

EVERYDAYHERO

# Modern & Engaging Branded Campaigns for Today's Peer-to-Peer Fundraisers & Crowdfunding Initiatives

everydayhero is a simple, scalable, and easy to use peer-to-peer fundraising platform. With everydayhero Pro, your organization can create fully branded campaigns that reflect your organization's unique look and feel.

## REACH & ENGAGE

Intuitive and easy to use, organizations can create peer-to-peer events, team challenges and creative campaigns in minutes that are fully responsive and don't require a web development background. These tools put you in control of this powerful fundraising channel.

Your supporters expect a modern website that looks and functions well on their favorite devices. They are looking for engaging online experiences that compel them to take action for your cause. everydayhero keeps up with the best practices in digital design and nonprofit fundraising to ensure that your campaign will be a success, keeping your fundraisers engaged with your mission and empowered to raise for your cause.

## MANAGE & EXPAND

Your fundraisers will love the social media style personal page that provides a real time record of their journey to support your mission. Sharing stories and asking for donations from their network of friends and family is easy with advanced social media integrations and the ability to post updates, photos and videos from any device.

A corresponding microsite highlights the campaign details and fundraising leaderboards to inform and inspire your supporters during your fun run, awareness campaign, annual appeal, telethon, or whatever campaign you wish to host.

## OPERATE EFFICIENTLY

You and your supporters can be confident donations are processed securely and are properly reconciled and receipted. Your data is instantly available to you and can be easily integrated into The Raiser's Edge and eTapestry with just a few clicks. Spot major fundraising contributors and identify new donors to cultivate.

Intuitive tools, reporting dashboards and educational resources make it easy to scale your peer-to-peer and crowdfunding programs so you can grow without taxing your resources.

## Everything Counts

At the heart of the supporter account sits the Giving Footprint - a unique visualization of all that they really give to their favorite cause.

Through clever integrations with the existing services that nonprofit supporters already use, the Giving Footprint captures and recognizes the time, voice, and money a supporter gives, as well as the collective impact of their community.



## SUCCESS SERVICES

Our objective is to help you showcase your mission while enabling your supporters to deliver maximum fundraising results, so when you sign up for everydayhero, we also give you access to experienced peer-to-peer resources and industry benchmark data to help drive your success. You can join and learn from a global community of organizations already empowering their supporters with everydayhero.



### MOBILE RESPONSIVE

A great web experience on any device your supporters and donors use.



### SOCIAL SHARING

Connected with the world's largest social networks.



### LIVE UPDATING

Share blog, photos, workouts, and videos directly to fundraising pages.



### SIMPLE GIVING

Easy donation form with the option for donors to pay processing fees.



### FITNESS TRACKING

Share workouts on fundraising pages through Strava and MapMyFitness.



### FULL SUPPORT

Email, chat, and phone support for you, your supporters, and donors.

