

Sage Fundraising Online

Event Registration

Control Event Registrations and Provide a Better Experience





Problem: With third-party vendors, often you don't have control over the event registration process, fee collections, and registrant data.

With many current online registration options, the vendor is the primary party responsible for event registration. Essentially, your organization becomes dependent on the vendor to provide you with registrant data and the collection of registration fees. In fact, vendors sometimes use the registrant data for their own advertising purposes. Plus, you have little to no control over the experience your participants have when registering for your event.

Solution: Take back control over your events by conducting event registration directly on the event website. You access the data anytime and get all the registration fees, right away.

How event registration works

As an events manager, you know that providing the ideal online registration process can have a strong impact on your event's success. Sage Fundraising Online gives you the power to conduct registration directly on your event's website while providing greater control and access to data. You can deliver greater value to your participants while acquiring new opportunities to increase support, managing events more efficiently, and building stronger relationships.

	Sage Fundraising Online	Third Party Vendor
 Registration User Experience	Build and deploy registration forms on your own site, on sponsor sites, and in context with your existing marketing.	Registrants are shuffled away to an offsite form surrounded by marketing messages from the vendor ... not you.
 Registrant Data	You own your registrant data ... without restrictions. Your data is accessible anytime and in real-time.	They own your registrant data. Reports must be requested on their schedule and are frequently delayed or filtered.
 Registration Fees	Fees collected during registration go directly to a merchant account owned by you. Sage Fundraising Online does not cage or hold back a portion of funds.	Your registrant fees are held by the third party. They cage the funds, holding back their fees, and send you the remainder 30 to 90 days after the transaction.
 Registrant Communication	You manage all communications with your registrants. Since you own the data you have direct relationships with your registrants.	Third parties can send marketing messages from paid advertisers and competing events to solicit your registrants. They may even charge a fee to send a message to your registrants on your behalf.

Extending the opportunity

Create a relationship-nurturing campaign and send to the email/mail addresses obtained through registration. You can start even before the event occurs.

Visit www.sagenonprofit.com/fundraisingonline for more information.