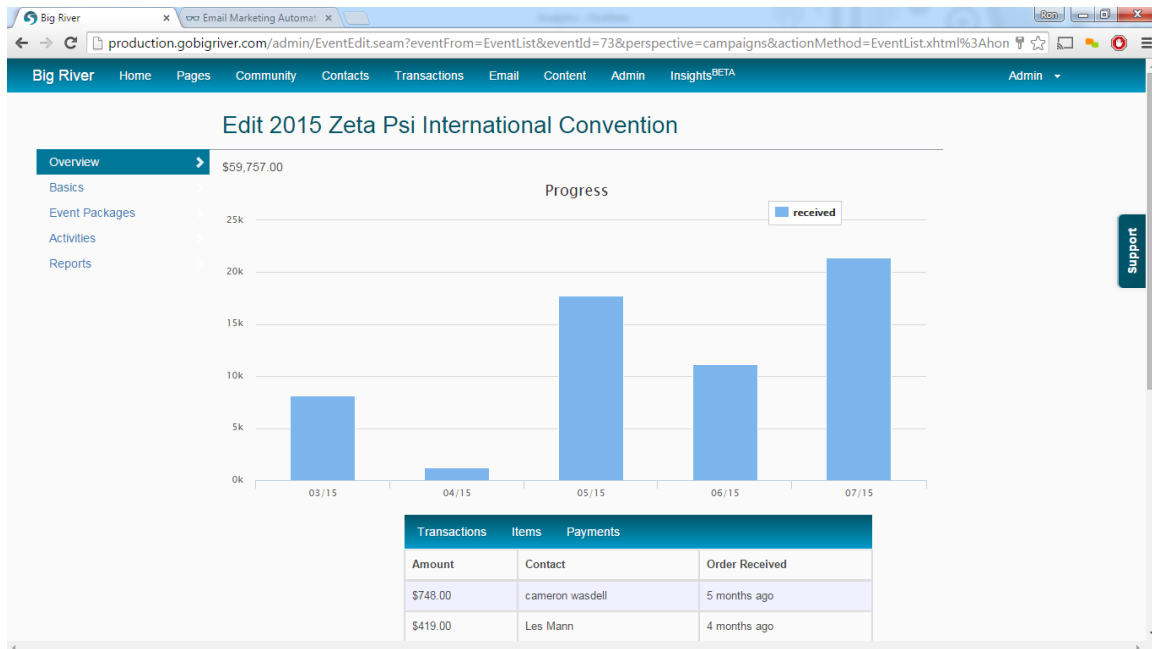
odi.name	Number	Total
WRUW Logo Fleece Jacket	24	2400.00
Set of 3 WRUW T-Shirts with 2014 designs	16	1600.00
WRUW Logo Messenger Bag	16	1600.00
15-CD Exploration Pack	12	1200.00
2014 MeoWRUW T-shirt	24	1200.00
Ceramic Coffee Mug	20	1000.00
6-CD Exploration Pack	20	1000.00
2014 Radio Logo T-shirt	17	850.00
Pint Glass with WRUWbot logo	27	675.00
Set of 4 Pint Glass with WRUWbot logo	6	600.00

Export

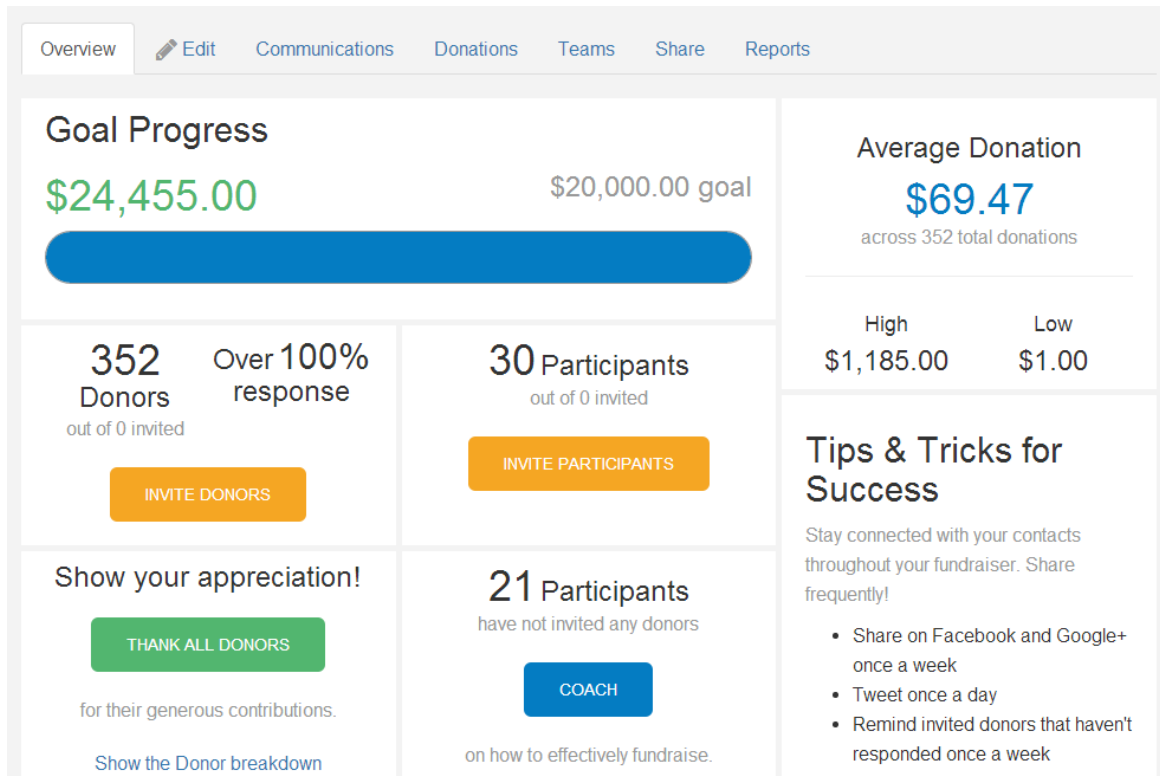
Support | Contact Us | Terms of Use | Policies

