Fundraiser Marketing Guide

"Corporate social responsibility is no longer an option — it is emphatically and indisputably a must-do." *Cone Report, 2013*

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Cause Marketing

In 2012 a total of 1,429,801 United States non-profit organizations were competing for charitable dollars. According to the National Center for Charitable Statistics, 966,599 public charities reported $1.65 trillion in revenue and $1.57 trillion in total expenses leaving $80 billion in capital to fund the charities' stated missions, averaging $82,763 per charity. Of interest, approximately 95% of households give to charity, averaging $2,974 annually.

More importantly, corporate social responsibility is not a nice-to-do but rather a reputational imperative – or liability. As revealed in the 2013 Cone Communications/Echo Global CSR Study, consumers expect companies to be active participants – if not a driving force – in solving the most pressing social and environmental issues. It is this understanding of the consumer's perception that is the force behind SplashPlay's charity initiative. SplashPlay is committed to making a difference.

Clearly, American's are committed to supporting causes. Of their charitable dollar, 31% is directed to religion, 16% to education, 12% to human services and 11% to grant-making foundations. The challenge for cause marketers is not stimulating citizen interest, but providing innovative ways for supporters to help provide needed capital.

Today, more than ever, Social Media is transforming the cause marketing landscape with more than 80% of consumers using Social Media to engage with companies around social and environmental issues. The world's citizens are taking to Social Media to learn more about issues, share positive and negative information and influence their personal networks. Fundraisers must recognize Social Media is a powerful tool. In fact, Social Media is a double-edged sword with equal ability to benefit or damage the Fundraiser.

SplashPlay Social Gaming Marketing

Social Games (web-based games versus console based games) are quickly becoming a dominant activity worldwide with projected US revenue to reach $5 billion in 2015. In a recent survey performed by Information Services Group with the objective to understand "who plays social games online", they discovered some interesting facts.

- The average social gamer is a 43-year-old woman. A fact that flies in the face of long-standing social stereotypes about people who play games,
- 55% of Social Gamers are female and 45% are male,
- Females are more avid gamers: 38% of females said they play multiple times a day compared with 29% of males,
- 50% of Social Gamers started playing a game because a friend recommended it,
- One hundred million people are playing these Social Games, and
- $5 billion in revenue is expected in 2015 from U.S. Social Gamers alone

Based on SplashPlay's projected three year market penetration, funding potential for cause marketers employing SplashPlay's Social Gaming solution will exceed $1 billion.

Engaging with Gaming

Clearly Americans are generous supporters of charities, evidenced by the 95% of U.S. households each donating $2,974 annually. The good news is the importance of funding noble causes resonates at the core of American values. The challenge for a specific fundraiser is to direct charitable dollars to its cause and to encourage supporters to "give more." Unfortunately, the byproduct of competing for limited charity dollars benefits one charity at the expense of another. More insidiously, stepped up competition comes at increased marketing and development costs which depletes the net dollar finding its way to the fundraiser's beneficiaries.

SplashPlay's Social Gaming Fundraising strategy represents a fundamental Sea change in the current cause marketing paradigm. **Imagine having access to unlimited charitable dollars at no cost to the fundraiser and without having to encourage sponsors to give more**. That is exactly what SplashPlay provides, and more.

SplashPlay's Social Gaming service is available to fundraisers free of charge and provides the following benefits.

- **CAPITAL:** Guaranteed 40% Banner Advertising Revenue Share.
- **ENGAGEMENT:** SplashPlay's trivia/quiz game engine empowers the Fundraiser to educate, engage and entertain its sponsors.
- **LOYALTY:** SplashPlay's integrated loyalty system provides a mechanism to encourage and reward loyal participation as a SplashPlay Social Gamer.
- **OPPORTUNITIES:** SplashPlay's unique real-time deals/offers/message feature enables the Fundraiser to deliver any message it desires from digital coupons, video clips and announcements to its supporters.

Basic Strategy

The underlying objective of SplashPlay is to provide Fundraisers a mechanism to engage their supporters to provide financial support because of game play. In doing so, the more game play that is encouraged, the greater the amount of "cost free" financial support for the Fundraiser.

Source of Revenue

SplashPlay revenue is derived from its advertisers purchasing banner advertising in the SplashPlay game ecosystem (illustrated at the right). By design, each displayed page incorporates two advertisers. The banner advertising is updated each time a game page is refreshed or ten seconds has elapsed. On average, each player is presented six banner advertisements for each question answered. **The fundraiser is not required to purchase or secure advertising. SplashPlay assumes full responsibility for securing advertisers.**

Each time a banner advertisement is displayed, the Fundraiser earns 40% of SplashPlay's advertising revenue. As such, the more times the Fundraiser's SplashPlay games are played, the greater amount of revenue earned.

Tracking Earned Revenue
Earned Fundraiser income can be easily tracked by logging into the Fundraiser's SplashPlay account.   Highlighted in the gold area of the adjacent image is shown the "Total" and "Redeemable" funds the Fundraiser has earned.
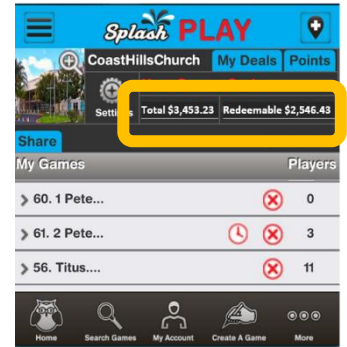
Total
Total funds represent the sum of all funds earned by the Fundraiser from the launch of its SplashPlay fundraising initiative.

Redeemable
The amount of Redeemable funds is the amount payable to the Fundraiser. The Redeemable amount is the net available to the Fundraiser which is simply the Total amount less all previously redeemed funds. For example, if the Fundraiser earned a total of $10,000 and has previously redeemed $5,000, the Redeemable amount would then be $5,000.

Social Media Reach
The dream of every Social Media initiative is to stimulate viral growth. In the simplest sense, viral growth is the propagation of a Posted Element (e.g. YouTube video, Facebook posting, Twitter Tweet, etc.) from one person to another. The key to triggering a viral event is to ensure that the Posted Element is presented to an audience sharing Common Interests (e.g. the Fundraiser's cause) resulting in sharing between online friends.

The potential of Social Media is based on the fact that, on average, people engaged in Social Media have a tremendous number of online connections. According to a survey commissioned by the disposable tableware maker Chinet, the average U.S. adult between the ages of 35-64 spends 23 hours per week communicating via Social Media and each have, on average, 275 direct connections. More interestingly, the survey also found that 50 percent of U.S. adults played games online at least once a week with their "digital" friends. It is this large reach per person that provides the foundation for viral growth. To appreciate how a successful Social Media campaign takes off, let's look at the potential reach of a single U.S. adult actively engaged in Social Media.

