



# Eventmaster. Fundraising

# Eventmaster.



## Ticketing

**3K+**

Events hosted annually

**1.1M**

Tickets sold annually



## Fundraising

**€10.75M**

Raised for Charities

**200+**

Charities Onboarded



## Membership

**200K**

Members per annum

**1k+**

Clubs Registered

100% Irish owned company based in Limerick. 



# Trusted Charity Partners.



**Irish Cancer Society**



**BREAST  
CANCER  
IRELAND**  
researching a cure



**IRISH HEART  
FOUNDATION**  
Fighting Heart Disease & Stroke

**FOCUS**  
Ireland

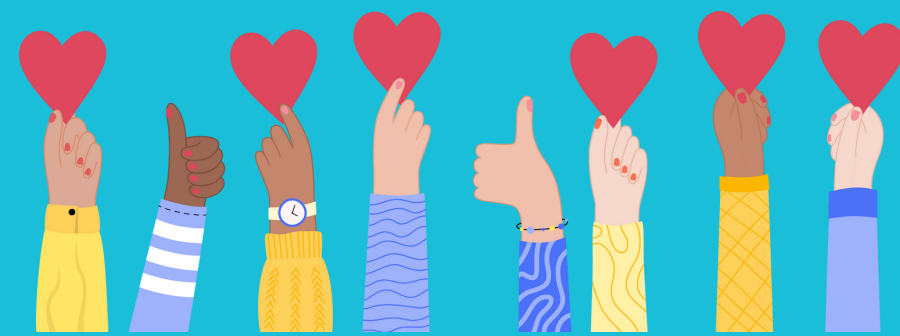
200+

Onboarded Charities

# What Makes Us Different.



All donations go directly to your charities stripe account in real-time.



There is no fee for charities, organisers or participants to use the platform or receive donations.



Access real-time reporting to keep up to date with your current fundraisers and campaigns



# Trusted Charity Partners.



## Become a Charity Partner

Charities, Schools and Clubs can all onboard to the fundraising platform. All onboarded partners have their own benefactor page to share online and encourage others to donate or fundraise for them.



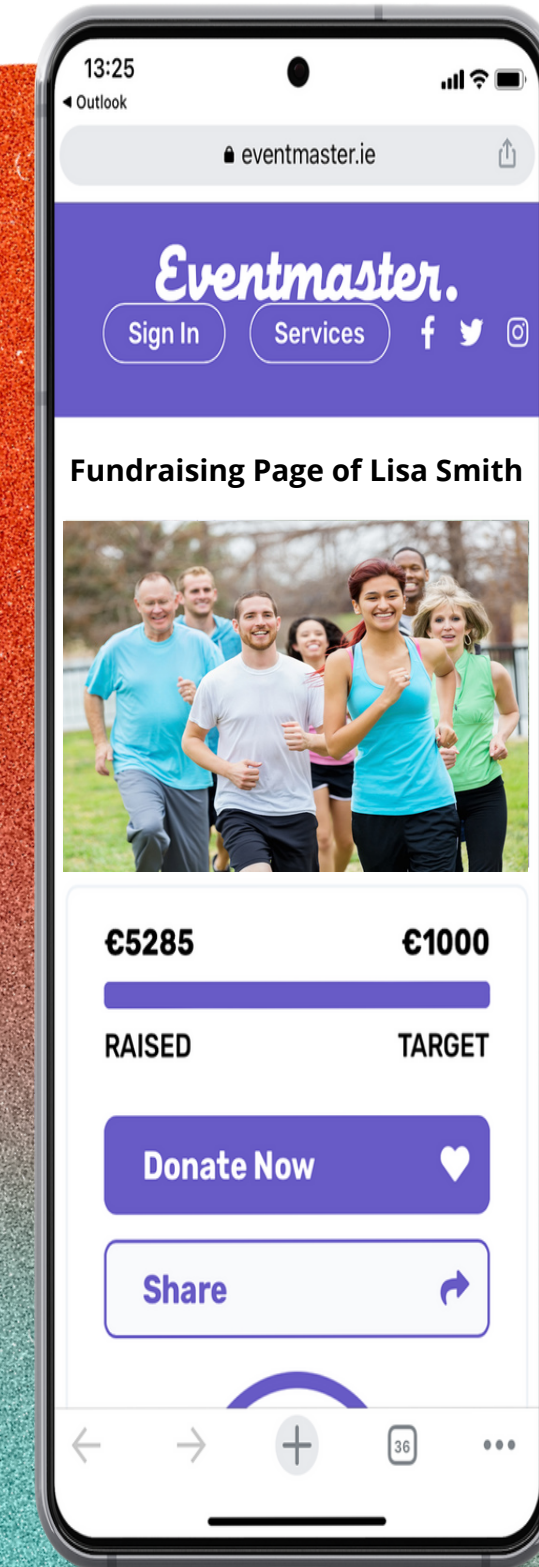
# Fundraising.