Copyright © 2011-2014 Big River Online
\$Revision: 1.7 \$ of \$Date: 2012-04-27 11:42:02 \$

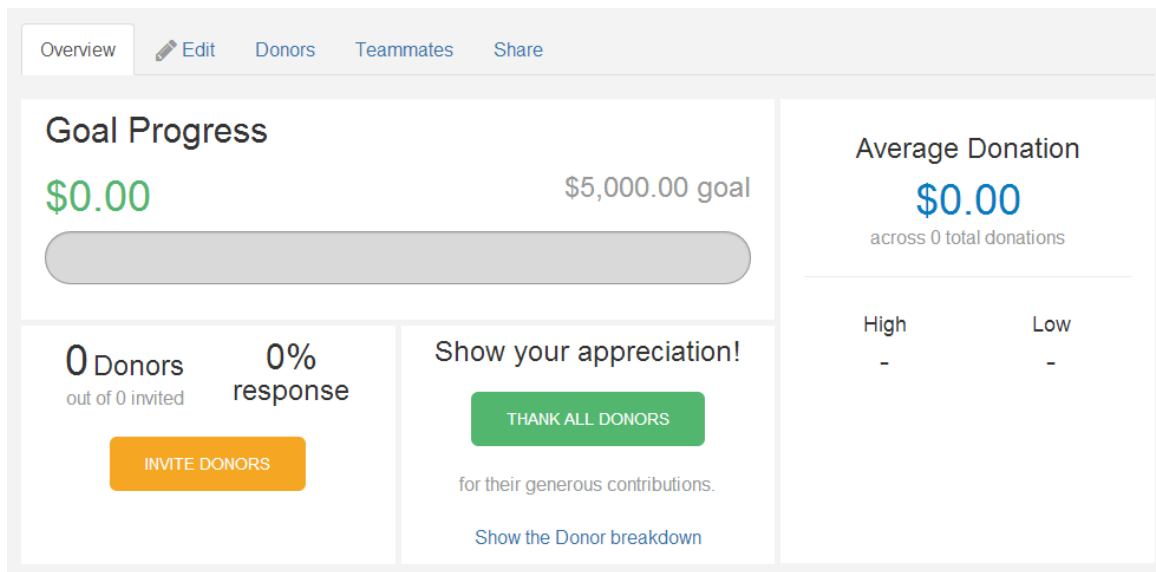
Programs like events and raffles have similar overview and summary content.



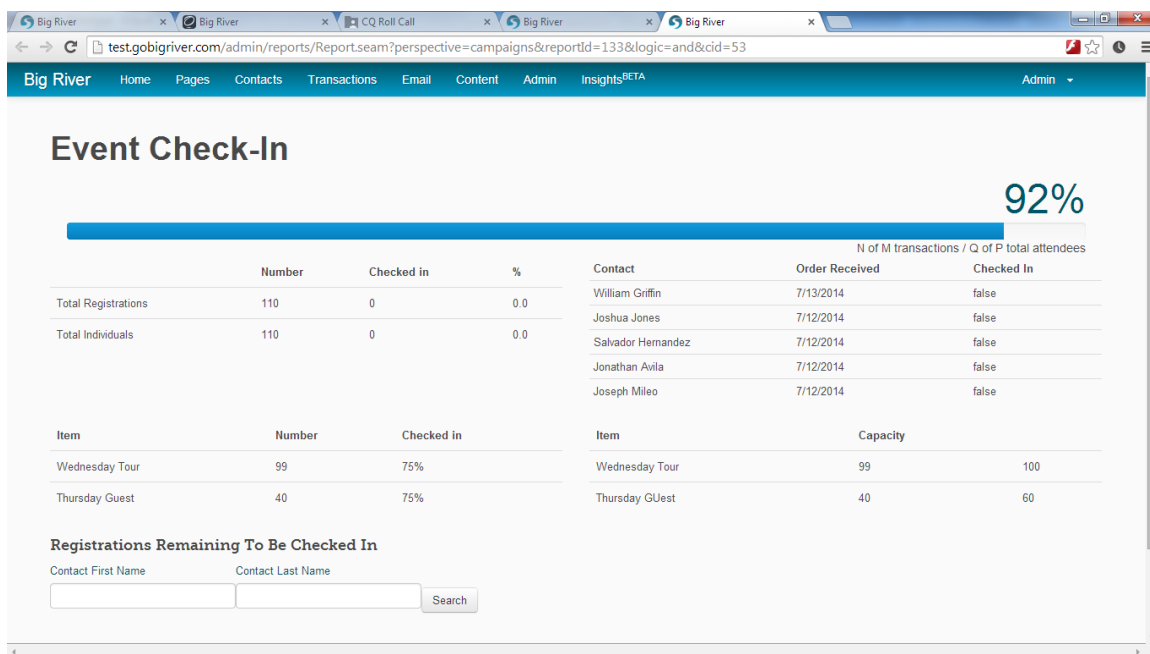
TEAM CAMPAIGN MANAGEMENT - shows progress to goal for a team campaign along with key stats and prompts to guide the campaign manager. Tabs along the top indicate other functions available in the dashboard - Campaign Page Edit, Communications Management, Donor Management, Team Management, Sharing Tools and Reports.



TEAM LEADER DASHBOARD - shows progress to team goal as well as key stats and prompts to guide the team leader to reach the fundraising goal. Tabs along the top indicate other functions available in the dashboard: Team Page Edit, Manage Donors, Manage Teammates, Sharing Tools - a similar dashboard is present for team members, only the ability to edit the team page is removed.

