



## CUSTOM ONLINE FUNDRAISING

### **What is Classy?**

The online donation platform for Nonprofit Partners. Classy is a dynamic and innovative platform that provides custom online donation and event pages, which allow individuals and organizations to raise funds and awareness for their cause quickly and easily. Its user-friendly interface and powerful fundraising features make it easier than ever to receive donations and grow support for your organization. With Classy, you can create personalized and professional-looking online fundraising pages that enable people from all around to donate to your cause.

### **How does the Classy platform work?**

Each campaign or ticketed event page can be created within two weeks and designed to match your needs and branding. Images can be added to pages to show off an event from a previous year, or to show folks what you are working towards. As donations begin to pour in, you will be able to see the supporter's info, and be able to create your own donation network.

### **What types of fundraising campaigns can you create using Classy?**

Classy provides different styles of templates we can choose from to pick the right type of campaign for you. The types of templates are:

- **Donation Page:** Separate page with a donation form. Easily link this form to your website, emails, and social media posts
- **Crowdfunding:** Design a landing page that tells your story and inspires support for your cause. The main call to action for supporters is to donate.
- **Peer-to-Peer:** Mobilize supporters by giving them the tools to fundraise on your behalf. Supporters can set up personal or team fundraising pages.
- **Ticketed Event:** Sell and manage tickets for the events you hold. Attract attendees with different ticket types and promo codes.

### **How much does it cost to use Classy?**

Nonprofit Partners pays the subscription fee for Classy. There are additional fees related to Classy's transaction charges and credit card processing. Those fees can be absorbed by the fund or passed along to the donor.



# NONPROFIT PARTNERS

## **How do I get started?**

If you are having an event, we ask that you fill out our Event Notify Form online at (insert link here). Filling out this form will give us the information we need to create the page. If you would like a general donations page, you can reach out to [partnerservices@nonprofit-partners.org](mailto:partnerservices@nonprofit-partners.org) to get started.