## How it works

After a person registers for a fundraising event or opts to fundraise through a charity page, they will get the link to their customisable fundraising page instantly in their confirmation email.

Fundraisers can self-administer their pages via their Eventmaster Account (Manage my Booking).

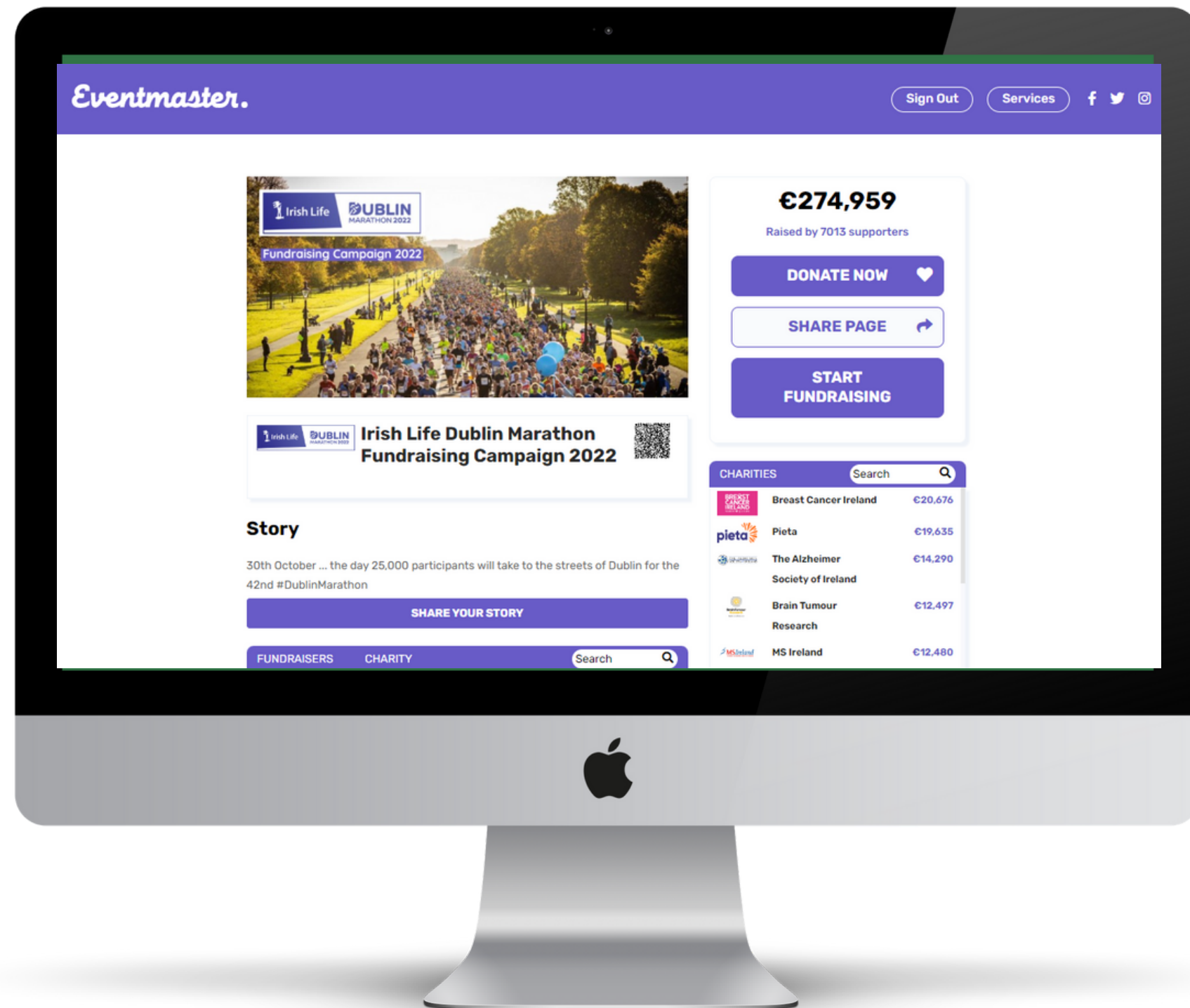
### Fundraising Page Example



powered by  
