Fundraiser
User Guide

Table of Contents

Section 1: SplashPlay Overview

New Age of Fundraising

A few years ago, many believed that Social Media was going to dramatically enhance fundraising initiatives. Basically, providing a new way donors would be engaged and acquired.

The lure of Social Media is grounded in the fact that people enjoy sharing their passions with their online social community. Unfortunately, the potential of fundraising through Social Media has yet to be fully realized. In order for a Social Media campaign to be effective, it must go beyond sharing with friends. It must be about *engaging them*.

Rest assured, Social Media will not replace tried and proven strategies anytime soon. However, trends show that Social Media is fast becoming an integral part of fundraising planning. In fact, today 47% of fundraisers have incorporated Social Media into their strategy. In turn 40% of potential donors surveyed state that they learn of giving opportunities via Social Media. More importantly, research shows that 55% of Social Media engagements take action and support causes. The bottom-line…Social Media works.

SplashPlay, however, represents an innovative and dramatic change in Social Media based fundraising by taking advantage of people's inclination to share with their online friends while eliminating the tension of raising capital through a unique interactive self-funding gaming strategy.

What is SplashPlay?

SplashPlay is a platform independent gaming system designed to enable Fundraisers to reach their financial goals by engaging their unique communities of common interests with customized interactive trivia games.

The key to SplashPlay is based on a Fundraiser's ability to maximize the benefit of Social Media by engaging individuals to play its own trivia games and encourage viral growth with players' friends and family in Social Media (e.g. Facebook, Twitter, Pinterest, Google+ etc.) as well as email. In doing so, the Fundraiser's brand and message is delivered in an entertaining, fun and engaging manner through interactive gaming on mobile devices and desktops.

Fundraising and Gaming

The objective of SplashPlay is to provide Fundraisers a fresh, untapped and lucrative funding channel. Toward this end, SplashPlay shares 40% of its banner advertising revenue generated through game play with its Fundraisers. More importantly, this new channel is available to Fundraisers **FREE** of charge. SplashPlay assumes all costs associated with software development, servers, Internet connectivity, implementation, support and maintenance. There is no cost to Fundraisers for being a SplashPlay fundraising partner.

SplashPlay is an extension of a Fundraiser's Social Media initiative by adding gaming that can be centered on interesting and entertaining facts specific to the Fundraiser.

Becoming a SplashPlay Fundraiser

The SplashPlay Fundraising agreement was created to protect Fundraisers. Toward this end, SplashPlay's promise is that its relationship with Fundraisers is evergreen, and <u>guarantees Fundraisers will receive 40% of SplashPlay's banner advertising revenue</u>. Additionally, Fundraisers may terminate the SplashPlay Fundraising Agreement at any time.

What does the Fundraiser have to do?

Becoming a SplashPlay Fundraiser is simple. The Fundraiser needs only to: (1) execute the SplashPlay Fundraising Agreement, (2) provide SplashPlay artwork for the Fundraiser's personalized game button and (3) create as many trivia games the Fundraiser desires. There is no limit to the number and variety of games Fundraisers can create. In fact, more games means more opportunity to engage donors and increased funding potential.

What does Fundraiser receive from SplashPlay?

Once approved, Fundraisers are provided real-time access to their own branded SplashPlay trivia game account through which games can be created and uploaded. Additionally, Fundraisers may implement their own loyalty program designed to motivate game players. A truly unique feature of SplashPlay is the ability for Fundraisers to schedule and deliver real-time offers, promotions, website links, messages and videos to active game players.

What is the Cost of SplashPlay?

SplashPlay is FREE to the Fundraiser because of its innovative advertising subsidized model which provides the capital source for the Fundraiser while eliminating all costs associated with implementation and support.

Section 2: Game Structure

SplashPlay is a very robust HTML5 trivia game platform located at http://www.splashtrivia.com providing a variety of features not found in traditional trivia games. Within the SplashPlay game ecosystem, a game creator, called a "Sponsor" creates games, tracks activity and manages content.

Games
Sponsors have the right to create an unlimited number of games. Each of which can be assigned a unique and descriptive name (e.g. Baseball, Band-Aid Fun Facts, etc.)

Game Category
Upon creation, each game is assigned to a game category ranging from sports to reality television.

Tags
SplashPlay game Tags enable players to search for games by keywords. Each game can be assigned an unlimited number of category Tags separated by commas (in the format of TAG1, TAG2, TAG3...TAG#.) The Sponsor has the freedom to define Tags he or she believes improves a player's ability to find the Sponsor's games. Tags, however, are subject to SplashPlay's review and acceptance.