The following chart begins with one individual, You, who has 275 Tier 1 Social Media connections. In

turn, if each of the Tier 1 connections reach 275 people, Total Social Media Reach at Tier 2 grows to 75,625. Herein lies the engine for driving Viral Growth. The key is to share a message or engagement opportunity that will resonate with a group of people sharing a Common Interest.

If we applied the above Social Media Reach metrics to a Fundraiser's overall Social Media Reach, the resulting projected connections would be astronomical. As such, in the spirit of being conservative, let's assume that the Fundraiser's supporters have on average 50 direct Social Media connections each versus 275. After applying these conservative assumptions, the following table illustrates how large a Fundraiser's reach into Social Media actually is. To Illustrate a Fundraiser's potential Social Media Reach, let's first identify the number of people in the Fundraiser's online Social Media community (e.g. Twitter, Facebook, email, etc.) which we will call Direct Reach. Now, let's assume the Fundraiser has a Direct Reach of 2,500 people online. Next, as mentioned above, we will assume only 50 Social Media connections per person. In doing so, the Fundraiser's Direct Reach in this example would have 125,000 Tier 1 Social Media connections. If we take this illustration one step further, this Fundraiser would have 34,375,000 Tier 2 Social Media connections for a combined Total Reach of 34.5 Million.

Direct Reach	1,000	2,500	5,000	10,000	25,000	50,000	100,000
Tier 1	50,000	125,000	250,000	500,000	1,250,000	2,500,000	5,000,000
Tier 2	13,750,000	34,375,000	68,750,000	137,500,000	343,750,000	687,500,000	1,375,000,000
Total Reach	13,800,000	34,500,000	69,000,000	138,000,000	345,000,000	690,000,000	1,380,000,000

Game Promotion

One fact of life every Fundraiser knows is that supporters are busy people. Certainly, current and potential supporters will see and hear your marketing message. More important than seeing and hearing your message is ensuring that it resonates with them -- "Hmm, that's a worthy cause!" Unfortunately, marketing messages are easily disrupted. Rest assured, the Fundraiser's marketing message is a fragile thing easily overshadowed by a screaming child, a ringing cell phone, or a power failure and POOF! — Instant Distraction.

In reality, placing just one message in front of your supporters and expecting miracle results is a recipe for marketing disaster. As the old adage goes, "**Marketing is a marathon not a sprint**." Simply, Marketing requires repetition to…

- … gain your supporters' attention,
- … regain your supporters' attention,
- … gain your supporters' trust and respect, and
- … get your supporters to take action.

When planning your marketing campaign, common marketing wisdom tells us we need to ensure that your supporters hear your message at least seven times before they'll really pay attention and take action.

Certainly there is such a thing as annoying people with too much marketing. However, a balanced pacing of marketing messages across a broad spectrum of marketing and promotion modalities paired with the benefits to one's supporters will minimize message fatigue.

Whether you use email marketing, postcards, radio, or Google Adwords, repetition of your marketing message is fundamental to ensuring your supporters see and hear your message and more importantly, act upon it.

To minimize message fatigue, package your marketing message across a variety of marketing modalities. Even if you repeat your message to the same body of supporters, the content and form should be varied to maximize its novelty. Obviously, one cannot create a different ad or message for each occasion. One can, however, deliver the planned message in a variety of effective and affordable ways. What you have to avoid at all costs is that your message becomes tiresome.

Efficient message development is crucial. Toward this end, the best ads need few words – Nike's 'Just Do It' is one of the most effective and famous marketing messages. When you need to quickly reach many people, you need a message that leaves a mark. It is an <u>art to say a lot with few words</u> that only the best copywriters possess.

In addition to crafting an efficient and effective message, you should avoid focusing on the action you desire from your supporters and elevate your message to engage your supporters by seeking to provide added value and empowerment. Your message can do more than tug at one's heart-strings. Your message can entertain and engage your supporters in several ways. Do not settle for doing things for the sake of doing them. Think of the ways your marketing initiative can bring value beyond simply making a donation. The repetition of the marketing message has to be natural and rally your supporters to act on your message and make your cause top-of-mind.

In order minimize message fatigue, achieve message efficiency, maximize message effectiveness and rally the Fundraiser's supporters, you must implement a robust and varied message strategy. To achieve this end, it is imperative that SplashPlay gaming becomes an active component of the Fundraiser's complete spectrum of marketing and promotion activities. It is imperative to present the Fundraiser's supporters the opportunity to engage with SplashPlay through every marketing and promotion modality illustrated below:

Marketing & Promotion Modalities

	Print	Internet	Social Media	Promotional	Technology
FUNDRAISER MARKETING FORMS	Brochures Posters Direct Mail Flyers Newsletters Business Cards Press Releases Packaging Billboards	Website Email Newsletters Blogging	Facebook Twitter Instagram Pinterest Google+	Clothing Wrist Bands Sports Bottles Coffee Cups Drink Ware	App Links Text Messaging
SPLASHPLAY TOUCH	QR Code SplashPlay URL	SplashPlay Button QR Code	SplashPlay Button QR Code	QR Code SplashPlay URL	SplashPlay Button SplashPlay URL

Each marketing and promotion modality offers an opportunity to engage the Fundraiser's supporters. Regardless of the modality employed, the Fundraiser is best served if one or all of the SplashPlay Touch Points are included.

Fundraiser's Message to its Community

To ensure the Fundraiser's SplashPlay games are played by its community, it is necessary to ensure that the people the Fundraiser reaches directly are aware of the game. To achieve this objective, SplashPlay makes it possible to integrate the Fundraiser's games in all forms of communication by use of SplashPlay's numerous Touch Points: QR Code, and Personalized Game URL.

When integrating the SplashPlay game message into Fundraiser's marketing and promotion plan, it is important to consider the four key benefits of participation: Entertainment, Engagement, Social Media Engagement, and Financial Support.

Entertainment

Key Message: **SPLASHPLAY IS ENTERTAINING**

Apart from mere entertainment, SplashPlay's gaming environment is designed to provide a vehicle for the Fundraiser to dynamically inform its community of relevant information in a fun and entertaining manner. More importantly, the Fundraiser's message delivered in the form of a trivia game enables supporters to share the game with friends and family within and outside of Social Media simply for the fun of it.

Engagement

Message: **LEARN MORE ABOUT THE CAUSE**

SplashPlay's game structure was intentionally designed as a trivia game to empower the Fundraiser to provide a gaming experience that fortifies the Fundraiser's core message, beliefs and services. For example, a Fundraiser centered on cancer should create games that educate the player about cancer treatment, medical breakthroughs, prevention, etc. In doing so, the Fundraiser's constituents can become better informed about the Fundraiser while being entertained.