**Eventmaster.**



# Fundraising Events.



The fundraising platform is already the official fundraising partner for Ireland's largest sporting and fundraising events. This includes the Dublin Marathon, Great Pink Run and Belfast City Marathon.

[Click here to view the Campaign](#)

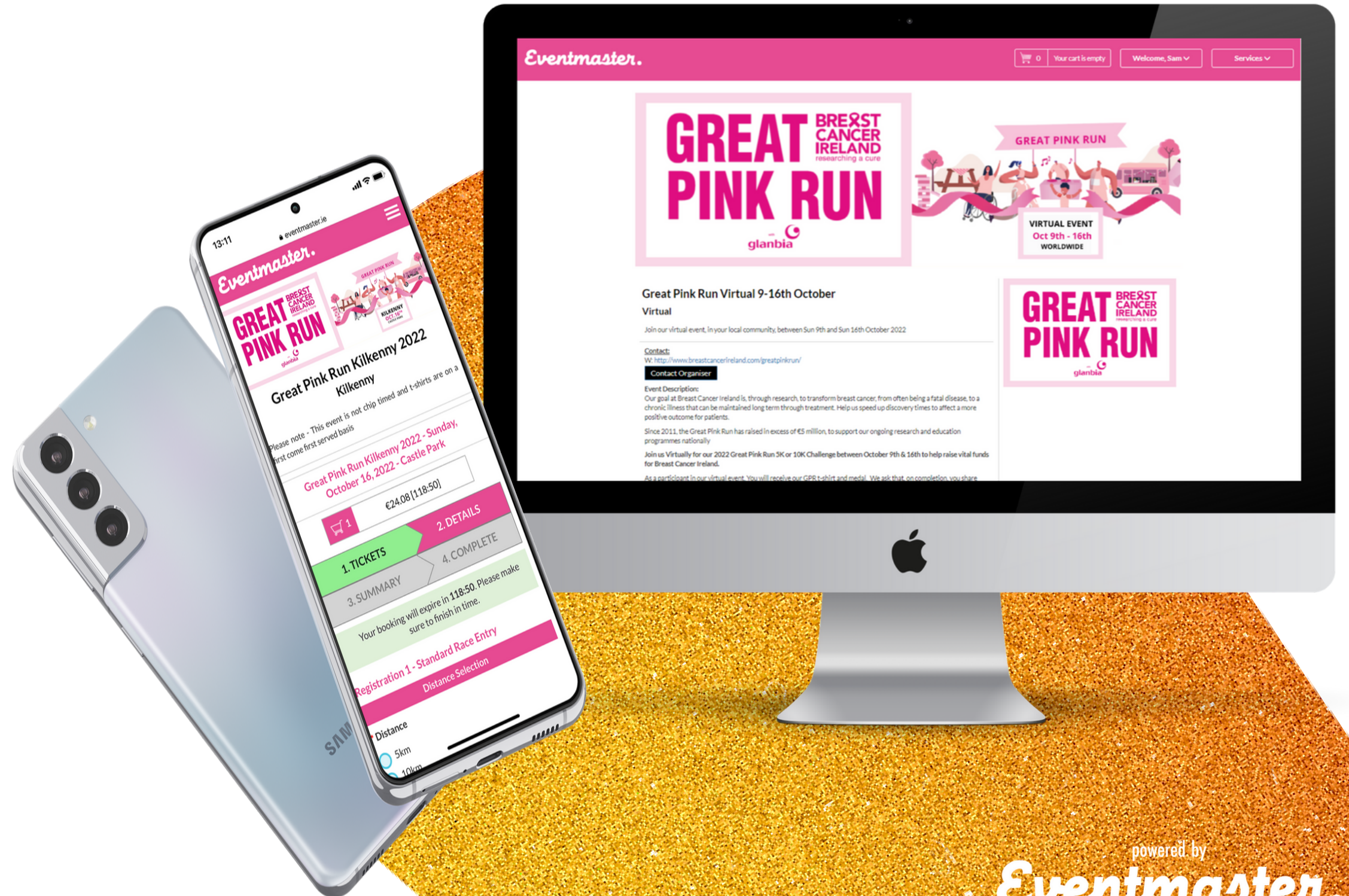
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# Integrating Fundraising.

