



Amplify | Events Socially-enabled Event Fundraising via Facebook

Frequently Asked Questions

Badge

What is a Badge?

A Badge is a mini widget displayed on an event participant's Facebook profile. When friends visit the participant's Facebook profile, they see the Badge. The Badge is branded for the organization and event ex. Arthritis Foundation Walk 2009 San Diego. It is also personalized for the participant with their inspirational message, their fundraising goal and results, and a link to their personal fundraising page.

How are the Badge and Dashboard related?

The Badge and Dashboard work together. The Badge tells other Facebook members that the event registrant is participating in the event, and fundraising. The Dashboard is home base for the participant to communicate, collaborate and coordinate their fundraising efforts with teammates and other participants inside Facebook.

See also - Dashboard: What is a Dashboard?

What information is on the Badge?

The Badge has information about the organization and event, the event date, and an inspirational message added by the participant (e.g. "I'm walking for my mom"), along with the participant's name, fundraising goal, fundraising results to date (numbers and graphic barometer), and a button linking to the participant's personal fundraising page.

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Is the information displayed on the Badge in real-time?

Yes, the fundraising results are pulled from the Convio or Blackbaud database in real-time.

Is the information displayed on the Badge personalized for each participant?

Yes, the participant may add an inspirational message of their choosing. Additionally, the Badge displays the participant's name, fundraising goal, fundraising results to date (numbers and graphic barometer), and a button linking to the participant's personal fundraising page.

How do participants input the custom message on the Badge?

After registering online for the event, the participant is linked to a Facebook page that explains the Badge and the Dashboard. The participant is then asked to add an inspirational message for their Badge (along with a few other items).

Can we change the Badge layout and branding to match our organization?

Yes, definitely. Included in the standard price, you specify your organization's logo, your event name(s), and a brief message about your event or cause. For an additional fee, we will further customize the design and layout of the Badge.

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Frequently Asked Questions

Dashboard

What is the Dashboard?

The Dashboard is home base for your participants to communicate, collaborate and fund-raise in Facebook. Formally speaking, it is a Facebook Application. Practically, it looks like a mini website inside Facebook that helps participants communicate with their friend network in Facebook (some messages are generated automatically), collaborate with team mates and other participants, monitor their fundraising progress, and receive updates from you, the host organization.

How are the Dashboard and Badge related?

The Badge and Dashboard work together. The Badge tells other Facebook members that the event registrant is participating in the event, and fundraising. The Dashboard is a home base for the participant to communicate, collaborate and coordinate their fundraising efforts with team mates and other participants inside Facebook.

Does the Dashboard post automatically to the participant's status line in Facebook? To the donor's status line?

The participant can post to their own status line in Facebook via the Dashboard, and a link to the participant's personal fundraising page is added, along with a source code specific to Facebook. Some messages are generated automatically as well, for example, when a donation is made to the participant, a message goes out automatically to the donor's and participant's network in Facebook.

Does the Dashboard work with event teams?

Participants can locate and communicate with fellow team members (who are on Facebook) using the Dashboard. However, the Dashboard does not (today) automatically assemble and connect team members. This functionality is anticipated in a future release.

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Frequently Asked Questions

Integration with Convio & Blackbaud/Kintera

Are the badge and dashboard integrated with Convio Friendraiser and Blackbaud (Kintera) Friends Asking Friends?

Yes, both the Badge and Dashboard are integrated with either Convio or Blackbaud. The Badge and Dashboard both pull and display information in real-time from Convio or Blackbaud specific to the event participant. Technically speaking, we use the API's from Convio and Blackbaud to securely access the participant data. The data pulled from these vendor databases includes participant name, event(s), fundraising goal, fundraising revenue to date, link to personal fundraising page, and other information.

How do you make sure the Badge and Dashboard integrate securely with Convio or Blackbaud?

We get the participant's permission and we use the API's (interface) supplied by Convio and Blackbaud which is built ensure the security of the supporter information.