To fortify supporter engagement, SplashPlay's real-time Deal feature empowers the Fundraiser with the ability to deliver relevant and timely information to its constituents. As explained in the Fundraiser User Guide, SplashPlay's Deal feature can deliver a variety of content including messages, video clips, web links and printable and digital coupons.

Social Media Engagement

Message: **SHARE IN SOCIAL MEDIA**

Social Media is pivotal to the success of the Fundraiser's SplashPlay initiative. Toward this end, Fundraiser must encourage its constituents to share SplashPlay throughout Social Media (e.g.

Facebook, Twitter, Pinterest, Google+, etc.) Every time a player shares SplashPlay within Social Media or emails their friends, the player receives a 500 point bonus.

Financial Support
Message: **FINANCIAL SUPPORT AT NO COST TO THE PLAYER**

The Fundraiser's supporters want to provide financial support. Unfortunately, most people don't have unlimited financial resources. It is imperative that the Fundraiser's constituents are made aware that every time they play SplashPlay significant financial support is paid to the Fundraiser.

Implementing SplashPlay
The Fundraiser's objective is to provide as many opportunities for its supporters to become engaged in SplashPlay as possible. Toward this end, SplashPlay enables Fundraiser's to promote its games in every marketing and promotional modality they employ. Whether print or online, the Fundraiser's SplashPlay Touch Point can be implemented in a variety of ways including QR Code, and Web Linking.

Linking to SplashPlay via Digital Media
Adding the SplashPlay button or link to the Fundraisers website, email and electronic newsletters is an easy and obvious first step to developing activity. All that is necessary to incorporate SplashPlay into the Fundraiser's digital media is to provide a link to the Fundraiser's game. The form of the link can be a button, hyperlink, or simply the actual URL supplied by SplashPlay, illustrated below:

<p style="text-align:center">www.splashtrivia.com/[ENTITY CODE]</p>

Note that the [ENTITY CODE] is the four character code assigned by SplashPlay.

Messaging…Messaging…Messaging
One cannot over emphasize the importance of continuous and action orientated messaging. The simple act of placing the Fundraiser's SplashPlay link on its website will yield a degree of results. However, pairing the SplashPlay game link with a message that encourages game play and sharing via Social Media will produce dramatically more significant results. The following illustrates just such a message:

> *"[1]Positive Directions is forever thankful for you generous support. [2]Today, we call upon you to help Positive Directions in a new and creative way – [3]Play the Positive Directions' Trivia Game on your smartphone, tablet or desktop computer today by clicking the 'Play Now" button below.*

> *All we ask you to do is play the Positive Directions Trivia Game and share it with your friends on Social Media. [4]For every answered trivia question, with no purchase required by you, SplashPlay makes a donation to Positive Directions. [5]**PLAYING THE POSITIVE DIRECTIONS TRIVIA GAME ALLOWS YOU TO SUPPORT OUR CAUSE AT NO COST TO YOU!***

The Positive Directions' Trivia Game is fun, totally free, allows you to [6]learn more about Positive Directions cause and [7]earn Rewards Points every time you answer a trivia question or share SplashPlay with your friends and family.

Please play Positive Directions Trivia Game today by clicking the 'Play Now' button below and take joy in knowing that having fun supports Positive Directions."

The above message incorporates seven components of the SplashPlay fundraising strategy: 1) Acknowledge the supporter, 2) Announce something new and refreshing, 3) Call to action, 4) SplashPlay donations, 5) Support the cause at no cost to the player, 6) Learn about the cause, 7) Earn Rewards points when playing the game.

Acknowledge the Supporter (1)
People support the causes they believe in. Just as important, people continue providing support if they feel they are appreciated. As such, expressing appreciation for supporters' continued faith and commitment is imperative.

Announce Something New (2)
Everyone responds to the opportunity to try something new and refreshing. This is where the Fundraiser gets to plant the seed that the supporter is the first to learn something new about a cause they believe in and support.

Call to Action (3)
The objective of this message is to get the Fundraiser's supporters to play its games as quickly and often as possible.   As such, express the desired call to action quickly and succinctly. By delaying the call to action is similar to 'burying the lead' in a news article.

The term "bury the lead" comes from journalism. In a news story, the "lead" is the first sentence, which concisely conveys the main point of the story. Ideally, a reader should be able to scan just the first sentence or two of a story and come away with a clear idea what that story is about. A good lead will also "hook" the reader and motivate him to read further. A story with a buried lead begins with the secondary details, forcing the reader to continue reading to discover its main point and potentially lose interest.

When crafting a message, whether it is an email or a newsletter, read it over thoroughly and ask yourself, "Have you buried the lead?"   Will your reader get your main point in the first sentence, or at least in the first two or three lines of the message? If not, revise your message and bring the lead to the front—you'll get more attention from your readers and more action on your requests.

SplashPlay Donations (4)
There is nothing shameful about donations from corporate partners. In fact, it is a strategy employed throughout cause related marketing and consumers expect it. However, most often a corporate donation usually requires the Fundraisers' supporters to purchase something which results in the corporation sharing some of its profits.

According to the 2013 Cone Report, 14% of U.S. consumers are twice as likely as their global counterparts to expect corporations to support causes. In fact, 91% of U.S. consumers are committed to switching brands to those that support social causes. This is the Fundraiser's opportunity to impress upon its supporters that a "responsible corporate third-party" is making the donation at no cost or obligation to the supporter.

Support the Cause (5)
The Fundraiser's supporters are either currently providing financial support or have an interest in doing so. Unfortunately, few people have a bottomless bank account. As such, it is imperative that the Fundraiser's supporters understand that every time the Fundraiser's games are played they are causing financial support to be provided by SplashPlay at no cost to them. Bottom line, active players of the Fundraiser's games are supporting the cause.

Learn about the Cause (6)
Regardless of the nature of the Fundraiser's cause, there is always something interesting or important a supporter can learn. From fun facts to critical information, the Fundraiser's trivia game can help educate its supporters.

Certainly playing a game is and should be about having fun. As such, it may be counterproductive if the Fundraiser's trivia game is filled with complicated scientific or frightening facts. Consider questions such as; "Who founded Positive Directions?" "Does quickly removing a bandage hurt less?" "How many people are supported by Positive Directions annually?" which can be interspersed with some hardcore relevant trivia about the Fundraiser's cause.

SplashPlay, however, can be an effective tool for educating the Fundraiser's supporters. For example, if the Fundraiser is focused on breast cancer, a trivia game going over the five steps of a breast self-examination would be educational as well as contributing to achieving the Fundraiser's mission.