## How it Works

If an organiser would like to incorporate fundraising into their event there are a range of options to suit their needs.



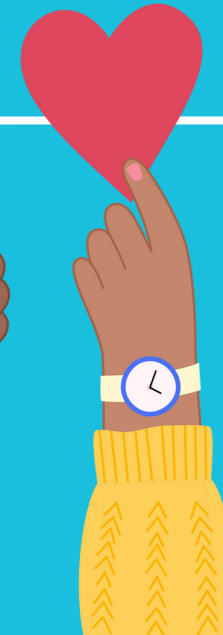
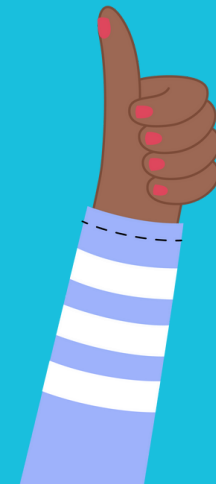
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**Eventmaster.**

# Integrating Fundraising - Events

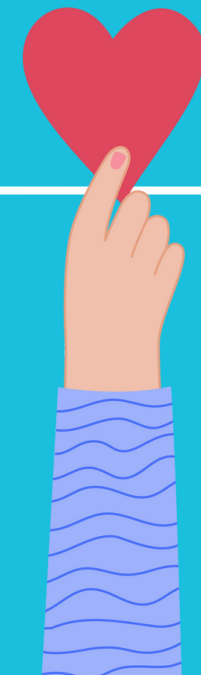
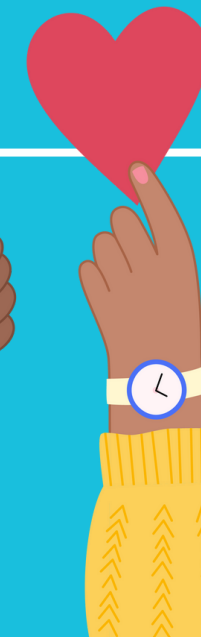
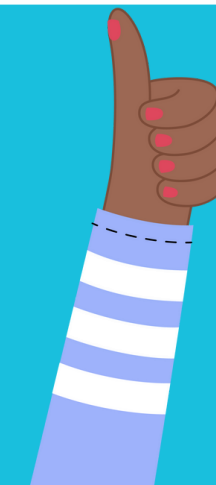
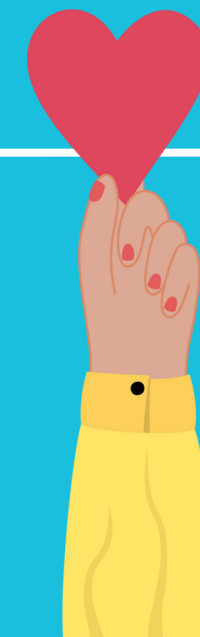
Fundraise for a Single Charity



Fundraise for Multiple Charities.  
(Money is automatically split between)



