



Ticketing Events

Running ticketed fundraising events through DONATE™ such as a Comedy Night, Quiz, Seminar or Festival, here's how. Tickets can be sold by web and text donations and removes the need for costly paper tickets.

DONATE

[Sign in or create an account](#)

Online Guided Relaxation Journey Fundraiser



RELAX

[Ermysted's Grammar School Parents Association](#) - Yorkshire and the Humber

BUY

Online Relaxation Fundraiser, via Zoom, on Saturday 6th February at 10.00 - 10.45am. Online Guided Relaxation Journey with Amy Brown, Clinical Hypnotherapist at The Power of Your Mind.

45 minutes of you time to enhance your wellbeing followed by an optional online coffee and chat afterwards. Let go of any tensions and concerns and melt into calm with your own unique journey in nature. N.B: This session is aimed at adults although children from age 8-10 upwards are welcome to join if they would like.

You will receive the Zoom link via email or text once you have booked your ticket.

How to make the most of the session.



How to set up and administer ticketed events on your portal

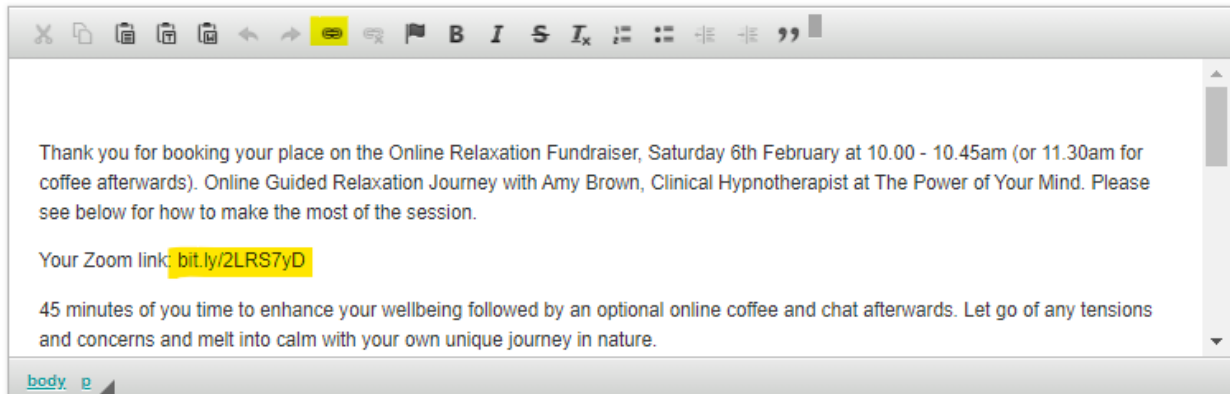
1. Start a new campaign and change the Keyword to something relevant to the event. Request our Basic User Guide if you need help to do this.
2. Complete the Campaign Description by selling the benefit of your event. Upload your images.
3. Amend your Thank-you messages.

1st Text reply: Thank you for booking your place on the Event, Date, Time. [insert hyperlink to your event] Remember to remove the Gift Aid hyperlink and replace it with the event hyperlink.

Web: Thank you for booking your place on the Event, Date, Time. <insert a hyperlink to your event> You will need to use the formatting controls shown below to insert the hyperlink.

Email thank-you message

Your message must not infer the donation is 'to XXX' where XXX is the name of your organisation or your campaign. For further guidance on this and other points please refer to the [Advertising Guidelines](#)



After making a donation, a follow-up email will be sent containing this message.

4. Change the radio-button values to reflect your web ticket prices. Please email hello@nationalfundingscheme.org with your request.

A screenshot of a donation form. At the top left is the word "DONATE" in blue, and at the top right is a "Sign In" link. Below this is a header "Online Guided Relaxation Journey Fundraiser" with a "RELAX" button. The main content area is titled "Please select an amount" and features five radio buttons for donation amounts: £10 (selected with a blue checkmark), £20, £30, £40, and £50.

5. So we can make the required system change, you **must** notify us that this is a ticketed event before making the campaign live.
6. Turn off the "Display Donation Stats" found under the Campaign Activation Tab in the portal.
7. Promote the sale of your tickets by directing participants to **easydonate.org/<KEYWORD>** for Web tickets and **Text <KEYWORD> to XXXX** for Text tickets. Request our campaign toolkit for more help with promotion and marketing.
8. Ticket holders details can be found on the excel download under the "Reports & Data" Tab, should you need to notify them of any changes or send event reminders.

Good to know

Gift Aid can be applied on certain charity event tickets. If entry to your event is by a voluntary donation then Gift Aid can be applied. It may also be possible to claim Gift Aid on any voluntarily donated element included within the price of a ticket.

See:

<https://www.gov.uk/guidance/gift-aid-what-donations-charities-and-cascs-can-claim-on#charity-events>

or contact us to discuss.

Multiple tickets can be purchased by a single individual on behalf of a group by changing the radio-button amounts incrementally. This reduces the number of transactions and is useful if your event numbers are unrestricted. For example a £10 ticket can be purchased on the £10 radio-button, 2 £10 tickets on the £20 radio button and so on. This would also need to be communicated in your Campaign Description.

Text tickets can only be sold at £1, £3, £5, £10, £20 or £30.

DONATE™ cannot automatically limit the number of tickets or create waiting-lists. It can be used for ticket purchases but not ticket management.

In-Event Asks

To maximise your fundraising efforts we recommend also using "In-Event asks". Donations can be collected via web and text. Our experience shows the text approach works best to avoid participants navigating away from a virtual event when donating or for outdoor events where there is little WiFi service. Identifying a 'donation moment' to make a donation may also reduce viewer frustration and increase donations.

You can see examples of "In-Event asks" here:

<https://www.nationalfundingscheme.org/better-giving-in-action/red-for-ruth/>

<https://www.nationalfundingscheme.org/better-giving-in-action/covid19-st-johns-hospice/>

A separate campaign should be set up to facilitate this.

For help with event promotion and marketing please see our [How to promote your campaigns, causes and events](#) page.