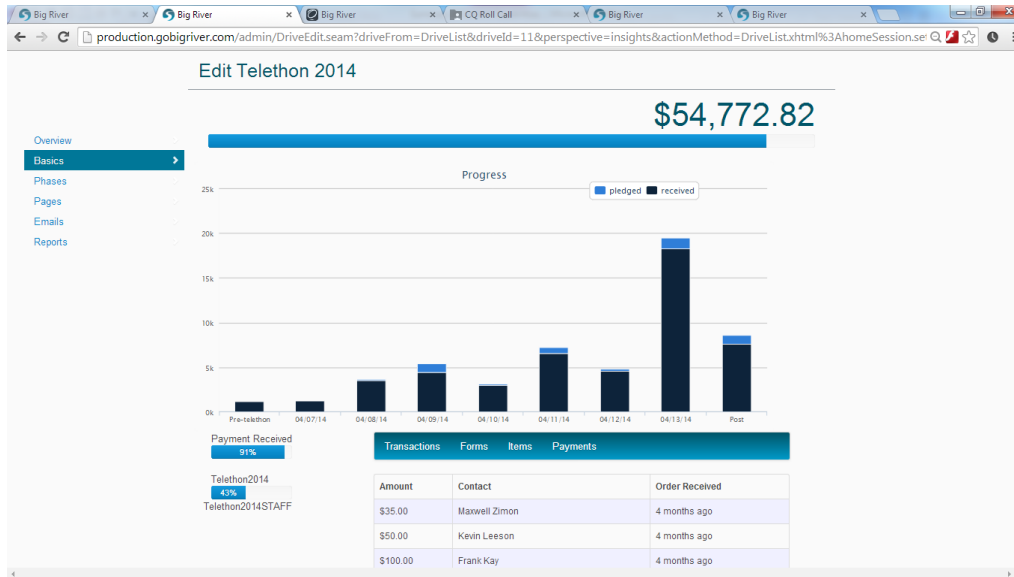


EVENT CHECK IN - operational level detail to support the registration desk at an event

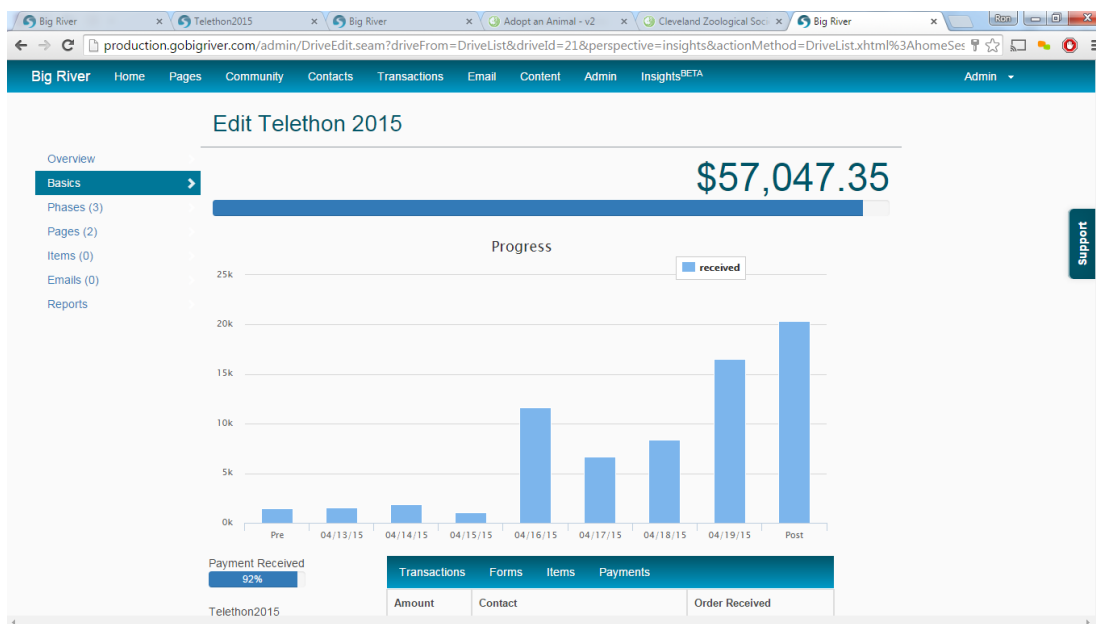


Drives

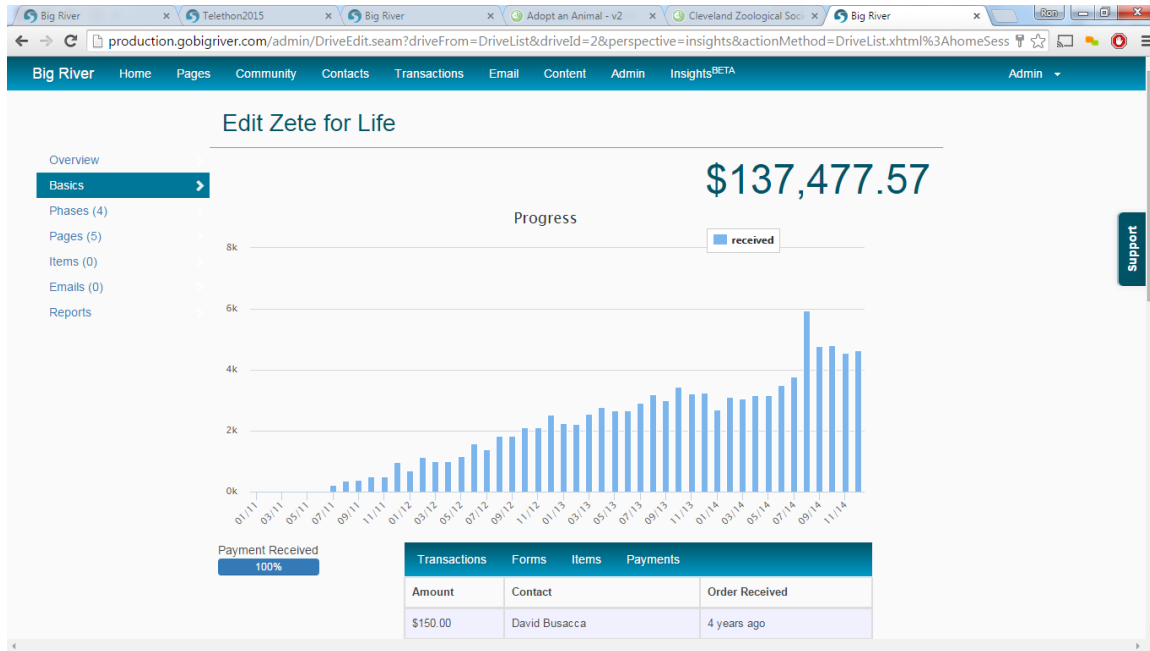
A DRIVE is a way to aggregate forms and items into relevant campaigns. The timescale can be customized into pre, during, and post phases (think of the private and public phases of a capital campaign):