Rewards Points (7)
In recent years, loyalty programs that reward supporters for sticking with brands have steadily grown in popularity. Between 2008 and 2012, U.S. loyalty programs have increased by 10 percent per year – producing on average over 23 loyalty memberships per household.

The most successful loyalty strategies, such as Starbucks, achieve success by integrating mobile technology with the Starbucks shopping experience to make transactions seamless and more enjoyable.

The most successful loyalty strategy rewards loyal supporters by offering rewards that reinforce supporters' commitment to the Fundraiser's brand. The key to a successfully loyalty strategy is to offer rewards of high intrinsic value (such as branded drink ware) yet have relatively low incremental cost. The most effective loyalty rewards bear little marginal cost yet improve the brand's appeal. Consider Starbucks for example. After achieving Gold Status, the

customer is given a cup of coffee. This is roughly twenty-five cents worth of coffee as a reward for spending thirty plus dollars. Clearly, the value of the reward does not need to be in alignment with the level of loyal commitment.

The most effective loyalty strategy is for the participants to earn points (or in Starbuck's case, Stars), which translate into some type of reward that the supporter can redeem. The secret is to make the relationship between points earned and the reward simple, understandable and reachable. As such, the SplashPlay Loyalty Rewards system is designed to enable the supporter to earn unlimited points while promoting game play paired with a simple and intuitive conversion mechanism.

To make for a simple and manageable Loyalty program, the Fundraiser can establish three reward levels with each assigned a point value. Once the player achieves a level of redeemable points, he or she simply clicks the Redeem button and is sent an email confirming the reward was redeemed. Additionally, the Fundraiser is sent both an email and fax containing specifics about the redeemed reward along with the player's contact information.

Valuing Rewards Points
In order to value points, it is necessary to equate them to earned SplashPlay donations. A SplashPlay player can earn Rewards Points from three (3) activities: Game Play, Game Sharing, and Deal Sharing.

Game Play Points: During game play, a player's earned points result from how quickly he or she answers questions correctly. As such, the maximum points that can be earned from a single trivia question is fifteen (15) points. Even if the player answers the question incorrectly, the player earns one (1) SplashPlay Loyalty point.

Assuming the Fundraiser earns $0.00032 per answered question, a player who earns five (5) points per question yields the Fundraiser $0.000064 per SplashPlay Loyalty point. As such, the Fundraiser would earn $6.40 for each 100,000 points redeemed. In turn, if the Fundraiser wished to give away a $4 branded sports bottle, the minimum redeemable point level should be set between 50,000 and 100,000 points. Obviously the greater the points required, the more margin the Fundraiser realizes for each Loyalty Reward redemption.   Keep in mind that there isn't a direct relationship between donations earned by the Fundraiser and Loyalty Points earned by the player. On average, less than 1/3rd of loyalty rewards earned in the U.S. are redeemed. As such, one can expect upwards of 2/3^{rds} of the earned Loyalty Points to go unredeemed resulting in lower program cost to the Fundraiser.

Sharing Points: The objective of the SplashPlay Loyalty model is to motivate supporters to share the Fundraiser's game throughout Social Media providing the Fundraiser expanded reach to potential supporters. As such, to encourage players to share the Fundraiser's game, players receive five hundred (500) Loyalty Points each time he or she shares the game in to Social Media or via email.

Deal Sharing: Fundraisers have the option in the SplashPlay game platform to offer deals and opportunities to game players. Often, Deals are an opportunity to purchase Fundraiser branded products or inform players about opportunities such as events, digital coupons or even video links. Like Game Sharing, players are granted five hundred (500) SplashPlay Loyalty Points each time Deals are shared in to Social Media or via email.

Game or Deal sharing is a tremendous opportunity for the Fundraiser's message to be delivered to a large audience. As such, SplashPlay Loyalty Points incentives for game or Deal sharing is a truly low cost yet powerful mechanism for increasing the Fundraiser's reach.

SplashPlay Fundraiser Marketing Strategy

In order to realize maximum benefit from the Fundraiser's SplashPlay program, it is worthwhile to define a strategy that fits the available talent and personnel resources available to the Fundraiser. As a mobile game experience, it is likely SplashPlay promotional strategies will be focused on social media. However, because of SplashPlay's unique "real-world" and "virtual-world" touch points, the best results will be realized if the Fundraiser promotes SplashPlay via its entire spectrum of marketing and promotion activities: digital, print and broadcast.

Reinforced Messaging

It is important to recognize that a Fundraiser's existing and potential supporters can be reached via a variety of channels. In America today, according to the Pew Foundation 87% of the adult population, or 211 Million people, are on the Internet. Not only are these people on Social Media, they also receive email, read blogs, receive mail via U.S. Postal Service, listen to radio, watch television, read magazines, drink beverages and more. Each of these touch points provide an opportunity to reach and encourage the Fundraiser's existing and future supporters to play its SplashPlay games. As such, the best and most effective messaging strategy is to deliver the Fundraiser's SplashPlay call to action in every channel it employs.

Campaign Planning

Regardless of the Fundraiser's marketing focus, it is highly recommended that a strategic marketing plan be defined. As formidable as the name "Strategic Marketing Plan" sounds, it is simple and straight forward. In fact, it isn't much more than a "to-do list" that can be implemented in a logical, step-by-step process:

Step 1: Campaign Outline

Start by outlining the basics of your Social Media campaign. The objective here is to clearly define Goals, Audience, Story, Schedule, Tools, and Measurement. This process is important. However, it should not be seen as anything other than the Fundraiser's roadmap for its Social Media campaign.

Step	Description
Goals	What do we want to achieve?
Audience	Who are we targeting? What is the demographic? Where are they found?

	Which social media groups are relevant to the audience we want to target (FB groups, Twitter lists, Twitter hashtags, forums, blog communities, etc.)?
Story	How does this campaign start? Where does it go? How does it finish? What is the core message you are promoting? How are you planning on responding to engagement?
Schedule	What is your timeline for the campaign? What are the major milestones in the campaign? (launch, check-ins, core content creation, content deployment)
Tools	What are the social media tools, rich media tools, editorial tools, and non-digital tools we will use?
Measurement	How will we measure success? What are the tangible metrics we will look at, such as Facebook Likes, Comments, Retweets, mentions, views, membership, event attendance, etc.? What are the intangible metrics, such as increased awareness about station or topic, credibility, etc.?

Step 2: Staffing and Roles

A Social Media campaign should involve Fundraiser's personnel beyond just the person posting updates to the Facebook Page. When designing an effective Social Media campaign, try to involve multiple departments in campaign design, implementation, and measurement.

