



Kintera offers the industry's leading online events fundraising software solution and is the ideal application to support your organization's walkathon and other "team" fundraising events. From small to large events, organizations can quickly and easily launch an online fundraising site complete with Kintera's Events technology. With a myriad of national and regional clients using FAF® Kintera Thon for their events solution, Kintera is uniquely experienced to support all sizes of campaigns and meet all budget needs. Add to your event's success by empowering your participants with the tools that easily enable them to become fundraisers and recruiters on behalf of your organization, facilitating exponential growth in donations and participation levels. And with Kintera's 24/7 phone support and on-going management and maintenance, you are guaranteed world-class customer support services ensuring your investment is always running at optimum performance.

*Kintera's integrated, on-demand open platform offers Marketing, Donor Management / CRM and Accounting solutions to help organizations reach more people, raise more money and run more efficiently*

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

## FEATURE HIGHLIGHTS:

### Quickly and Easily Create Personalized Event Sites

**Event Specific Web sites** Promote events online by using our intuitive user interface to design and launch your event site.

**Customize Involvement** Specify default tools and activities for participants, including e-mails, polls, quizzes, donor honor rolls, bulletin boards, stores, online auctions, gadgets, customized registration packages and more.

**Visitor Donations** Create a contribution area for site visitors who are unable to attend events.

### Increase Reach of Your Fundraising Efforts

**Personalized Fundraising Pages** Increase donations and participation with online fundraising tools that enable participants to solicit friends and family directly with their own personalized fundraising page and e-mail outreach campaigns. Groups can share personal pages.

**Outreach Expansion** Enable participants to import personal e-mail address books and create personalized e-mail solicitations inviting friends and family to make a donation or join a team. Also allows the use of gadgets to promote fundraising efforts on social networking sites as an extension of their personal fundraising page.

**Donation Access** Give participants access to donation and e-mail communication reports detailing activity on their personal fundraising page.

**Repeat Participation** Automatically load participants personal e-mail address book, e-mail history and donation history in future events.

**Multiple Registration** Site visitors can register themselves, their friends, family or co-workers all at one time through a single credit card transaction.

**Sponsorship Promotion** Create corporate sponsorship opportunities on the Web site to encourage corporate donations.

### Real Time Reporting

**Standard and Custom Reports** Utilize standard real time reports or customize reports to fit your organization's needs for informed, data-driven decisions and save them for future use.

**Thorough Event Reviews** Report on progress of participant fundraisers and overall event success, budget for upcoming years, review year-over-year results and analyze giving trends.

**Manage Participants** Track corporate teams, team captains, individual participants and donors.

**Track Progress** Access event data real-time to view progress of an e-mail campaign or activity of your constituents.

### Support National and Regional Campaigns\*

**Maintain Company Standards** Quickly and easily create regional or chapter event sites using event templates.

**Manage Multiple Chapters** Set permissions for site customization for child sites, release site updates across all accounts, run reports across multiple sites, set Lock Box functionality and more.



AIDS Walk New York has seen the amount of money raised through Friends Asking Friends increase by 240 percent in the past four years. As the amount of money raised has increased, so too has the number of FAF e-mails sent an increase of 193 percent.

Kintera's integrated, on-demand open platform enables organizations to quickly and easily reach more people, raise more money and run more efficiently - select the Kintera products you need, including: Events, Advocacy, E-mail, Web Site Content Management, Donor Management, Constituent Relationship Management and Accounting.

**Web Site Publishing**

- Personalize Web site for event
- E-mail template library
- Unique site marketing URL
- Printable donation form
- Individual and team Registration
- Apply credits and debits
- Team fundraising incentive levels
- Image library
- Recognize top fundraising individuals, teams and companies
- Sponsorship levels
- Spread the Word capabilities
- Personalize e-mail confirmations
- Recognize corporate sponsors
- Accepts all major payment methods
- Direct participant and team contribution area (for those not attending)
- Apply donor designations
- Individual and team pages
- Support company team pyramids\*
- National corporate team recognition (view data nationwide)\*
- Specify awards and pledge levels
- Sponsorship scroll
- Minimum participant fundraising goal
- Registration age limit
- Volunteer registration
- Coach's corner
- Unlimited data collection fields
- Designate event fundraising goal
- Goal achievement notification for participants
- MapQuest™ link

**Participant Personal Fundraising Pages**

- Easy-to-follow user interface for personalizing page design
- E-mail statistics and reports
- E-mail center link tracking
- Fundraising statistics and reports
- E-mail center with address book import capabilities
- No e-mail limits for participants
- Unique personal page URLs
- Single step donation form
- Form auto fill functionality
- Past Donor list displaying the donor and donation amount
- Past Team Members list so team leaders can view their e-mail address book from past events
- Gadgets, including thermometer & honor roll
- Login and Remember MeO functionality
- Profile editor
- Participant To DoO list
- Families/Groups can share personal pages
- Honor roll

**Event Administration**

- Manage: Sponsors, Event Committees, Volunteers, Teams and Team Members, Team Pyramid \*
- Set team member limits
- Maintain bulletin board
- Track expenses
- Assign tasks/track success
- Create general notes
- Highlight important dates
- Create saved reports for quick reference

**Bookkeeping**

- Contact relationship management
- Manage event payments: participants, donors and sponsors
- Batch upload offline and online transactions
- Add individual offline registrations and donations
- Back end registration for event managers
- Print, export and save registration records
- Export to .CSV feature
- Track pending donations and matching gifts
- Sorting and searching functionality

**Reporting**

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| <ul style="list-style-type: none"> <li>• Contact Reports</li> <li>• All contacts/donors/participants</li> <li>• All registration purchases</li> <li>• All teams, volunteers, sponsors</li> </ul> | <ul style="list-style-type: none"> <li>• Financial Reports</li> <li>• Total event revenue, donation goal vs. actual, online vs. offline and pending payments</li> <li>• Participant/team funds raised</li> </ul> | <ul style="list-style-type: none"> <li>• Additional Reporting</li> <li>• Corporate team statistics*</li> <li>• Incentives status</li> </ul> |
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**Templates/Event Groups\***

- Create pre-approved site design
- Set child site permissions
- Cross-account reporting based on template
- Dynamically update sites using site template

**Add-on Products & Services\***

- Auction
- Poll
- E-commerce Catalogue
- Awareness Quiz
- Opportunity Drawing

\*Add-on Products are priced separately.

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