PROGRAM OVERVIEW - shows performance for events, raffles, recurring giving etc. across all forms used for transactions.



CUSTOM DASHBOARDS - show performance of one or more items across multiple forms.



The main dashboard combines high-level summaries, group summaries across different dimensions to provide quick information. Detailed reports are automatically filtered in the context of the selections in the DRIVE, and are generated from a predefined list and automatically augmented.

Automated Report Generation

Any Contact, Transaction or Item can be extended with custom database fields. These are similar in effect to Attributes in RE, with the exception that the schema must be defined - these fields will be common across all Contacts in an account, or Transactions within a particular form, or across all ordered Items of a particular type. There is no ability to arbitrarily add name/value pairs to individual items.

The reporting engine automatically generates summaries and cross tabs across these extended fields. You don't have to write custom summary reports on your custom fields.

The screenshot shows a web browser window with the Big River application. The URL is `production.gobigriver.com/admin/reports/Generic.seam?logic=and&cid=8314`. The navigation bar includes links for Home, Pages, Contacts, Transactions, Email, Content, Admin, and Insights^{BETA}. The main content area displays a cross-tab report for the query `call crosstab(2490, 2491, 37)`. The report table has columns for item names and six size categories: XL, Small, XXXL, Medium, Large, and XXL. The data rows are as follows:

name	XL	Small	XXXL	Medium	Large	XXL
2014 MeoWRUW T-shirt	3	7	0	10	4	0
2014 Radio Logo T-shirt	7	2	0	3	5	0
Set of 3 WRUW T-Shirts with 2014 designs	3	0	3	5	2	3
WRUW Logo Fleece Jacket	7	3	2	5	7	0

Below the table are buttons for 'Export' and 'Generate Documents'. At the bottom of the page, there is a footer with links for Support, Contact Us, Terms of Use, and Policies, along with copyright information: Copyright © 2011-2014 Big River Online, and a revision/date string: \$Revision: 1.7 \$ of \$Date: 2012-04-27 11:42:02 \$.

Big River Home Pages Contacts Transactions Email Content Admin Insights^{BETA} Admin ▾

production.gobigriver.com/admin/reports/Generic.seam?logic=and&cid=8282

SELECT odi.name, count(po.id) as Go

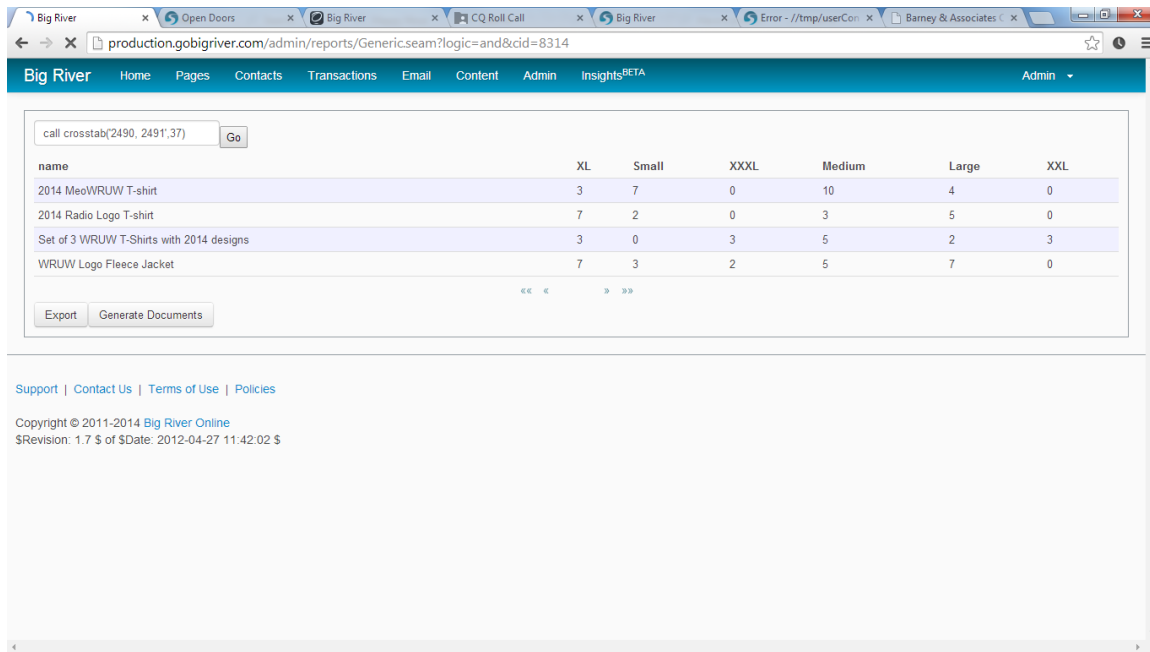
name	Number	Total
WRUW Logo Fleece Jacket	82	10835.00
Miscellaneous	86	9100.00
WRUW Logo Messenger Bag	43	6100.00
Pint Glass with WRUWbot logo	82	5157.00
2014 MeoWRUW T-shirt	58	4190.00
Set of 3 WRUW T-Shirts with 2014 designs	25	3540.00
15-CD Exploration Pack	26	3465.00
Ceramic Coffee Mug	41	3425.00
2014 Radio Logo T-shirt	42	3250.00
Airtime	21	2970.00
Set of 4 Pint Glass with WRUWbot logo	15	2250.00
6-CD Exploration Pack	30	2185.00
Coffee Tumbler	22	1925.00
Black Baseball Cap with WRUWbot logo	19	1275.00
Set of 4 WRUW Shot Glasses	28	915.00
The WRUW Boilermaker Set	13	601.00
Cash, Johnny: Out Among The Stars	6	570.00
Dum Dum Girls: Too True (LP)	3	400.00
Toddler Size (XS) T-shirt	9	400.00