Fundraise for All Charities.  
Participant can choose their charity

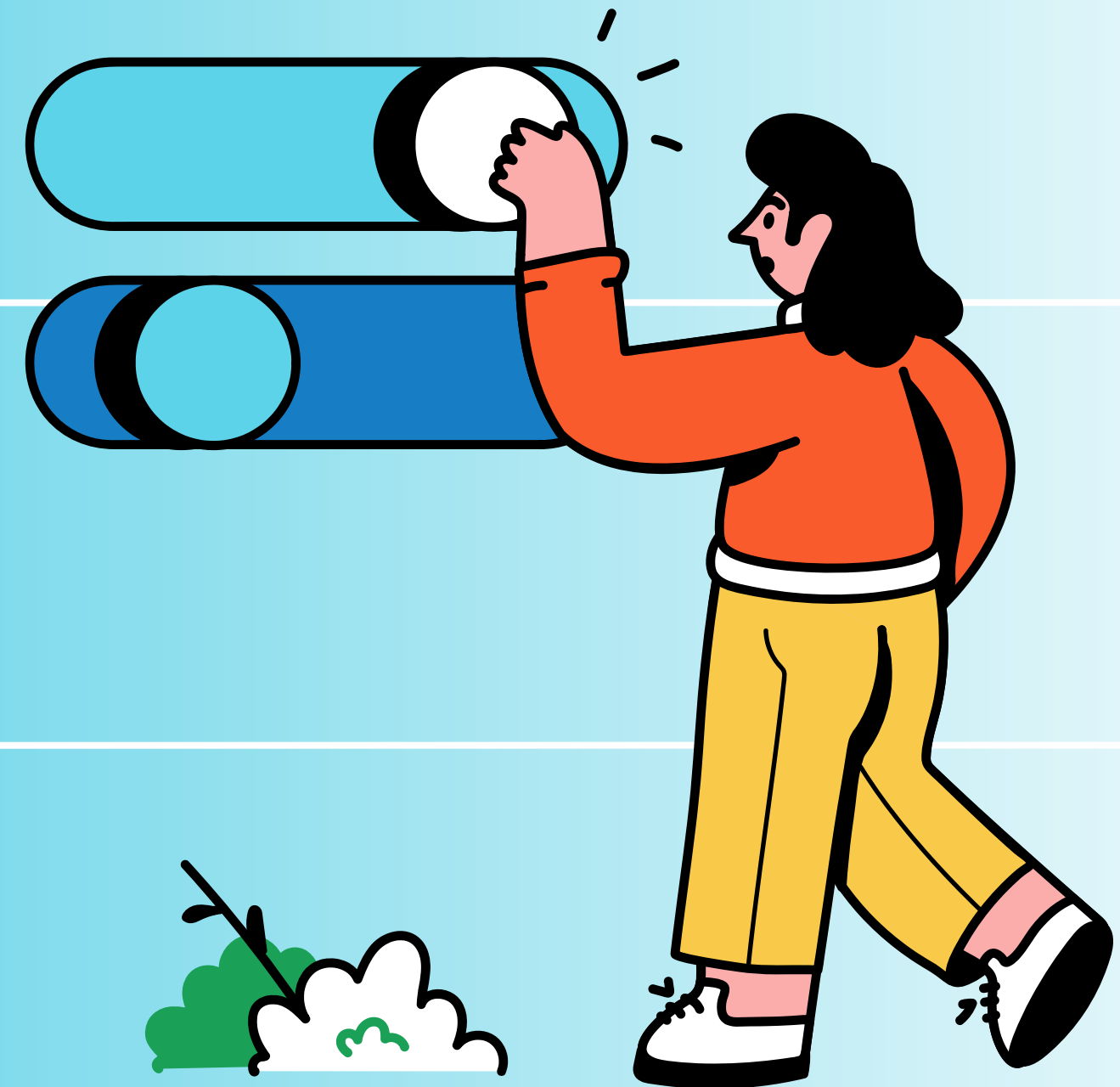


# Integrating Fundraising - Events

Pages can be automatically created as people register.

