

## Introduction to Everydayhero



The Colfax Marathon is committed to helping our 2017 charity partners attract more runners and raise more money than ever before. To help your runners fundraise in a way that's easier for everyone, we have selected everydayhero as an optional, recommended fundraising platform.

([www.everydayhero.com](http://www.everydayhero.com))

### Benefits to You!

- It's easy for you. You have only one step. Sign up to work with everydayhero.
- Once you join everydayhero, they will provide you with a personal 30-minute coaching session to get you set up, if you want it to supplement the step-by-step guidelines they provide.
- To help those to sign up, Everydayhero also plans a special webinar in the fall of 2016 and an on-site work session in February 2017.
- Once you are set up, you send your runners a link so they can create a personal fundraising page that is co-branded with your organization and the Colfax Marathon. Your runner / fundraisers receive on-line coaching about fundraising plus great tech support from real people who answer the phone!
- You receive donations and supporting documentation weekly. Don't be surprised if your donations double.
- We (the Colfax marathon) never touch the funds that your runners raise. The contractual relationship regarding funds raised is directly between you and everydayhero.

**Can't Wait Shortcut:** Sign up as a 2017 Colfax Marathon charity partner and then register your charity with everydayhero by completing the 3-step process for compliance checks here:

<https://heroix.everydayhero.com/us/sign-up>. This allows everydayhero to verify legal requirements for nonprofit status and set you up to receive donations.

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**Want More Information?** Here you go.

**Webinar.** Everydayhero will host a webinar for 2017 Charity Partners in late September. We will have a copy of the webinar for you to watch.

**On-Site Coaching.** In February 2017, everydayhero will host a coaching session in Denver for those who have joined. Bring your laptop!

**Background on everydayhero.** Everydayhero is relatively new to the US although they have been functioning in Australia since 2007. While they are relatively new to the Colfax Marathon, they are used successfully by the LA Marathon, Hood to Coast Marathon, Spartan Race Series, and others. Here are some examples from other events: <https://www.everydayhero.com/us/events/>

After looking at other on-line fundraising platforms, we selected everydayhero because:

- They have the best support (email, telephone, social media, webinars, on-site training etc.) for both the charity partner and the runner/fundraiser that we can find.
- They send funds to their participating charities weekly, not monthly.
- The recommendations from others that have used numerous platforms are outstanding.

- They charge a fee per donation (see below) which is similar to some and higher than some. However, their service seems to be the best by far. One or two additional contributions because of this tool and customer service benefits should more than “cover” their fee.
- They are owned by a large company (Blackbaud), which is deeply experienced in fundraising. To us, this means they have the knowledgeable staff and advanced electronic tools and bandwidth to deliver.
- Last year, the average runner/fundraiser that used everydayhero as part of their Colfax Marathon experience raised an average of \$588 for their charity.

**Your Next Steps:**

1. Sign your 2017 Charity Partner Agreement.
2. Then, consider whether you would like to jump on board with everydayhero. Your business relationship is directly with everydayhero, not the Colfax Marathon. (See attached FAQs for more information.) If you jump on board, then:

<b>You Will Receive from Everydayhero:</b>	<b>Your Runners Will Receive:</b>
<ul style="list-style-type: none"> <li>• A 2017 fundraising page with your logo where individuals can donate directly.</li> <li>• A link to send to others (runners and friends) so they may fundraise for you.</li> <li>• Funds raised on a weekly basis with donors name and contact information.</li> </ul>	<ul style="list-style-type: none"> <li>• A fully-mobile fundraising page ready for them to personalize and share via email and social media. It will have your logo and information on it.</li> <li>• Fundraising coaching (electronic and telephone).</li> <li>• Notification when a person makes a donation.</li> <li>• Opportunities to add their training schedule, etc.</li> </ul>

2. If you have signed your 2017 Charity Partner Agreement and are ready to jump on board please see the “can’t wait short cut” above.