Big River Home Pages Contacts Transactions Email Content Admin Insights^{BETA} Admin ▾

production.gobigriver.com/admin/reports/Generic.seam?logic=and&cid=8324

SELECT (select cp.value from Cust Go

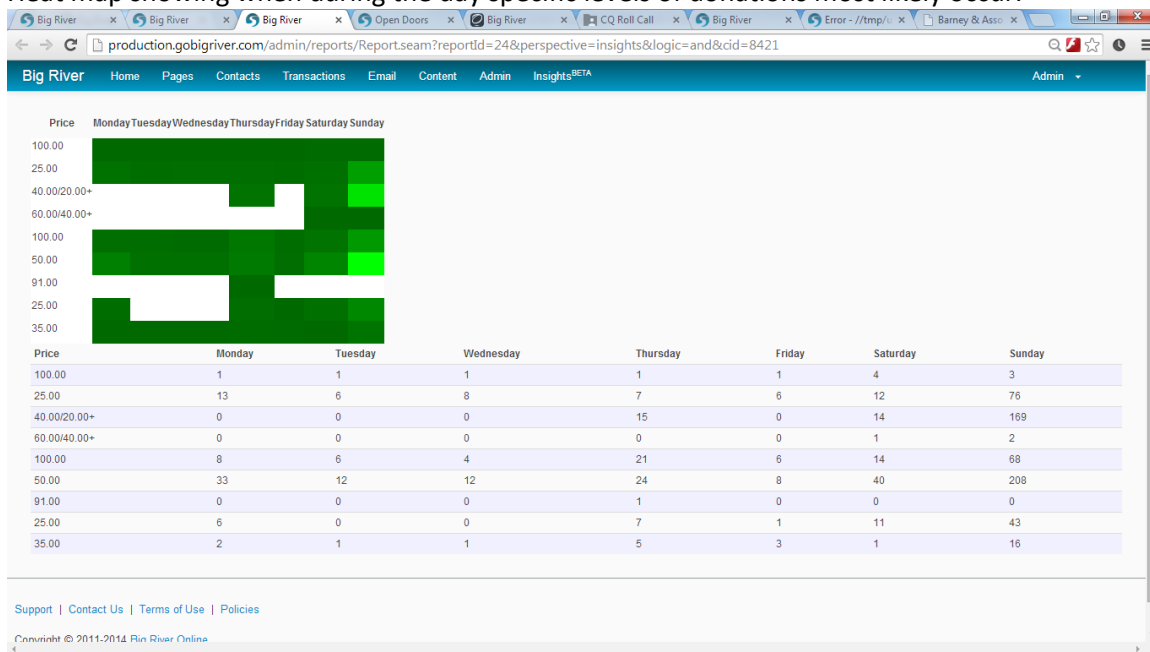
2014 Program Guide	Number	Total
82 - stonecoldbikini	50	3824.00
94 - Chasing Infinity	40	3545.00
83 - Roll Away the Dew	39	2900.00
43 - Dare Waves	22	2665.00
	33	2490.00
96 - Sunday Matinee	24	2485.00
99 - Erie Effusion	35	2470.00
87 - Radio Italia	21	2389.51
75 - Metal Meltdown	16	1535.00
28 - Maximum Consumption	19	1410.00
6 - Defend Cleveland	18	1325.00
78 - Down by the Cuyahoga	6	1080.00
81 - Diversified, Inc.	9	1080.00
29 - Children of the Metal Movement	14	1080.00
95 - The Cream of Broccoli Radio Hour	15	1055.00
85 - The Occasional Detour	16	980.00
59 - Polka Changed My Life Today	18	960.00
84 - It's About Justice	11	940.00
58 - Woodchopper's Ball	18	880.00



