

Event, Everyday Hero & Heroix Documentation

This document will give you an overview of:

- Everyday Hero and the Heroix platform;
- The process to set up your event in Heroix and to have the event published on the Camp Quality website and;
- The process for offline donations.

A. Everyday Hero & Heroix

Everyday Hero

It's an online fundraising platform and provider that facilitates appeals, peer-to-peer fundraising, challenges and ticketed events.

Everyday Hero (www.everydayhero.com.au) is where individual fundraisers will go to access their Everyday Hero user account and supporter pages. Anyone can create a user account and you may want to create your own if you plan on doing some fundraising yourself.

Heroix

It's the back-end system for charities to create fundraising campaigns in Everyday Hero.

Heroix (heroix.everydayhero.com.au) is where you will login to create campaign for your fundraising events. You will need a separate user account created by the Marketing team. It's NOT the same as your Everyday Hero user account.

NOTE: If you are in a fundraising role and currently don't have a Heroix user account, please contact Marketing Coordinator to have one created.

What will I use Everyday Hero for?

You can use Everyday Hero for:

- An event that requires online peer-to-peer fundraising;
- An event that requires online donations;
- An event that requires online registration and online peer-to-peer fundraising and;
- An event that requires ticket sales (i.e. balls, galas, etc.).

Why did we change platform?

The previous platform, NetCommunity, had limited scope available for development and users found the platform very difficult to use. An analysis was conducted of a number of platforms and Everyday Hero was identified as the preferred platform and provider based on functionality and costs.

Benefits of Everyday Hero and Heroix:

- Branded and mobile-optimised landing pages for each event;
- Built-in social media share functionality;
- Seamless integration with major payment gateways allowing more efficient processing of both online and offline donations;
- User-friendly interface for charities and for supporters;
- Built-in donor uplift functionality and;
- Branded and mobile-optimised registration forms.

Who will use Everyday Hero and Heroix?

All employees in a fundraising role will gain access to Heroix and receive training as part of their induction. If you are in one of these roles but you don't have a Heroix user account or haven't received your training, please contact Marketing Coordinator to resolve this.

User account and training can also be provided to State/Regional Managers and other roles upon request.

How much does it cost me to use Everyday Hero and Heroix?

Camp Quality has an agreement with very competitive fees for all campaigns we set up via Heroix. It is considerable better than the standard fees quoted on the Everyday Hero website. Details of the agreement can't be disclosed to the public as it is commercial in nature and confidential.

For your information, there are three types of fees:

- Service fee – A fixed annual fee for the platform.
- Transaction fees – A payment processing fee that varies dependent of the payment type (AMEX, Mastercard, VISA, PayPal, BPAY or Australia Post). It will be deducted from the gross donation amount and debited to the event's budget.
- Registration form fee – A one-off fee of \$500 for a custom-built registration form. It will be debited to the event's budget.

One of Everyday Hero's benefits is the built-in donor uplift function. It gives donors the option to uplift the donation amount so to cover our fees. Industry statistics show that 70% of donors choose to give a little extra to cover any fees a charity has to process donations.

NOTE: This agreement only covers the campaigns we set up in Heroix. So make sure to direct a fundraiser to your local office Heroix campaign if the fundraiser doesn't fall under a specific event and campaign. Each

local office's Heroix campaign is named *Community Fundraising Office Name*, linked to your RE fund and set up to notify the Fundraising Coordinator when a new supporter page is created. We ask for the images and colours to remain as they are but you're of course welcome to tweak the copy to make it more specific to your region and your fundraisers. Find your office's campaign here:
<https://www.campquality.org.au/ways-you-can-help/fundraise-for-us>

B. Set up your event in Heroix and have the event published on the Camp Quality website

1. Marketing booking form

The first step is to ensure you've provided the Marketing Team with your *Marketing Brief Booking Form*. This should be done a minimum of four weeks out from the date you wish to go live.

Your Marketing contact will schedule a debriefing within two business days of receiving the form. The purpose of the debriefing is to make sure we're doing our best to make your event the best it can be, and to answer any questions.

During the debrief, we will discuss:

- Timelines;
- Graphic elements;
- 3rd party event or our own event;
- Registration form;
- How we can support your event and;
- Rounds of amends.

NOTE: If you need a registration form, then we would go through your requirements during debrief plus make sure you have access to the Heroix Registration platform (registration.everydayhero.com) so you can download all the registrations. For your Registration form, you will also need to contact David Aitken and Supporter Services to work out the routine of importing the registration data into Raiser's Edge.

2. Prepare content and information

Next it's time to get started on preparing all the content and information for your event by filling out the *Marketing Brief Event Booking Form*. This form will help you gather all the information you need to create your campaign in Heroix and for us to publish your event on the Camp Quality website. Once you have completed the form, please send it to your Marketing contact.

If your event doesn't require a campaign in Heroix and you just want to publish the event on the main website, then please go to step 4.

3. Create your campaign in Heroix

With the completed *Marketing Brief Event Booking Form* as support, login to Heroix and start creating your Heroix campaign. Your training will provide you with the necessary skills to create your own Heroix campaigns. However, feel free to contact the Marketing Team if you are stuck. Everyday Hero's online help centre is also full of resources to help you make the most out of your Heroix campaigns:

- About Heroix - <https://heroix.help-au.everydayhero.com/>
- Heroix video tutorials - <http://charity.everydayhero.com.au/resources/heroix-3-0-tutorials/>
- Resource centre with tips, guides and upcoming webinars - <http://charity.everydayhero.com.au/resources/>

4. Upload graphic elements, preview campaign and amends

The Marketing team will upload all the graphic elements for you when they are ready and then notify you that your campaign is ready to be reviewed. At this point, if you need to you can login and make amends to the copy.

5. Publish campaign and event

When you are happy with everything, then simply email your Marketing contact to approve and we will activate the campaign in Heroix and/or publish your event on the Camp Quality website and to send you the final URLs.

C. Process for offline donations

Everyday Hero processes all offline donations once per week, every Thursday. You will need to download a spreadsheet with offline and cash donations for your events from your Raiser's Edge dashboard, assign the donation recipient's Everyday Hero supporter page URL and upload the updated information into this [spreadsheet](#) on GigggleNet.

All data needs to be uploaded into this spreadsheet by COB Tuesday in order for your offline donations to be available by Thursday the same week. If you are missing your dashboard, please contact Supporter Services to have it created.

NOTE: Everyday Hero offers Cash, Cheque or BPAY as offline payment methods. A pledge donation form will be available for download as well as emailed to the email address provided when you choose one of those payment methods. The form will contain instructions on how to finalise the donation via BPay or at an Australia Post office.

By encouraging fundraisers to run as many donations as possible via their Everyday Hero supporter pages, you will reduce your manual work and possibilities for errors. It means more time for you to help them with other things. Simply bring a tablet and a dongle to a fundraising event and provide easy access to the supporter page.