People are asked during registration if they would like to fundraise while taking part.(Yes/No - Default is Yes)

People are asked during registration if they would like to fundraise while taking part.(Yes/No)





# Win, Win, Win - Fundraising Events.



## Charities

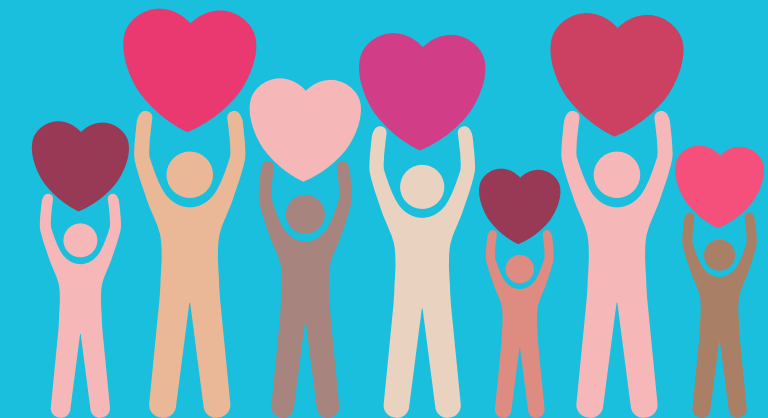
Charities benefit instantly by receiving funds in real-time.

There is no cost to the charities to use the system or receive donations



## Organisers

Fundraising events through the platform statistically get higher participation rates and larger reach on social media.



## Participants

Your participants get that feel good factor knowing they have made a difference or took part in an event that overall benefitted charities as a whole.

There is no cost to charities, organisers and participants to use the fundraising platform.

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# Fundraising as Marketing.

2

Increased positive media coverage of your event as participants make a difference.



1

Free Promotion of your event as participants share thier fundraising efforts



3

On average, events with integrated fundraising have increased ticket sales as friends and families are more likely to book together.



# Fundraising as Marketing.



Use your campaign leader board as a weekly marketing tool, including the 'Fundraiser of the Week' feature.

5



By working alongside charities you can benefit from the charity fundraising engines also including potential to access their social pages, their ambassadors etc

4

**Access to Human interest stories.** Ask participants why they are taking part and if you can share thier cause.



7

**Event Sponsors** like to see charities involved as they benefit from their brand being associated with corporate social responsibility.





# Fundraising Campaigns.

Campaigns can be set up with or without an event attached.

You can share this campaign page and leader board publicly as it has built in options for people to register and create fundraising page

Fundraiser of the Week



The screenshot shows the Eventmaster website interface for a fundraising campaign. The header includes the Eventmaster logo, a 'Sign Out' button, a 'Services' button, and social media icons for Facebook, Twitter, and Instagram. The main content area features a large banner for 'THE ART O NEILL CHALLENGE FUNDRAISING CAMPAIGN 2023' with a circular image of participants. To the right of the banner, a summary box displays the total amount raised, '€17,734', by 533 supporters, along with buttons for 'DONATE NOW', 'SHARE PAGE', and 'START FUNDRAISING'. Below the banner, the campaign details are listed, including the title 'THE ART O NEILL CHALLENGE FUNDRAISING CAMPAIGN', a QR code, and two events: 'ART O NEILL CHALLENGE 2023' and 'ART O NEILL PURSUIT 2023', both scheduled for January 13, 2023, at 08:00 PM to January 14, 2023, at 04:00 PM, with 'REGISTER NOW' buttons. A 'Story' section provides historical context about the challenge. At the bottom, a 'FUNDRAISERS' table lists participants and their amounts, and a 'FUNDRAISER OF THE WEEK' box highlights 'A Scott' with €320 and a 'View Fundraising Page' link.

FUNDRAISERS	CHARITY	Amount
Michael Butler	Dublin & Wicklow Mountain Rescue Team	€3,220
Michael Kelly	Dublin & Wicklow Mountain Rescue Team	€1,230
Pearse Stokes	Dublin & Wicklow Mountain Rescue Team	€1,130
Harold Perez	Dublin & Wicklow Mountain Rescue Team	€1,060

**FUNDRAISER OF THE WEEK**

**A Scott**  
€320  
[View Fundraising Page](#)

# Fundraising Campaigns.



## Charity

Charities can set up their own campaigns without events, for example - Shave or Dye or 100 Push Ups in March. From this campaign page, people can sign up to take part in the challenge by creating their own fundraising page that's linked to the overall campaign.



## Club/School

Onboarded Clubs and schools can also set up their own campaigns. For example this could be to raise funds for new equipment or renovations etc. From the campaign students and members can create their own fundraising pages to receive donations from friends and family.