Question and Answers
As with games, the Sponsor can create an unlimited number of questions for each game. The Sponsor can create Questions with Answers in the form of "True/False", "Yes/No" or up to four (4) "Multiple Choice" options.

Question and Answer Length Restrictions
In order to accommodate the space limitation imposed by mobile devices, **Questions are limited to 135 characters and Answers limited to 35 characters**. A character includes alpha, numbers and punctuation.

Images
The Sponsor has the option to assign an image for each Question. For best results, Question images should be square, limited to 300 x 300 pixels and in JPG format.

During game play, players can zoom the game image by clicking on the "Magnifying Glass."

Image Links
Sponsors have the right to add a link to zoomed images allowing players to be transferred to a relevant web address.

Third-Party Question Submissions
SplashPlay is a Social Gaming platform. As such, games can be easily shared among a player's friends. More interestingly, players have the right to add questions to any game. Submitted questions, however, are under full control of the game's Sponsor. **No submitted question goes live without the Sponsor's approval.**

Illustrated in the adjacent images is SplashPlay's submitted question indicator (a small clock) that shows that a third-party question has been submitted for approval. By clicking the Clock icon, the Sponsor is presented a list of submitted questions. Once a question is selected for review the Sponsor is presented the actual Question & Answer. At this point the Sponsor can approve or deny the Question & Answer.

Scheduled Games (Challenges)

When SplashPlay was designed, the goal was to create more than a trivia game, but rather a marketing and promotional social engagement tool. Toward this end, SplashPlay incorporated its scheduled game feature called "Challenges." A Sponsor has the freedom to schedule any number of game Challenges literally creating real-time trivia nights.
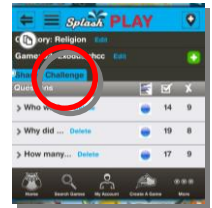
To create a SplashPlay Challenge, the Sponsor simply logs into his or her SplashPlay account at www.splashtrivia.com and selects the desired game for the Challenge. The Sponsor is transferred to the Question management screen. Above the list of questions are two tabs, the right most titled "Challenge" (circled in Red.) Upon clicking the Challenge tab, the "Challenge your Friends" screen is displayed (shown at right) where the details of the Challenge are entered.
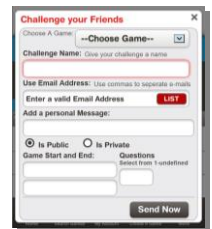
Choose Game

This button displays the complete list of the Sponsor's games from which a selection can be made.

Challenge Name

In the "Challenge Name" field the Sponsor enters a descriptive name for the Challenge.

Use Email Address

At the Sponsor's election, the Challenge may be emailed to one or many potential players. The Sponsor can enter email addresses (separated by commas) which will be saved in the Sponsor's SplashPlay list. Or, the Sponsor can click the "List" button and choose some or all of the players already in the Sponsor's list.

Personal Message

A Personal Message from the Sponsor can be entered that will be included in the email invitation.

"Public" or "Private"

Sponsors have the right to create Challenges that are either public or private. Private Challenges are by invitation only. Public Challenges can be played by any SplashPlay player.

Game Start and End

The Sponsor can set a "Start Date and Time" as well as an "End Date and Time" for the Challenge.

Questions

The Sponsor enters the number of questions that will comprise the Challenge.

Section 3: Getting Started

Fundraiser Landing Page

SplashPlay Fundraisers are granted a truly unique and powerful branding opportunity — Personalized Landing Page. As illustrated at the right, when players visit the Fundraiser's game or taps the SplashPlay Home button, they are presented the Fundraiser's Branded Landing Page along with a message

The Fundraiser can assign separate images for both the mobile and tablet/desktop versions of SplashPlay's game platform. Additionally, each platform can be assigned a Message Heading.

The following table summarizes the Fundraiser Landing Page specifics. In order to ensure maximum graphic appeal, the image background should be as indicated below or transparent.