If you join everydayhero after some runners have selected you as their charity, then use the link everydayhero provides to send to your runners so they can jump on board or to send it to anyone who wants to help fundraise for you.

If you wish, you may add a link on your post on our Colfax Marathon web site, so people can donate to your Colfax Marathon fundraising effort without registering to run in one of our (great!) events. (Send Jean the link and message.)

**Costs to You.** There are no upfront costs to you or your fundraisers. However, on the back end of donations, there is a 5% service fee plus a 2.9% credit card fee plus a \$0.30 per processing fee per transaction. These fees are subtracted from the donation amount. During the donation process, donors have an opportunity to pay the service fee so the net cost to you is much lower.

**Questions?** If they are not answered in the attached FAQs, then please reach out to [nonprofits@everydayhero.com](mailto:nonprofits@everydayhero.com) or [jean@runcolfax.org](mailto:jean@runcolfax.org) with your questions.

## Frequently Asked Questions (Prepared by everydayhero)

### Why everydayhero?

Streamlining the fundraising experience will ensure all runners are offered an equally first class fundraising tool, additionally it will allow Colfax Marathon to more fully showcase all of the good happening within the event.

Runners who can't or don't want to commit to a fundraising minimum or training group can still use their time, effort, energy, network and personal motivation to help your cause.

### What does it cost?

It costs nothing to join. No set up or subscription costs, just a small 5% service fee on donations plus a 2.9% and a \$0.30 processing fee per transaction.

### How do participants choose to fundraise for my charity in these events?

When runners register for an event they'll be asked if you want to fundraise, and if they want an online fundraising page. After entrants complete their registration, they'll receive an invitation to create their page within **72** hours.

### How do I recruit and engage fundraisers for our charity in these events?

When you've claimed your everydayhero profile, we'll give you unlimited access to a comprehensive library of tools, tips and resources to help you maximize your fundraising opportunity and communicate with your fundraisers. You'll also be welcome to attend our monthly [webinars](#) for nonprofits.

Our Sidekick Help Center is also available to you 24/7 for any questions you may have. Email us at [nonprofits@everydayhero.com](mailto:nonprofits@everydayhero.com) or 213.293.1133.

### What do my supporters receive?

Your heroes (your runner / fundraisers) will receive:

- Branded and mobile optimized individual and team fundraising pages
- **16** weeks of fundraising coaching
- Ongoing fundraising incentives and promotions

### What do I receive as a charity partner?

As an everydayhero charity partner, you'll receive:

- Crowd funding technology including fundraising team and individual fundraising pages
- Inclusion in registration flow where runners can choose to fundraise for you
- Inclusion on everydayhero Colfax Marathon landing page
- Invites to monthly webinars for charities on fundraiser recruitment/activation
- Marketing and messaging support
- A custom get-started link that you can share with supporters who want to create a fundraising page
- Event fundraising tool kit
- Weekly disbursement of funds raised (and a list of supporters) with direct deposit
- Receipts provided directly to donors
- Live reporting
- Full access donor data and fundraisers' info

## What do I have to do to claim my profile?

A simple three-step process, you can claim your profile at <https://heroix.everydayhero.com/us/sign-up>. To complete the process, you'll need to let us know contact information, your EIN number and bank account details (where you would like us to deposit funds) as well as supporting evidence for verification such as a void check or bank statement.

## Can I start receiving funds right away?

Once you've submitted your claim, our super compliance team will process the information you've provided within 48 hours.

During this time you can complete your profile by uploading a logo, telling us your mission statement and providing us with public contact details that we'll display when Supporters search for you on everydayhero.

As soon as your profile claim is approved, we'll send you a friendly email to let you know, and any funds your Supporters raise or have already raised will be deposited into your account each week.

## DONOR INFORMATION

### Can the donor be prompted to pay the fee for the charity?

At this point, there is no option to pass through the fees to the donor. The donor cover feature should be released in the next 8 weeks, and at that point donors will be encouraged to cover the fee.