Below are examples of potential staff members and their responsibilities:

Staff Member	Department	Responsibilities
Social Media Manager	Communications	• Schedule and post tweets, Facebook posts • Manage all other components and members of the social media campaign • Engage with supporters and respond to questions and comments/assigning responses to relevant staff
Sponsorship Director	Membership	• Identify ways to recruit new supporters • Help measure ROI by correlating campaign data with supporters
Marketing Director	Programming	• Provide content to promote through social media (pictures, videos, quotes, etc.) • Help team align social media campaign goals with Fundraiser's marketing plan • Correlate overall marketing with social media activity
Communications Director	Editorial	• Provide relevant content from local and national campaigns • Refine messaging and craft tweets
Online Editor	Web Management	• Update website with relevant content • Post content to blogs • Monitor and report on web traffic

Step 3: Tactics and Tools

Once campaign parameters have been defined and the people who will be involved in the campaign selected it is time to identify the tools and tactics that will be used to engage your audience, distribute your content, and achieve your goals.

It is important to define tools and tactics after the Fundraiser has properly defined its goals and roles, and not before. For example, the Fundraiser should not start by saying "we want to find a way to use the Facebook Page in a social media campaign." Instead, you should first begin by framing the campaign and its objectives then followed by determining which tools and platforms will best help achieve the Fundraiser's goals.

SOCIAL UPDATES		
Date	**Content**	**Type**
4/1/15	Introduce SplashPlay	Facebook Post
4/1/15	Introduce SplashPlay	Tweet
4/2/15	Introduce Loyalty Program	Facebook Post

RICH MEDIA		
Date	**Content**	**Type**
3/1/15	Draft of Video Script	YouTube Video
3/14/15	Launch Video and Post to YouTube	YouTube Video
3/28/15	Images of Supporters	Pinterest

WEB CONTENT		
Date	**Title/Topic**	**Type**
03/10/15	Draft Home Page Content	HTML
03/10/15	Design SplashPlay Button	HTML/GIF
03/29/15	Implement Content and Button	HTML/GIF

OTHER		
Date	**Activity**	**Responsibility**

Step 4: Implementation

During the implementation phase, you should be executing each step, tracking the engagement, reacting, and monitoring.

Dates	Action	Content	Responsible	Results
04/01/15	Launch Campaign	Facebook Twitter Pinterest YouTube	Communications Web Manager	640 Likes 1,500 Re-Tweets 25 Comments 924 Game Plays
04/8/15	Follow-Up	Facebook Twitter	Communications Web Manager	25,323 Likes 5,345 Re-Tweets 732 Comments 12,234 Game Plays

Step 5: Measurement

Measure the results of your campaign against your initial goals to help evaluate the success of the campaign. The following are examples of goals and metrics. Please feel free to adjust to meet the Fundraiser's specific needs:

Goal	Metric	Results	Notes
Social Engagement	Facebook Likes and Comments	5 fan posts, 12 comments, 33 likes	Increased engagement on Facebook by 33%
Game Engagement	Games Played Points Earned	14,324 Games Played 145,232 Points Earned	Baseline Measurement
Finance	Earned Cash Redeemed Cash	$23.45 Earned $0.00 Redeemed	Baseline Measurement
Web Metrics	Page views and referrals from Twitter	450 total website views 120 referrals from Twitter	50% increase in total page views
Exposure	Blog Posts Covered	Campaign covered by two bloggers	Blogger "Helping Hands" writes about Fundraiser. Has 1,200 followers on Twitter
Sponsorship			Largest Sponsorship Increase in two years

Social Media

The Fundraiser's Social Media mission should be to inform its supporters about the opportunity to support its cause simply by playing SplashPlay. Toward this end, a broad spectrum commitment to reaching people via Social Media should be implemented.

While Social Media is important to implement as a regular activity that will help the Fundraiser reach its goals, it is also valuable to create discrete campaigns aimed at achieving specific goals. Developing and deploying campaigns can also be a good way to spur new collaboration among Fundraiser's departments and to take its Social Media activity to the next level. Social Media should be considered in the same way the Fundraiser approaches any other communications campaign.

Twitter

Twitter.com is all the rage among geeks and non-geeks alike. In a nutshell, to initiate a Twitter presence, sign up for a free account at Twitter.com. Then periodically type short messages (limited to 140 characters) that announce what is happening with your organization.

The objective of Twitter postings is to persuade friends and followers to become your audience by subscribing to your Twitter feed (known as tweets). The basics of Twitter can summarized as follows:

Verified Twitter Account

The purpose of verified accounts is to prove that the account is legitimately held by the person or organization they claim to be. Unfortunately, not all brands or celebrities were able to get the Twitter handle they wanted and sometimes it can be difficult to find the person you are searching for when so many parody accounts sprout up.

It is our understanding that Twitter reviews Verified accounts and applications on an on-going basis to make it easier for users to find who they're looking for. Obviously Twitter likes to concentrate on high profile people in music, film and TV, fashion, government, politics, religion, journalism, media, sport, business, and other key interest areas. Basically, if you're an organization of public interest or high profile you have a good chance at becoming a verified Twitter user.

Twitter doesn't accept requests for verification from the general public. To be eligible for verified account status, you need to fall into one of the above categories and wait for Twitter to reach out to you. If you're interested in proving that your account is authentic and Twitter will help you build brand credibility and trust, there are a few of things you can do:

- Include your organization's website URL and location in your biographic information, and include a Twitter follow button and/or your Twitter handle on your webpage.

- Include your Twitter handle on business cards, eBooks, and generally any content you produce so that your constituents know at which account they can find you.

- Make sure that your Twitter profile is properly branded and uses high resolution images. Nothing looks more suspect than grainy images and a generic profile avatar.

Verified Twitter accounts are marked with the official blue verified tick badge, and is given to highly sought celebrities, organizations and public figures to establish authenticity of identities. Currently there is no way for the general user to get Twitter verified.

Verified accounts enjoy access to special features including filtering your notifications page to see All, Filtered, Verified Accounts your organization follows and people that follow your organization. Verified accounts can choose to receive direct messages from all followers if they like, and they also have access to account analytics.

Twitter Hashtag
Once you've started using Twitter, it won't take long before you come across what's known as a hashtag. That's when you see something in a tweet that has a # prefix. (The # is a hash symbol, hence the term hash tag or, more commonly now, hashtag.)

For example, if there was a medical breakthrough in the area your organization serves, you might use the Hashtag #CancerCured.

A hashtag is simply a way for people to search for your Organization's tweets that have a common topic. For example, if you type #Fundraiser into the Search Twitter box at the top of any Twitter page and hit Enter, you'll get a list of tweets related to this Hashtag.