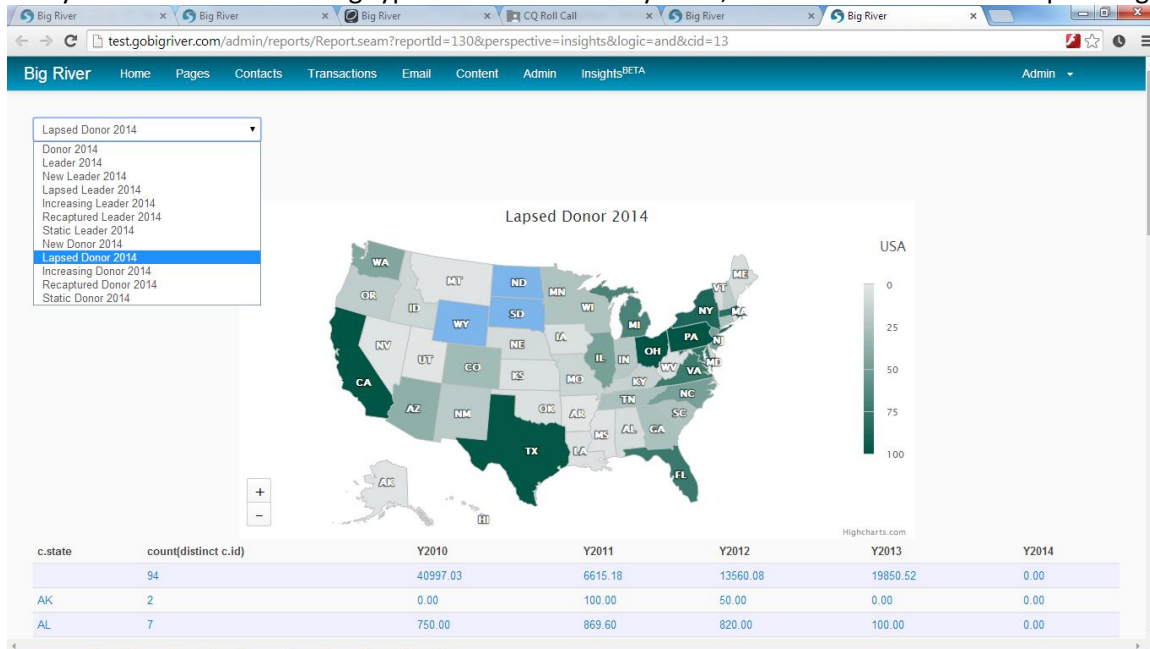
Advanced Analytics

Custom dashboards and reports can be created in response to specific customer scenarios.

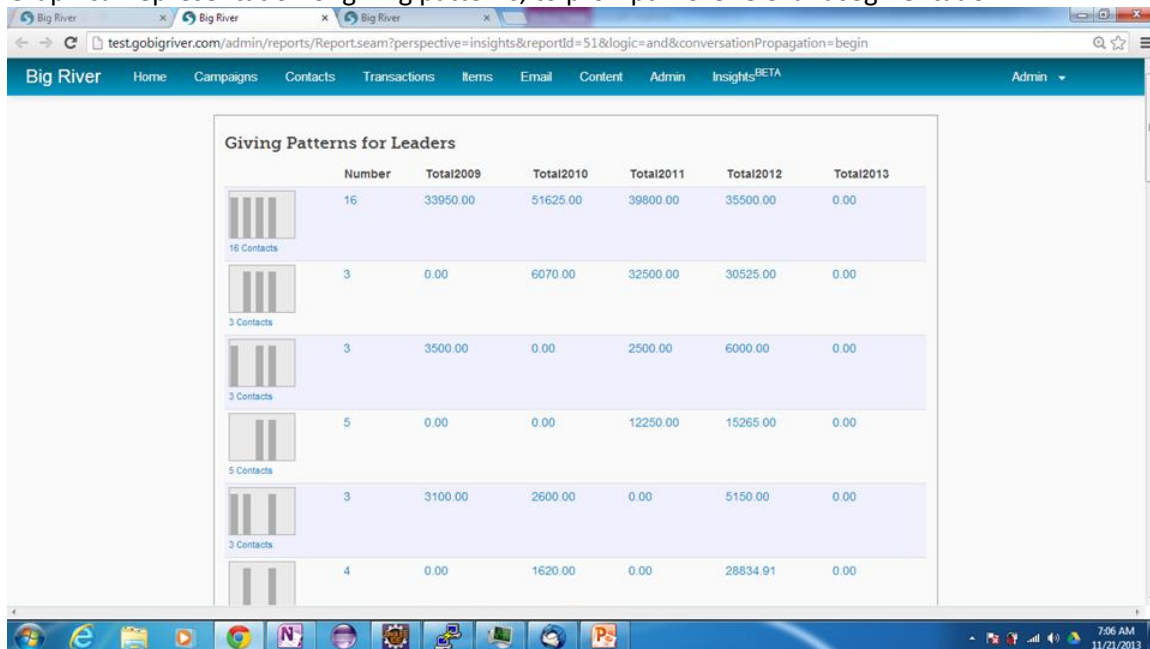
Heat map showing when during the day specific levels of donations most likely occur.



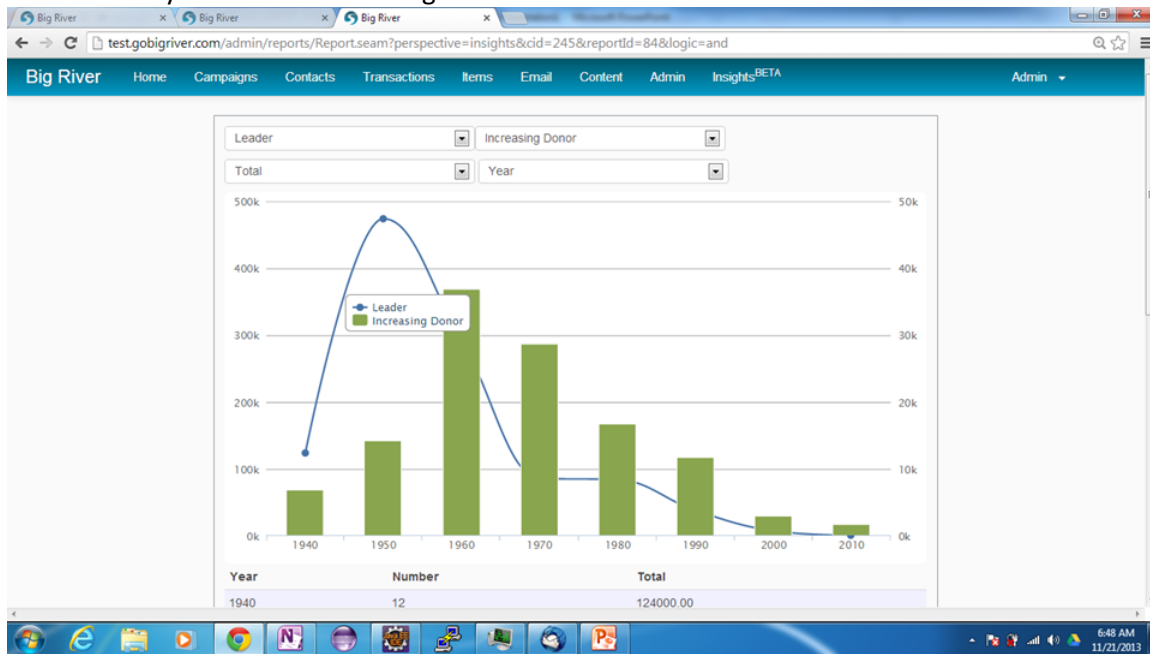
Analytical dashboard showing types of constituents by state, to be used for solicitation planning:



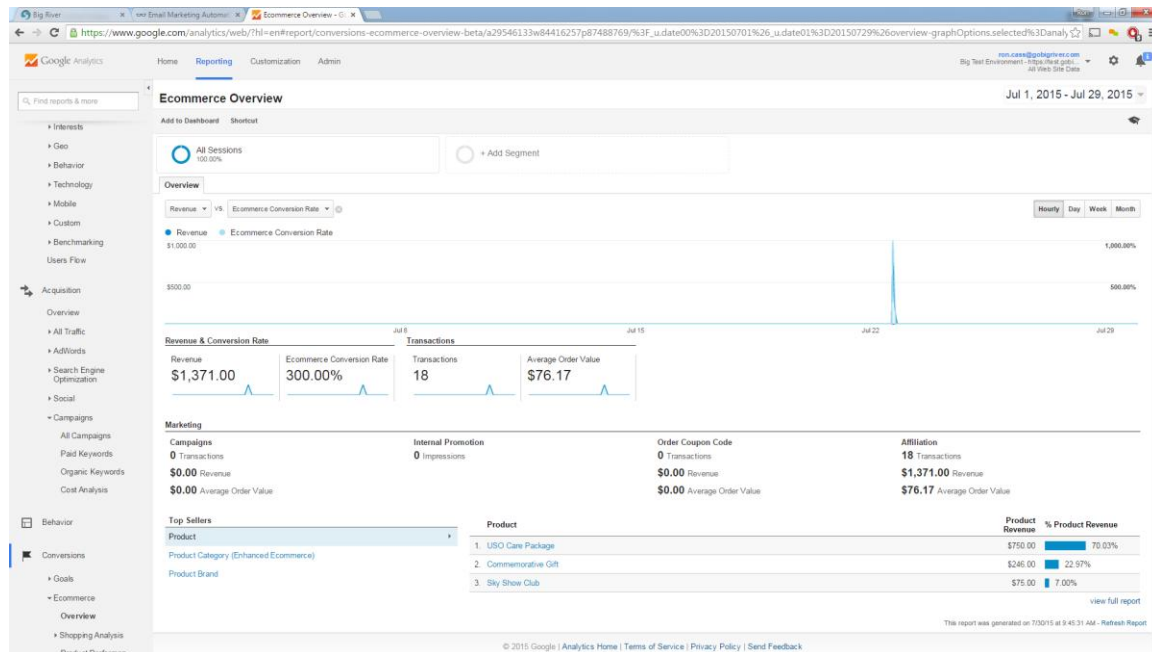
Graphical representation of giving patterns, to prompt more relevant segmentation:



Detailed analyses for understanding donor behavior and trends:



Google Analytics



Big River sends detailed visit, click and eCommerce information to your Google Analytics account. Within Google Analytics you can analyze:

- Acquisitions per page and campaign, telling you what appeals, ads and searches drove traffic to your pages.
- Conversions per page and campaign, telling you the dollar value of your pages, appeals and ads.
- Revenue per item or item type across pages or campaigns.
- Heat maps of constituents' activity on your pages, telling you what people are clicking on and where they are abandoning transactions.

Database Integration

Integration with Raiser's Edge is a process that combines automated analysis with a simple user interface to ensure that complete and correct data gets into your database.

On a periodic basis, recent transactions from Big River are compared with the Raiser's Edge database. Automated analysis scans the transaction contact information to find a best matching record, or recommends a new constituent be created. Best match will scan records to account for Spouse / partner relationships and Multiple addresses to ensure duplicate constituent records are not created.

Database administrators are then presented with an easy to use list of transactions and recommendations. Appropriate actions will be selected by default for rapid confirmation. Available options presented are:

- Match to existing record - with option to update given address as the primary address in RE
- Add as New Record - using given address as primary address and any additional contact information as spouse / partner
- Ignore - do not import data

Cleveland Zoological Society Portal Management System

Start Date: 2014-06-25 Start Time: []
End Date: 2014-06-25 End Time: []
Show Transactions

C25 Recordation Report > Online Transactions - Raiser's Edge Generated: June 26, 2014 08:41:58 EDT

Transaction ID	Contact ID	Entry Received	First Name	Last Name	Spouse First Name	Spouse Last Name	Address	City	State	Zip	Email
Transaction ID: 73471											
<input type="radio"/> New Record [?]	8	06/25/2014 00:14:20					1360 []	Cleveland Hts	OH	44121	[]
MS - Exact on Primary	944052						1360 []	Cleveland	OH	44121-1062	[]
							1360 []	Cleveland	OH	44121-1062	[]
<input type="radio"/> Ignore							1360 []	Cleveland Hts	OH	44121	[]
Transaction ID: 73472											
<input checked="" type="radio"/> New Record [?]	8	06/25/2014 01:01:03					100 []	Brookview Heights	OH	44147	[]
<input type="radio"/> Ignore											
Transaction ID: 73482											
<input type="radio"/> New Record [?]	8	06/25/2014 05:15:17					207 []	Berea	OH	44017	[]
MS - Exact on Primary	965242						207 []	Berea	OH	44017	[]
							207 []	Berea	OH	44017	[]
<input type="radio"/> Ignore							207 []	Berea	OH	44017	[]
Transaction ID: 73484											
<input type="radio"/> New Record [?]	810398	06/25/2014 07:17:10					381 []	Shirlington	OH	44122	[]
MS - Perfect Match	810398						1630 []	Wadsworth Heights	OH	44138-0327	[]
							1630 []	Wadsworth Heights	OH	44138-0327	[]
<input type="radio"/> Ignore							581 []	Shirlington	OH	44122	[]
Transaction ID: 73485											
<input checked="" type="radio"/> New Record [?]	8	06/25/2014 07:40:03					3411 []	Parma	OH	44134	[]
<input type="radio"/> Ignore											

After this reconciliation process, RE import files that are appropriate, correct & complete are exported.