### Is there an option to add an offline donation?

Of course! Send the supporter page link, donation amount and the donor's name (or anonymous) to [nonprofits@everydayhero.com](mailto:nonprofits@everydayhero.com) and we'll make sure it gets added to your hero's page.

### Is it easy to transfer data on donors to our donor management software? What donor data do you provide?

Yes, you can download a csv file from your [heroix account](#) to import data to your donor management software. Data includes:

Charity Name	Donor City	Payment Type	Supporter Address 2
Donation Date	Donor State	Donation Type	Supporter City
Cleared Funds Date	Donor Zip Code	Campaign ID	Supporter State
Receipt Number	Donor Country	Campaign Name	Supporter Zip Code
Donor ID	Donor Opt-in	Supporter ID	Supporter Country
Donor First Name	Currency	Supporter First Name	Supporter Birthday
Donor Last Name	Donation Amount	Supporter Last Name	Supporter Page URL
Donor Email	Donation Service Fee	Supporter Email	Team Name
Donor Address 1	Donation Processing Fee	Supporter Phone	Team Position
Donor Address 2	Donation Net	Supporter Address 1	Team Created

## ALTERNATE PLATFORMS AND PROGRAMS

### Can we use our own fundraising platform?

You are welcome to use your own platform. Of course, we recommend conducting your Colfax Marathon fundraising efforts in everydayhero, but we understand that you may have an existing platform, process, or contract in place.

If you have an existing program, platform and recruitment plan in place, everydayhero can be an excellent additive program for runners who can't or don't want to commit to a full training program or fundraising minimum goal.

So, we ask that you let us know if you plan to use a different platform for your online fundraising so that we can plan accordingly.

If you have specific questions as to how the everydayhero and the Colfax Marathon partnership may impact you, please feel free to reach out.

### Can we set a fundraising minimum and charge them at the end of the campaign if they don't make it?

You are welcome to set your own minimums and incentives in your campaign. We do not hold credit card information and cannot charge fundraisers if they do not meet your minimum.

## UNIQUE SITUATIONS

### What if our local chapters share an EIN with the national office, and some chapters are using everydayhero with other runs other than Colfax...what does that reporting look like? Is it that specific?

1. Have your Finance staff or designated Development staff onboard your nonprofit at <https://heroix.everydayhero.com/us/sign-up>

Many times, nonprofits will designate the staff member who works with their donor database/CRM as the primary account holder on everydayhero. It is up to the discretion of the nonprofit which staff member they would like to be the admin account holder on everydayhero. The person who is the Admin on the account for everydayhero will receive notifications of when settlement reports are ready to be downloaded.

2. The Chapter staff member who is involved in the event/fundraising campaign on everydayhero should communicate to the National Headquarters about what process is best to code the donations to their chapter. Donations to fundraising pages on everydayhero are transferred via a bank-to-bank transfer once a week into the nonprofit's bank account.
3. Using your report of fundraising pages involved in your event, communicate with national headquarters about what donations should be coded to your chapter. All donations to fundraising pages on everydayhero are transferred via a bank-to-bank transfer once a week into the nonprofit's bank account. This is done on the same day each week, while funds are being raised.

### What if I am a school or church and do not have a 501c3 status?

If you are a nonprofit but do not have 501c3 status from the IRS but you do have a federal employer ID number, then you may complete an alternative nonprofit form with the Colorado Secretary of State and submit this form to everydayhero. Here is the link.

<http://www.sos.state.co.us/pubs/charities/charitableHome.html?menuheaders=3>

## USING MY ACCOUNT

### **How regularly are funds settled into my nonprofit's bank account?**

Funds are settled into your organization's bank account every week.

### **What about my event reports?**

*We'll send you a link to your live report once you're on board.*

## MORE QUESTIONS?

### **Get in touch any time**

Call us at (213) 293 – 1133 or email with questions us at nonprofits