Landing Page Specifications

	Mobile	Desktop
Format	JPG	JPG
Size (In Pixels)	200 High x 100 Wide	470 High x 310 Wide
Background	Transparent	Transparent
Background Color (RGB)	R: 0 G: 173 B: 239	R: 255 G: 255 B: 255
Background Color (HEX)	00ADEF	FFFFFF
Message Limit	45 Characters	90 Characters

Fundraiser Game Button Graphic

The Fundraiser's game button is the cornerstone to brand identity in SplashPlay's game environment. Toward that end, Fundraisers are granted the right to provide a graphic which will automatically be embedded into the game whenever a player acts on one of the Fundraiser's SplashPlay Touch Points.
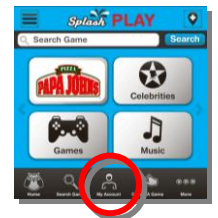
Since SplashPlay game category buttons are square in shape, it is suggested that the Fundraiser create a Game Button Graphic that maximizes the allocated area of the Game Button. As such, the graphic should be square, no more than **550 pixels wide x 300 pixels high** and provided in JPG format. Once the Fundraiser's Game Button Graphic is prepared, it can be emailed to info@splashplay.com

Sponsor's Game Portal

The Fundraiser's game management portal can be reached by simply entering www.splashtrivia.com in your browser. You will immediately be directed to the SplashPlay game home page. To log in, tap the "My Account" button in the menu bar at the bottom of the screen (circled in red.)

Upon clicking the "My Account" button, the Fundraiser will be transferred to the Log In screen (shown at right) at which time the Fundraiser's assigned User ID and Password is entered followed by tapping the "Sign In" button.

Once successfully logged in, the Fundraiser's "My Game" page will be displayed. From here, the Fundraiser can do the following:

- Delete Games
- Identify Pending Player Questions Awaiting Review
- Track Number of Players per Game

Question & Answer Management
By tapping a game in the My Games screen, the Fundraiser is transferred to that game's list of Questions (shown at right). At this screen, you can perform the following tasks:

- Modify the Game's Category
- Change the Game's Name
- Add an Individual Question (Green Plus sign)
- Delete a Question
- Edit a Question
- View Game Activity Report (Blue Button)
- View Number of Correct Responses
- View Number of Incorrect Responses

Game Portal Credentials
Upon receipt of your Game Portal credentials, it is suggested that you write them below for safe keeping and easy access.

User ID

Password

Section 4: Engaging Players

SplashPlay Touch Points

SplashPlay is compatible with all forms of communication employed by Fundraisers. Whether printed or digital, SplashPlay can be easily integrated into a Fundraiser's existing communication channels through SplashPlay's unique game Touch Points. SplashPlay Touch Points include QR Code, and Web URL which automatically launch the player's web browser and activates the Fundraiser's game. Touch Points include:

QR Code

SplashPlay can easily be activated through a personalized QR code provided by SplashPlay. The SplashPlay QR Code Touch Point can be incorporated into any of the Fundraiser's printed material including brochures, flyers, posters and even business cards.

When a fundraising candidate scans the SplashPlay QR Code, he or she is seamlessly taken to the Fundraiser's personalized SplashPlay landing page where the player can access all the Fundraiser's custom games by simply tapping the Fundraiser's branded game button.

Web URLs

Since SplashPlay is an HTML5 game platform, access is easily achieved via the Fundraiser's URL provided by SplashPlay. The form of the URL is www.splashtrivia.com/a###.

Fundraiser's Website

Simply add a link or SplashPlay's play button to the Fundraiser's website and visitors can easily be engaged to play Fundraisers' trivia games.


Email Links

SplashPlay can be integrated into email correspondence by adding a simple link (www.splashtriva.com/a###) dramatically enhancing email engagement and effectiveness.

Social Media Links

By a simple click of SplashPlay's "SHARE" button, players can share Fundraisers' games throughout Social Media expanding Fundraisers' Social Media reach. Just as easily, Fundraisers can post its SplashPlay games throughout Social Media.
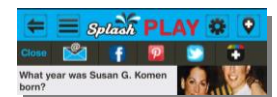
Players and Fundraisers can use SplashPlay's Social Media sharing features to dynamically post to their favorite sites.
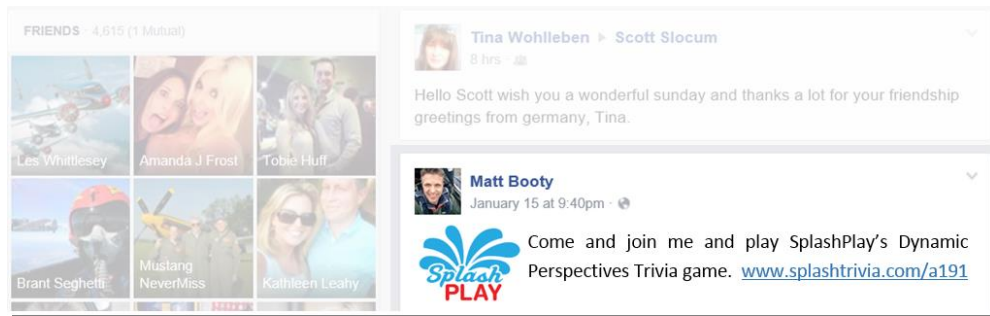
Twitter:

The following is an example of a Twitter posting.