Supported files include:

- Constituents, with addresses
- Constituent attributes
- Gifts
- Gift attributes
- Event
- Membership

where the attributes, gifts, etc. are linked to the appropriate constituent.

The supported import process in Raiser's Edge is then used to complete the import process.

Configuration of data integration is part of the initial platform setup and configuration. Tasks include identifying which fields from Big River to collect and extract and mapping to the organization's Raiser's Edge database. Future changes are addressed through ongoing support contracts.

DYNAMIC CODING

Coding in Big River enables the organization's staff to specify Fund, Campaign, Appeal and Package codes on a page or item basis.

The screenshot displays the Big River administration interface. The top navigation bar includes links for Home, Pages, Community, Contacts, Transactions, Email, Content, Admin, and Insights. The main content area is titled 'Edit GCFB Donations - Summer 2015 match eAppeal 3'. On the left, a sidebar menu lists various configuration options: Overview, Basics (selected), Page Frame, Page Layout, Form Contents, Confirmation, Confirmation Email, Email Center, SEO/Social Settings, Sponsorship, Transactions, Widgets, and Reports. The 'Basics' section contains several form fields: 'Name' (GCFB Donations - Summer 2015 match eAppeal 3), 'Page Name' (Summer match 3), 'Page Type' (Single Order Form), 'Status' (Public), 'Account' (CieFoodbank), 'Archived' (checkbox), 'Open Enrollment' (checkbox), 'Integration Code' (3330.CFB2015.eAppeal.W0715C), 'Redirect Page' (dropdown), 'Enforce Blacklisting' (checkbox), 'Short URL Code' (K993PECL), and 'Allow Anonymous' (checkbox). At the bottom of the form are buttons for 'Duplicate', 'Save and Exit', 'Save', 'Delete', and 'Cancel'. A 'Tasks' button is also visible. The footer contains support and contact information, copyright notice, and build number.

Additional coding can be accomplished by adding hidden custom fields to form or items.

Data import from Raiser's Edge into Big River, to enable platform analytics and email marketing is available as a support option.

Security

Big River ensures security of credit card data during transactions by maintaining PCI-DSS compliance. The Payment Card Industry Data Security Standard (PCI DSS) is a proprietary information security standard for organizations that handle branded credit cards from the major card schemes including Visa, MasterCard, American Express, Discover, and JCB.

<https://www.pcisecuritystandards.org/>

As part of our compliance, Big River does not store credit card numbers or card verification (CVV) codes in any way.

Big River's servers that process transactions are scanned periodically by a third-party to ensure that they meet eCommerce standards for data security.

In addition, the following daily processes are part of our ongoing operations:

- We subscribe to and monitor the US Government's National Cyber Awareness System alerts for newly discovered software vulnerabilities and remediate any applying to our systems.
- We update servers periodically to keep them up to date with anti-virus and other security updates.
- We monitor alerts from the payment gateways we support for changes to their systems.
- We monitor errors received from calls to the payment gateways we support to detect inappropriate use.
- We stop traffic from internet addresses that are suspected of inappropriate use via our own 'blacklist'.

As a result, our customers can add the TrustWave logo to their forms, signifying to their constituents that their transaction is secure.

THE CLEVELAND MUSEUM OF ART

Memberships and Donations

Question about benefits?

Call the Membership Department at 216-707-2268 or [view benefits for all membership levels.](#)



Payment Processing

Big River can support multiple payment options per form, and your staff may add or remove them from a page at any time. For example, an event may include a credit card payment option and a 'bill me later' option until the day before, when the 'bill me' is removed.

Big River supports the following payment options:

VISA, MasterCard, DISCOVER - Big River provides a merchant account and payment gateway for these cards, depositing funds directly into the organization's bank account, less fees.

American Express - Big River's payment gateway can process American Express cards. Organizations must acquire an account directly from American Express.

Electronic check (ACH) - Big River supports direct withdrawal from a constituent's bank account via ACH.

Bill me later - deferred billing is available and used mostly for organization and corporate transactions where they prefer to pay via an invoice. Invoices can be generated as PDF files.

Free - forms with no paid-for items (such as forms which only collect contact info) do not present payment prompts.

All credit card and ACH transactions can be used for recurring donations. Big River can integrate with a select number of payment processors for organizations with existing eCommerce capabilities in place.

For the safety and security of your donors, no credit card information is stored in Big River.

Prompt Donors to Cover Fees

Transaction fees can be passed on to the donor as an option or automatically. Fees can be fixed on a per-item basis, or calculated for the entire transaction. (On average, 80% of donors agree to cover fees)

Offline Transactions

Offline transactions can be added to the Big River database for the purposes of reporting and list management.

Refunds

If a refund needs to be issued, this can easily be accomplished with a few clicks. If the transaction was recent, we first attempt to "void" the transaction. If it has already been thoroughly processed, then a full refund can be issued back to the card used for the initial transaction.

Support

Big River is committed to providing unparalleled client support. Three different levels of support are available. In all cases replies come from real staff with real understanding of the product who work with you to promptly resolve any questions/issues.

Online Support

When logged into the platform, any user can reference FAQs and User guides or contact Big River support. The following help categories are available:

- Technical Issue / Error
- General Question
- Feature Request / Suggestion
- Billing Question

As soon as a ticket is created, Big River support is notified and you will receive a prompt response via email. A login may be created to enable you to easily keep track of your tickets.

Phone Support

Phone support is available 8:30 - 5:30 PM EST.

Operational Enhancement

Big River may be retained to supply page setup, custom reports or analytics interpretation. This service may be purchased in monthly blocks or a la carte.