Tweeting
The main thing to remember is that Twitter messages are limited 140 characters. If you use the Twitter Web page, the entry field will automatically count your characters.

Every Twitter update you post is a unique branding impression. In doing so, you are developing a reputation with your online friends. As such, make certain you are adding something to the conversation that is valuable, informative and relevant to your followers. In essence, Twitter is similar to a face-to-face conversation. You want to say something that is interesting, helpful, or just plain entertaining.

Sample Tweets
Tweeting style is the organization's choice. However, here are a couple of sample Tweets that can be used as a foundation for engaging your organization's Twitter followers:

@Positive Directions Play our new trivia game. Every time you play, Positive Directions receives cash. Click: www.splashtrivia.com/a194

@Positive Directions Share our trivia game with friends. Every question pays Positive Directions. Free to Play! www.splashtrivia.com/a194

FaceBook
Clearly Facebook is one the fastest growing Social Media networks and its users are increasing by thousands every day. As such, due to its vast user base, it is easy to acknowledge its influence and the importance of any organization to utilize Facebook to boost its brand awareness to existing and potential supporters.

The first thing a visitor sees when they land on your Facebook page is most likely the organization's "wall" or the "info" page. As such, any message you wish your supporters to see should be incorporated into these area. The main purpose of your Facebook landing page is to convert, engage or attract supporters. Toward this end, your organization needs a clear call-to-action graphic in the landing tab, this will help in getting more "Likes" from your visitors.

SplashPlay Game Share Link
The objective of using Facebook is to encourage SplashPlay game play. As such, the organization's page should include a "Share the Game" link. To implement a share SplashPlay link, follow these simple instructions:

Step 1: Go to your Facebook page and paste your organization's SplashPlay game URL (for example: www.splashtrivia.com/a194) into the status update box. In a few seconds Facebook will generate a Link Preview box below your status update. Once this is done, you can remove the link itself from the status box; it is not necessary to keep the link preview.

Step 2: Add any necessary commentary to the link, then click the "Post" button to share the link to your Facebook wall.

Facebook Posts
With the constant updates and changes in Social Media, there are a variety of ways to effectively interact with your audience. Here are couple of simple posts you can make without the need of a Facebook guru. In order to maximize interest, regular and varied posts will keep your followers' interest.

Status Update: Posting a status is fine, but it doesn't engage your audience. Unlike celebrity posts, your organization's social media goals are different. Your goal must be a clear call-to-action. For example:

Play Positive Direction's Trivia game at www.splashtrivia.com/a194

Question Post: Questions are a powerful way to engage your followers. For example:

Wouldn't it be great if every Positive Direction's trivia question you answered caused a donation to Positive Directions at no cost to you? Well, it can. You and your friends can support Positive Directions today simply by playing SplashPlay at www.splashtrivia.com/a194

Digital Media
Digital media (e.g. email, electronic newsletters, blogging, etc.) can be the most dynamic and affordable communication channel for your organization. More importantly, digital media offers the opportunity for immediate engagement in SplashPlay since all that is required on the part of the supporter is a single "mouse click." As such, SplashPlay calls-to-action should be an integral part of the Fundraiser's digital media plan.

Email

Every email sent out by the organization should include a short message and a link to play and share SplashPlay. This message can be the theme of the email or simply a postscript. For example:

Best Regards
Positive Directions

David Turner, Development Director

P.S. Help support Positive Directions and play SplashPlay at www.splashtrivia.com/a194. Every question answered generates a donation to Positive Directions. Play and share SplashPlay.

Promotional Email

Depending on whose marketing statistics one reviews, offers and propositions delivered through email can require as many as 15 unique emails before the recipient acts on the message. Albeit email may not be the most "effective" communication device, it is, however, the hands-down winner with respect to cost.

With the reality of email in mind, SplashPlay recommends that email be used frequently to develop awareness of the Fundraiser's SplashPlay game.

Dear Supporter,

Thank you for your continued support of Positive Directions. We understand these trying economic times make supporting causes you believe in difficult. Today I am writing to announce our new SplashPlay Positive Directions Trivia Game.

Click here to play: www.splashtrivia.com/a184

By playing Positive Directions SplashPlay game you will learn more about our cause, have fun and more importantly, provide financial support. The great news is the financial support that comes from you playing SplashPlay costs you nothing! SplashPlay is totally Free of Any Charge!

Additionally, every time you play Positive Directions SplashPlay Trivia game, you earn Rewards Points than can be used for valuable prizes. So, the more you play the more points you earn. Also, the more you play, the more money that is donated by SplashPlay to Positive Directions.

Best Regards
Positive Directions

David Turner, Development Director

P.S. Help support Positive Directions and play SplashPlay at www.splashtrivia.com/a194. Every question answered generates a donation to Positive Directions. Play and share SplashPlay.

Digital Newsletters

Newsletters can play an important role in maintaining consistent contact the Fundraiser's supporters. Digital Newsletters that provide current and relevant content can further fortify your organization as a trusted charity. Unfortunately, creating and delivering effective content can require significant time and resources.

In addition to the time necessary to create a Digital Newsletter, delivering your Digital Newsletter to your supporters can present technical challenges. To ensure your Digital Newsletter reaches your supporters you need to have a means to ensure it is distributed through a variety of channels without requiring additional work or time.

By delivering a Digital Newsletter with fresh and current content you are ensuring supporter interest. Keep in mind that relevant content (things unique to the "cause" that are near and dear to your supporters' hearts) maximizes the likelihood of capturing their attention.

Technology has made delivering Digital Newsletters easy and controllable. The simple action of uploading your logo and database of client email addresses to a secure digital service (e.g. Constant Contact) prepares you to send out a branded Digital Newsletter in only a few mouse clicks. The service provider relieves you and your staff from the burdensome task associated with sending your Digital Newsletters via email.

Understanding the value of your Digital Newsletter can be tricky. Digital Newsletters are typically time consuming to create and monitor. While many email marketers simply just look at open and click through rates, it's important to know if a newsletter influenced an action. Here are some metrics to help understand the value of you Digital Newsletters.

The Basics
Basic metrics for Digital Newsletters typically show: (1) how many people received the newsletter, (2) how many of those people opened it, and (3) how many people clicked through to read more about a specific topic. This information is typically easy to obtain from a variety of marketing automation tools allowing you to compare between campaigns to monitor success. Additional basic stats include: (1) how many people unsubscribed, and (2) why those sent the email may not have had it delivered to them (hard and soft bounces).

The importance of this data not only provides insight into a specific Digital Newsletter, but also provides awareness of any variance between different newsletters. You'll want to monitor changes in any of the data that may show a success or indicate a bad practice. You'll also want to compare this data to detect growth in your newsletter subscribers.