## Organiser

Organisers can integrate a custom campaign into their event. The Eventmaster fundraising team can set this up for them in order to give participants the option of fundraising as they register for an event.

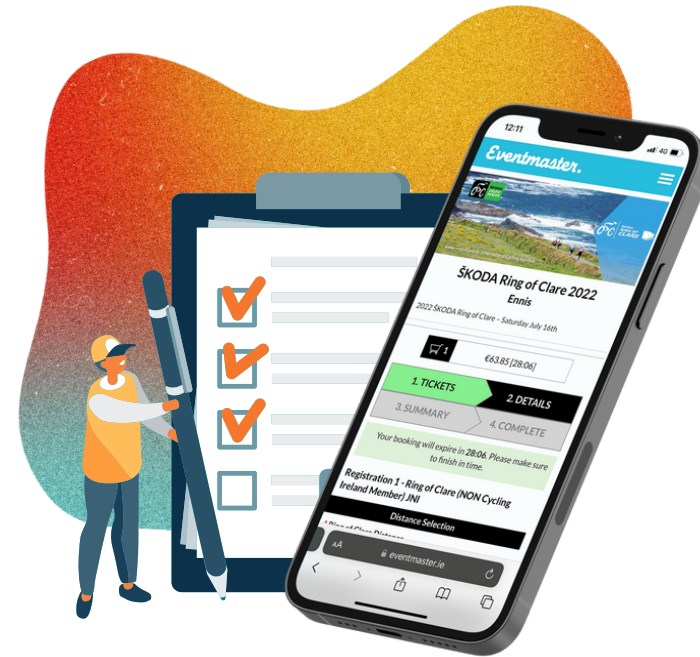


# Fundraising Campaign Benefits.

## Build It.

### Custom Event Integration

Choose which fundraising option meets your needs for each event. Whether you want one charity or all of them we can create a custom campaign.



## Sell it.

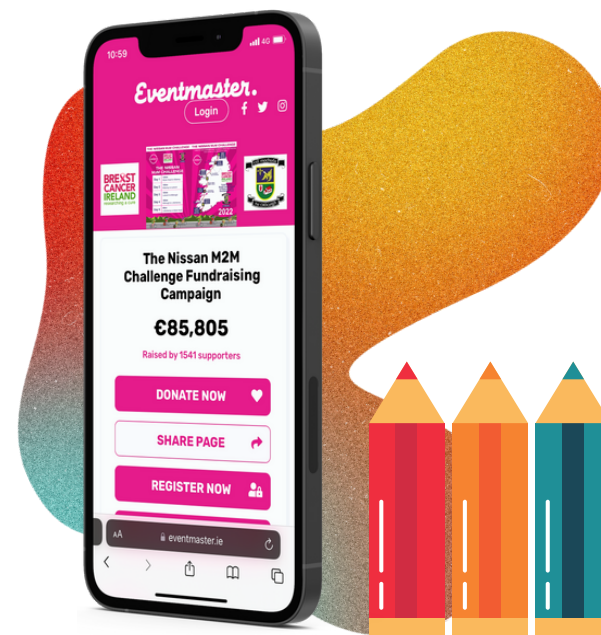
### Integrated Donations.

Don't want to integrate fundraising? Easily add a donation option as part of the booking process for your attendees.

## Be You.

### Use your own branding.

Your fundraising campaign page is fully customisable with different images, messaging and your own colour palette.



## Built In.

### Marketing Communications

Your fundraisers will get automated encouragement communications with tips on how to increase their donations and congratulate them on their achievements. These comms can be disabled or be set at different levels of intensity.



# Pricing Structure.



stripe

## It's Free.

There is **No Cost** to use the fundraising platform or to integrate this into an event.

We're proud to be a free platform for charities, organisers and participants in enabling them to make a difference.

As we are powered by Stripe, all donations go directly to the chosen charity in real-time as people donate. This means your event and participants can have an instant impact.

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# Book a Demonstration.

Are you interested in the platform but not sure if it's the right one for you?

Book a quick 30 minute demonstration to have a look at some live campaigns/fundraising pages in the platform and ask any questions you may have.

[Get in Touch](#)



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## Get in Touch.

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