

Greater Giving Event & Website Set-up Request Form

This form will help get an event and website set-up in Affinity and Greater Giving. The event manager should complete the BASIC EVENT INFORMATION and PART THREE of this form (except for the Affinity base appeal and event ID code). Fields with an asterisk are required. Submit completed form to Paula Yeatman to begin the event set-up process and list the others below who will be involved in this process.

Request Date	<input type="text"/>	Website Go-live Date	<input type="text"/>
Requested by		E-mail	
Location/Office		Phone	
Is this a new event?	YES NO	If NO, please provide the Financial Edge Code and Affinity Event Lookup ID in the tan highlighted boxes below.	

Form Routing:

Affinity Event Creator:		E-mail	
Appeal Creator:	Paula Yeatman	E-mail:	pyeatman@arthritis.org
GG Event Creator:		E-mail	

Information Needed

Last year's event name
Current event name
FE Project Code
Office Location
Event Start/End Dates
Event Start/End Times
Event Category
Event Coordinator
Event Coordinator e-mail
Contact Person (if different than coordinator)
Contact e-mail

Sample Data

SEGA311-2014 Crystal Ball-Atlanta
SEGA311-2015 Crystal Ball-Atlanta
Project code sample
Atlanta, GA
10/27/15 - 10/27/15
5:00 p.m. - 11:00 p.m.
Select from list
Sally Staff
sstaff@arthritis.org
Person to receive e-mail correspondence from web transactions/inquiries
contact@arthritis.org

Site	SEGA331
Event Location/Address	Ritz Carlton 123 Main St Buckhead, GA 12345

AFfinity Attributes

MSA Name	Atlanta
Market Size	Small, Medium, Large, X-Large
Event Chair	Name of Chair
Revenue Chair	Name of Chair
# of Revenue Committee Members	Number of committee members
Honoree	Name of honoree
Sponsorship Goal	Amount of Goal

Sample Data

PART ONE - Creating the Event in AFfinity

Information Needed

Sample Data

AFfinity Event Lookup ID	8-10613342
Assign designation code to event	Update AFfinity Attributes with info above
Associate Appeals	Forward to pyeatman@arthritis.org when complete

PART TWO - AFfinity Appeal & Designation Code Creation

Paula Yeatman

Information Needed

Event Description
Designation Code
AFfinity Appeal Code Base
Sponsorship
Key to a Cure
Online Registration
Offline Registration

Offline Donation

Online Donation

Raffle Tickets

Silent Auction

Live Auction

PART THREE - Greater Giving Project & Website Setup

Information Needed

GG Region Name

Child Account Name

Sample Data

Select region from drop down menu

Select from drop down menu

Project Settings Tab

Volunteer Chair Name

Revenue Goal (Budget
Gross)

Expense Budget

City

Metro Area

Lead Staff/Event Coord

Age of event

Account (Appeal Code
Base)

Alternate ID (AFfinity
Event Lookup ID)

Volunteer Chair's Name

\$125,000

\$25,000

Atlanta

Atlanta

Sally Staff

5 years

SEGA220 2015 Crystal Ball

8-10613342

Registration/Admissions (can be edited later)

Single Ticket Price

Couple Ticket Price

Early Bird Single Ticket

Fair Market Value of Tckt

\$100.00

\$175.00

\$75.00

\$50.00

Additional Ticket/Pricing
Options

Enter additional ticket
option information here

Sponsor Levels

Sponsor Level 1(SP1)*

Bronze Level

Price (SP1)

\$3,000.00

included admissions(SP1)

4

Value of SP1

\$500.00

Benefits of SP1

Includes 4 tickets, 1/4 page ad and 8 drink tickets

Sponsor Level 2(SP2)

Price (SP2)

included admissions (SP2)

Value of SP2

Benefits of SP2

Sponsor Level 3(SP3)*

Price (SP3)

included admissions(SP3)

Value of SP3

Benefits of SP3

Sponsor Level 4(SP4)

Price (SP4)

included admissions (SP4)

Value of SP4

Benefits of SP4

Addtl Sponsor Levels/info

Enter any additional
sponsorship level
information here

Item / Package Sections / Revenue Sources

Item & Package Sections	1st Silent Auction	Check all that apply - use only the options listed
	2nd Silent Auction	
	Admission	
	Ads/Program Book	
	Donations	
	Game/Activity	
	Key-to-a-Cure/Fund-a-need	
	Live Auction	
	Raffle	
	Sponsorships	
	Super Silent Auction	

Tables (this can be edited later)

# of Tables	25
# of Seats (at each table)	10

Accounting Types (Enter budget goals for reporting purposes)

Admission/Registration	Enter Goal - Ex: \$10,000
Games	Enter Goal - Ex: \$2,500
Key to a Cure	Enter Goal - Ex: \$25,000
Live Auction	Enter Goal - Ex: \$40,000
Offline Donation	Enter Goal - Ex: \$5,000
Online Donation	Enter Goal - Ex: \$1,500
Raffle	Enter Goal - Ex: \$3,000
Silent Auction	Enter Goal - Ex: \$15,000

Sponsorship

Enter Goal - Ex: \$75,000

Website Details

Date

Time

Location

Website Template

Gala

Bone Bash

Golf

Other

Pick a template and attach or send a graphic for the website. Ideal size for banner graphic is 130 X 1050.

Graphics

Use attached

Will send

Landing Page Text

Ex: Please join us for the 25th Annual Crystal Ball on October 27th!

Name for landing page link on left navigation bar

Ex: Home

Registration/Donation Page - what tickets / levels should be listed?

Ex: List all ticket levels (except for comp)

Do you want to ask for donations or matching gifts on the registration page?

Ex: Yes - donations

Discount codes? List the name and either fixed amount or percentage off of a registration fee and promotional time

Ex: CBA2015 / \$20 off - no expiration;
EB2015 / 10% off - expires 9/15/15

Name for registration link on the left navigation bar

Ex: Get Tickets Here

Would you like an Item Donation Page? Easily import items and send link to donors.

Ex: Yes - Items Due Sept 30. (include any other instructions)

Name for item donation link on left navigation bar

Ex: Donate to our Auction

Would you like a Catalogue Page? Guests can preview auction items (will not show on website until packages are ready to show)

Ex: Yes - as soon as there are items to display

Name for catalogue link on the left navigation bar

Ex: Preview our Auction

Do you need other pages? (sponsor, honoree or special guest page) Please include the name and function of page

Ex: "View our Sponsors" - include sponsor logos attached.

Do you need other links in the left navigation?

Ex: "About Us" - link to website; "Directions" - link to Google Maps;