

## **ACTIVITY PLEDGES**

Activity Pledges allow donors to pledge a specific donation amount for each activity the fundraiser completes. For example, a donor can pledge \$5 for every KM the fundraiser completes. This will help fundraisers get a jump start on their fundraising efforts.

Example: you have signed up for the 100KM challenge

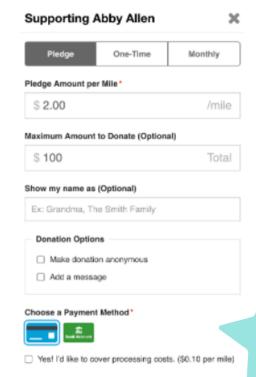
Your friend sponsors you \$1 for each KM you track...when you reach your goal, they'll have sponsored you \$100!

## WHAT YOUR DONORS WILL EXPERIENCE?

- Donors pledge per activity tracked (Ex: \$5/KM) in Express Donate<sup>™</sup> or on the Standard Donation process
- Donors can optionally set a maximum amount to donate (Example: \$5/KM up to \$100)
- Donors are billed automatically or by an admin when the activity challenge ends

## WHAT YOU EXPERIENCE AS A PARTICIPANT?

- Participants instantly see when they receive pledges
- Participants receive motivational message when donors pledge
- Fundraising thermometer increases as activity is tracked





Heather Rhodes

**\$100** \$1 pledged per mile, up to \$100

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