How does the Facebook data integrate with Convio Friendraiser and Blackbaud (Kintera) Friends Asking Friends?

Convio and Blackbaud (Kintera)

How do you process donations in Facebook?

All donations are processed through the participant's Convio or Blackbaud personal fundraising form. Links appearing in Facebook on the participant's Badge connect to the participant's Convio or Blackbaud personal fundraising page.

Do you sync up the participant's Facebook profile with their Convio or Kintera account? Username and password?

Yes. The first step in creating the participant's Facebook Badge and Dashboard asks the participant to sign in to Convio or Blackbaud thereby creating a link between the participant's Convio/Blackbaud account and their Facebook profile.

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Participants and Registrations

How do participants collaborate using the Dashboard?

Participants share information via a Participant Wall accessible via the Dashboard. The Wall is a stream of messages posted by participants to all other participants or to individual participants, with the option for other participants to comment on posts.

Do all participants get a Badge and Dashboard?

Yes. By default all participants get a Badge and Dashboard. Some clients have chosen to only offer the Badge to event participants. This is not the best way to maximize participants' fundraising results, but it is a feasible approach.

What is the process for adding a Badge and Dashboard to the participant's Facebook profile?

Typically the participant clicks on a link on the Thank You page of the event registration process (or a similar link in an email from the event organizer). The participant is connected to a Facebook page that asks them to confirm that they want to add the Facebook Fundraising Application. After doing so, the participant is asked to sign in to their Convio or Blackbaud account. Lastly, the participant adds a few pieces of information: confirms their event, and adds a personal message. The Badge is added to their Facebook profile and the Dashboard is presented to them.

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Frequently Asked Questions

Data and Reporting

Is the donation collected on Facebook?

No. All donations solicited from Facebook via the Badge or the Dashboard are links to the participant's Convio or Blackbaud personal fundraising page, where the donation is electronically processed and added to the event database.

Is the Facebook data integrated with the Convio or Blackbaud (Kintera) data?

Yes. The participant's Facebook profile and Convio/Blackbaud account are connected. Donations solicited via the Badge or the Dashboard are links to the participant's Convio or Blackbaud personal fundraising page, where the donation is electronically processed and added to the event database.

Can our organization see the results in Convio or Blackbaud/Kintera?

Yes. All the usual event and fundraising reports in Convio or Blackbaud will show donations collected via the participant's Facebook Badge or Dashboard. The donation transactions originating from Facebook are source-coded so it is easy to differentiate them from donations originating from other sources. Participants who've downloaded the Facebook Badge and Dashboard are also tagged in the Convio or Blackbaud database.

Can the participant see their donation results for Facebook on the Dashboard? In Convio/Blackbaud?

Yes. Because the donations originating from Facebook are uniquely source-coded, the participant can differentiate donations coming from Facebook versus other channels.

Can we tell the difference between donations that come in from Facebook and other sources?

Yes. The donations solicited through the participant's Facebook Badge or Dashboard are uniquely source-coded, so the hosting organization is able to use the usual event and fundraising reports to see all the donations, and can identify donations that originated from Facebook.

Can we see one report combining donation results for Facebook and other sources?

If you can see one report in Convio or Blackbaud that gives you all the information you need about your event fundraising, and you use a separate report to see the donations originating from Facebook.

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Donors and Donations

Do donors get a Badge?

Yes, they can. Most organizations opt to include Badges for donors (in addition to participants). In this way each of the donors who give to your organization on behalf of a participant, gets a Badge and a message pushed to their status line in Facebook, thereby spreading the word to their Facebook friends. This increases greatly the number of people in Facebook who encounter your brand and event.

Do donors get a Dashboard?

Yes, they can. To date we haven't found many donors using their Dashboard. Unlike the participants interaction with event and the organization is limited, so the Dashboard doesn't present much value for them.

Are donations made from Facebook processed on Facebook?

No. All donations solicited from Facebook via the Badge or the Dashboard are links to the participant's Convio or Blackbaud personal fundraising page, where the donation is electronically processed and added to the event database.

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