@Fundraiser Play Fundraiser's trivia game at www.splashtrivia.com/a###. Earn points and win prizes.

Facebook:
The following is an example of a Facebook posting.

Section 5: Creating Games

Who Creates the Fundraiser's Games?

SplashPlay trivia games are easily created. Often, games are created by interns or volunteers. However, if the Fundraiser assigns game creation to paid personnel, a reasonable budget would be twenty-five hours for every 1,000 trivia questions created. *Assuming the Fundraiser pays a staff member $15 per hour, the average cost to create 1,000 trivia question is approximately $375.*

As a service to Fundraisers, SplashPlay will gladly create trivia questions for a flat rate of $125 per 250 multiple choice trivia questions.

Interactive Mobile Game

SplashPlay's game page offers a wide variety of topical and fun trivia games. SplashPlay Fundraisers enjoy the unique benefit of having their own personalized and branded game button prominently displayed in the top spot ensuring maximum exposure and visibility.

When the Fundraiser's button is tapped, the player is presented the Fundraiser's entire list of personalized games. Further, games and trivia questions are unlimited!

Creating a Game

Creating a SplashPlay game is simple:

Step 1. Visit www.splastrivia.com.

Step 2. Click the "create a game" button in the mobile or desktop game ( ).

Step 3. Log into your SplashPlay game account.

Step 4. Choose a Game Category from the dropdown list.

Step 5. Enter a name for your game.

Step 6. Establish whether you want your game to be "Private" (invitation only) or "Public" (available for anyone to play).

Step 7. Enter any number of Tags that help describe your game. If your game is about Disneyland, Tags may be: Mouse, Movies, Family.

Creating Questions in Real-Time

Individual questions and answer pairs can be easily entered either on your mobile device or desktop. Doing so is a simple four-step process:

Step 1. Enter the text for your question

Step 2.   Enter one correct answer and up to three incorrect answers. Check the Radio Button next to the correct answer.

Step 3. To assign an image to the game, click the "Add an Image to Question" button. Note, if adding an image from your desktop computer, you simply need to browse for the image stored on your hard drive. However, if adding an image with your iPhone or iPad device, you will need to install "Picup" app from the Apple App Store.

Step 4. If you want to add another question click the "Add More Questions" button or click the "Save Game" button to end.

Bulk Question & Answer Upload

A more efficient alternative to SplashPlay's real-time game creation described above is our Multiple Question Upload option. This allows the game Sponsor to create games more quickly and not be hindered by the inherent delays with web data uploads. To take advantage of SplashPlay's Multiple Question Upload feature, follow the instructions below:

Creating the Question & Answer Spreadsheet

The first thing to do is create an Excel Spreadsheet with five (5) columns title as follows: **IT IS IMPORTANT THAT THE COLUMN HEADINGS ARE ENTERED EXACTLY AS SHOWN.**

	A	B	C	D	E
1	Question	Correct	Incorect_1	Incorrect_2	Incorrect_3
2					

For convenience, we suggest that you assign the same name to the Excel Spreadsheet that you will name your game. This will reduce the possibility of uploading the wrong questions for a game.

To further improve game content management, we suggest that you organize your games into folders on your hard drive where each folder contains the Excel Spreadsheet and the sub-folder contains the game images as illustrated to the right.
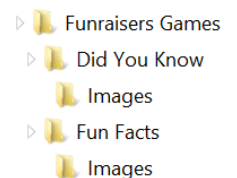
Begin entering the first question at Row 2 Column A. Enter the correct answer in Column B than up to three incorrect answers in Columns C, D and E. You may enter as many questions and answer combinations as you wish. **Note that Questions are limited to 135 characters and answers are limited to 35 characters.**

Game Images

Images enhance the fun of playing a SplashPlay trivia game. To make image upload easy, follow these simple steps and suggestions:

1. Save game images in a sub-folder below the folder where the game's Excel Spreadsheet is stored.

2. Name each image so that it can be easily attached to the question. For example: If your game is named Music Facts, images should be named MF-1 for question 1, MF-2 for question two, etc.