Often marketers will point out that Digital Newsletter readership data is inaccurate due to the proliferation of offline readers, firewalls that strip html images, reading panes, etc. each of which functionally reduces your Digital Newsletters true open data. Regardless, assuming these elements effect all your Digital Newsletters, you shouldn't worry about it when comparing against your other Digital Newsletters.

Beyond Basics
Beyond basic click through measurement, you will want to look at click through for unique links in your Digital Newsletter. In doing so, you will better understand what information is the most relevant to your supporters. Also, you will want to see if the click through led to additional actions, like downloading a whitepaper, viewing a brochure, linking to pages in your web site and most importantly, playing SplashPlay.

SplashPlay Message

Your Digital Newsletter provides an effective channel for informing your supporters of the organization's SplashPlay program. More importantly, not only should there be a "call-to-action" to play SplashPlay, your message should clearly explain the benefits of doing so. For example:

Personal Benefit: Each SplashPlay participant earns Rewards Points. These points accumulate both as "General SplashPlay Points" and "Sponsor Loyalty Points." Your message should reinforce the benefit of earning these points. More specifically the benefit of earning "Sponsor Loyalty Points." As such, it is wise to dedicate an area in the Digital Newsletter that describes the Loyalty Rewards and the points necessary. When it comes to Loyalty Rewards, the key factors to keep in mind are variety and attainability. Toward this end, change Loyalty Rewards regularly and assign a point level that is achievable.

Supporting the Cause: Your supporters follow your organization because they believe in the cause. As such, it is reasonable to expect that they will happily play SplashPlay because doing so directly benefits the cause. Don't hesitate to remind your supporters that the more they "PLAY" and "SHARE" your games, not only do they earn more points, they also are causing financial support to be provided by SplashPlay at "no cost to them."

Sponsor's Web Site

Your organization's web site is likely a cornerstone of your messaging strategy. As such, it will prove fruitful to ensure that SplashPlay engagement is incorporated into your overall SplashPlay strategy.

As illustrated in the adjacent web page, you will see that the SplashPlay QR Code Touch Point is prominently displayed on the home page. Additionally, the SplashPlay logo is incorporate in the Social Media button group at the top of the home page as well.

The organization's web site offers both an opportunity to engage players as well as inform them about the SplashPlay program. For best results, including your organization's SplashPlay strategy as a regular aspect of your web site's editorial calendar will prove fruitful. Visitors to your web site need to know the following: 1) What is SplashPlay, 2) How SplashPlay benefits your cause, 3) How playing SplashPlay benefits the supporter, and 4) Why they should share SplashPlay with their friends and family.

Print Media

Regardless of the power of the Internet and Social Media, printed material will continue to be a part of every organization's marketing and promotion plan for a long time to come. As such, it is logical that SplashPlay be incorporated into the organization's print strategy.

Implementation of SplashPlay into the organization's print media strategy is only limited by one's imagination. The most effective means to engage people to play SplashPlay is to include the SplashPlay QR Code Touch Point on collateral material ranging from flyers, brochures, publications, newsletters, advertisements, posters and even the back of the organization's business cards. In doing so, all a recipient of the organization's printed material needs to do to play your SplashPlay games is to snap a picture of the QR Code.

Images and Links

When you create a trivia question, you have the option to include an image. The trivia question image can be unique to the question being asked or a generic image such as the organization's logo. Images ad a vitality to the game experience and maximizes engagement and even provides an opportunity to fortify whatever message the organization intends to convey via the game experience.
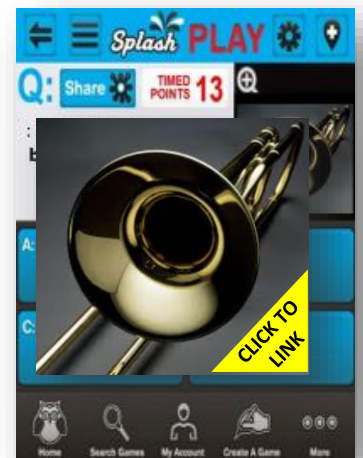
Game images can be expanded (Zoomed) by a single tap. Unique to the SplashPlay game platform is the option for the organization to include a link from the image to a destination anywhere throughout the Internet from the organization's home page, YouTube video, Facebook account or even the organization's online store.

SplashPlay's image linking is a free and powerful feature providing the organization the opportunity engage its supporters more deeply.

Deals and Promotions

The SplashPlay game platform is more than just a trivia game, it is a robust communication vehicle designed to benefit SplashPlay's Fundraiser partners. In addition to SplashPlay's revenue sharing, Fundraisers can avail themselves of SplashPlay's powerful Deal button.

As illustrated at the right, below the SplashPlay results page is the "Click for Deal$" button. The Fundraiser can set up a total of seven (7) deals which can be scheduled to appear on any day of the

week. Simply, Deal 1 can be scheduled to appear on Monday/Wednesday/Friday and Deal 2 could be schedule to appear on Tuesday/Thursday/Saturday and Deal 3 can be scheduled to appear on Sunday or any combination the Fundraiser desires.

When the Deal Button is clicked, the underlying deal will be displayed, as shown here.   In this example, an image of the product being offered along with a title (also displayed on the the Deal Button), product description and a URL. URLs are limited to fifty (50) characters. If your URL is long, you can use one of the numerous Short URL services such as www.bitly.com to create a shorter URL.
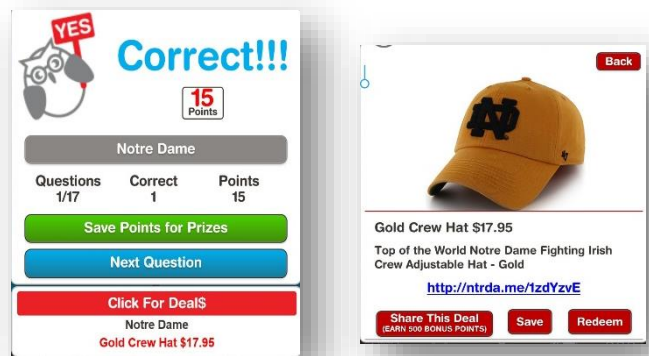
SplashPlay's Deal button is a free service to the Fundraiser.   SplashPlay does not charge the Fundraiser fees for content, presentation, links or ecommerce events associated with the Deal button.

SplashPlay Game Planning

An effective SplashPlay strategy is to introduce fresh and interesting games on a regular basis. In doing so, the work load associated with game creation is distributed over a longer period of time and ensures that supporters will not be overwhelmed by an onslaught of games.

Game creation is a relatively simple and low-technology task that can be assigned to a junior social media manager, communications person or even an intern.   For some organizations, they may find it more cost effective to assign game creation to an outside third-party who will create and maintain games per a pre-defined Game Calendar.

Cost of Game Creation

The cost of creating a game is directly proportional to the time it takes the game creator and his or her compensation. In the following chart, you can estimate the cost of creating any number of Trivia Questions based on the game creator being paid at the rate of twelve-dollars per hour. For example, let's assume an individual paid $12 per hour creates 20 Trivia Questions per hour which represents three minutes per Trivia Question. The effective cost per Trivia Question is $0.60 each and the estimated cost to create 500 Trivia Questions is $300.

Questions Per		Dollars/	Trivia Questions Created						
Hour	Minute	Question	250	500	1,000	1,500	2,000	3,000	5,000
30	2	$0.40	$100	$200	$400	$600	$800	$1,200	$2,000
20	3	$0.60	$150	$300	$600	$900	$1,200	$1,800	$3,000
15	4	$0.80	$200	$400	$800	$1,200	$1,600	$2,400	$4,000
10	6	$1.20	$300	$600	$1,200	$1,800	$2,400	$3,600	$6,000
6	10	$2.00	$500	$1,000	$2,000	$3,000	$4,000	$6,000	$10,000

Third-Party Game Creation

If the Fundraiser doesn't have personnel to create games or does not want to divert its staff from other projects, engaging a third-party to create and manage games would be a reasonable alternative. The good news is that the skill set required by a third-party is relative low. All they need to do is understand the Fundraiser's cause and mission. In turn, in partnership with the Fundraiser, the third-party would need to define the scope of the game, number of games, number of questions and tone of game.

Viable third-party candidates include agencies specializing in advertising, public relations, or social media. Additionally, the Fundraiser may consider hiring college students studying computer science, communications, web development or social media.

Certainly professional third-parties represent a more costly alternative to assigning the task to the Fundraiser's staff or engaging an independent contractor such as a college student. In all, when establishing a budget, the Fundraiser should estimate that third-party game creation cost should be estimated between $0.75 and $1.00 per question.

Game Planning

Project planning in general is a discipline for stating how to complete a project within a certain timeframe, usually with defined stages, and with designated resources.

Scope
A short and specific scope statement is arguably the most important step in creating an effective game. The scope statement is used to get common agreement among the stakeholders about the game. It is the basis for getting the buy-in and agreement from the stakeholders and decreases the chances of miscommunication.

Stakeholders
For the purpose of the game creation, Stakeholders include the Fundraiser's management, marketing and technology team members as well as potential third-parties.

General Goal
In order to produce games that meet the Fundraiser's objectives, it is important to express the General Goal of the game. The form of this statement can be as simple as "To Entertain" or "To Educate" or "To Engage."

Game Planning Form

The following is a sample planning form that can be laid out in a spreadsheet such as Excel that the Fundraiser may find useful in creating games quickly and efficiently.

Game Planning Form

Scope Statement:

Stakeholders:

General Goal:

Game Name	Assigned To	# of Questions	Tone	Dates Review	Publish
		☐ Multiple Choice: _____ ☐ True/False………: _____ ☐ Yes/No……………: _____	☐ Funny ☐ Serious ☐ Educational		

Game Details

#	Question	Answers Correct	Wrong 1	Wrong 2	Wrong 3	Image	Link
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							

Game Image Inventory

	Image Name	Location	Link		Image Name	Location	Link
A				F			
B				G			
C				H			
D				I			
E				J			

Game Calendar

Keeping your game projects on track — especially in the face of constant change requests and additions — is your greatest challenge. When clear expectations and dates are not expressed from the start, scope creep or deadlines typically suffer. As such, it is imperative that a simple game planning calendar be employed in order to ensure that the SplashPlay game initiative fits into the Fundraiser's list of priorities and objectives.

Game Updates

Game content should be updated on a regular basis. In doing so, enhanced content or new games represent an opportunity for the Fundraiser to make an announcement to its supporters and game players. The frequency of updates, however, is up to the Fundraiser. Regardless of the update frequency, SplashPlay recommends that an update plan is put in place in a form similar to the following:

WEEKLY GAME UPDATE PLAN

Description	Assigned to	Days													
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
Create Game 1		■	■												
Review Spreadsheet				■											
Confirm Images				■											
Approve Spreadsheet					■										
Upload Game						■									
Create Game 2									■	■					
Review Spreadsheet											■				
Confirm Images											■				
Approve Spreadsheet												■			
Upload Game													■		

MONTHLY GAME UPDATE PLAN

Description	Assigned to	Weeks													
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
Create Game 1		■													
Review Spreadsheet		■													
Confirm Images			■												
Approve Spreadsheet				■											
Upload Game					■										
Create Game 2						■									
Review Spreadsheet						■									
Confirm Images							■								
Approve Spreadsheet								■							
Upload Game									■						

SplashPlay Challenges

Unique to the SplashPlay game platform is the ability to plan and schedule challenges. A SplashPlay challenge is simply a schedule competition activated by the Fundraiser. In order to set up a SplashPlay Challenge, follow these eleven simple steps:

Creating a Challenge

Step 1: Log into Fundraiser's Account: Simply go to www.splashtrivia.com and log into My Account.

Step 2: Select a Game: To begin, simply tap any of the games in the Fundraiser's SplashPlay account.

Step 3: Tap the Challenge Tab: To define the specifics for the Challenge, tap the "Challenge" tab.

Step 4: Choose a Game: Choose a Game from the Fundraiser's pick list.

Step 5: Challenge Name: Create a name you want to use for your SplashPlay Challenge.

Step 6: Create Email Invitation List: At this point, you can enter email addresses or pick from addresses previously entered into the list. Whenever you enter an email address, it is automatically added to the Fundraiser's list.

Step 7: Personal Message: This is your opportunity to add a simple message that will be included in the email sent out on the Fundraiser's behalf by SplashPlay.

Step 8: Public / Private Status: SplashPlay Challenges can be either "Public" or "Private." The Private Challenge feature was created for individuals create a family trivia game and want to limit Challenge participants to people they know. Rarely would a Fundraiser want to create a Private Challenge.

Step 9: Game Start: This is the starting date and time for a SplashPlay Challenge at which time a player may commence game play.

Step 10: Game End: Like Game Start, Game End is the date and time that a SplashPlay Challenge ends.

Step 11: Trivia Questions: The Fundraiser simply enters the number of trivia questions that will be included in the Challenge.

Challenge Results

When the Challenge End Date and Time is reached, the Challenge is terminated and all participants are sent an email with the Screen Names and scores of the top winners. Winners are determined by point total. As such, those that answer questions quickly and accurately will earn the greatest number of points. In the event of ties, the Fundraiser will have the right to determine the winner.