3. For best results, images should be square in nature, not more than 300 x 300 pixels and in JPG format.

ONLY UPLOAD IMAGES TO WHICH YOU HAVE THE RIGHT TO DO SO. COPYRIGHT VIOLATION IS VERY SERIOUS AND SPLASHPLAY IS COMMITTED TO PROTECTING PROPERTY RIGHTS OF OTHERS.

Bulk Question Upload

Multiple sets of Questions and Answers can easily be entered in bulk via SplashPlay's Desktop Interface. When creating a game, click the "Multiple Question Upload" button.
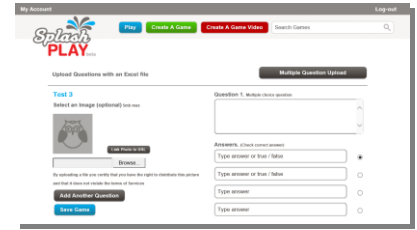
Next, click the "Browse" button to locate your Excel Spreadsheet than load your spreadsheet. Once loaded on to SplashPlay's servers, the questions and answers will be processed and checked to ensure they do not exceed the character limitations. After your game has been processed, SplashPlay will automatically display all your Questions and Answers in a Table as illustrated at the right.

At this point, you can review each Question and Answer set and make any necessary corrections. Also, this is the point at which you will assign each Question its image you saved in the Game's Image sub-folder. Simply click the "Browse" button above the SpalshPlay Owl and locate the image on your hard drive. Once found, click the Upload button and your image will be processed and sized to fit the SplashPlay game. Continue this process for all your Question and Answer combinations. Once complete, click the "Save Game" button.

Player Submitted Questions

SplashPlay is a Social Gaming platform. As such, players are encouraged to add questions to any game. Submitted questions, however, are under full control of the game's Sponsor. **No submitted question goes live without the Sponsor's approval.**

Illustrated in the adjacent image is SplashPlay's submitted question indicator (a small clock circled in Red) that shows that a third-party question has been submitted for approval.
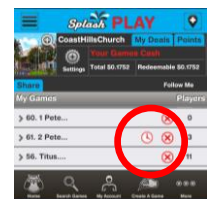
By clicking the Clock icon, the Sponsor is presented a list of submitted questions. Once a question is selected for review the question, answers and image are displayed for the Sponsor's review. At this point the Sponsor can approve by clicking "Accept" or reject the question by clicking "Deny" in the menu bar above the answers.

Section 6: Loyalty Program and Deals

Administrative Portal

Approved Fundraisers, advertisers, partners and restaurants can access SplashPlay's Deals and Loyalty administration portal located at www.quizglass.com. Upon arriving at the Administrative Portal, click on "Sign In" in the upper right-hand corner of the page illustrated by the area under the Red Circle.

SplashPlay Sponsor Portal
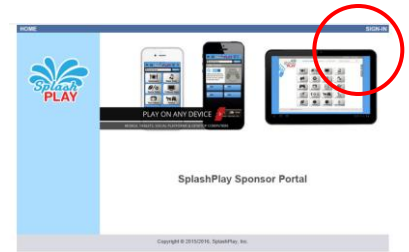
Upon clicking the Sign In link, you will be transferred to the Credentials page. Enter the SplashPlay assigned User ID and Password. Once confirmed, access to the Administrative Portal will be granted.

Once you have been granted access to the SplashPlay Administrative Portal, you will be able to update all relevant information in your account.

Deals & Loyalty Portal Credentials

Upon receipt of your Deals & Loyalty Portal credentials, it is suggested that you write them below for safe keeping and easy access.

_____

User ID

_____

Password

Loyalty Points and Rewards

Under the "Loyalty" tab, you can establish up to three loyalty point levels and their corresponding loyalty reward.

To Establish point levels, simply enter the points required for each of the three levels. Keep in mind that points can be readily accumulated as a result of game play, game sharing as well as deal sharing. As such, set point levels accordingly. Point values and corresponding rewards can be changed at any time.

Deals, Offers and Promotions

Brand Integration into SplashPlay's platform
The Fundraiser's brand is prominently displayed and integrated into SplashPlay's game experience. Additionally, SplashPlay provides Fundraisers real-time promotional opportunities via SplashPlay's "Deal Button" displayed at the bottom of the "Correct/Incorrect" message page each time a trivia question is answered. SplashPlay's Deal button is linked to a larger page allowing Fundraisers to present rich content including promotions, messages video as well as links to Fundraiser's website.
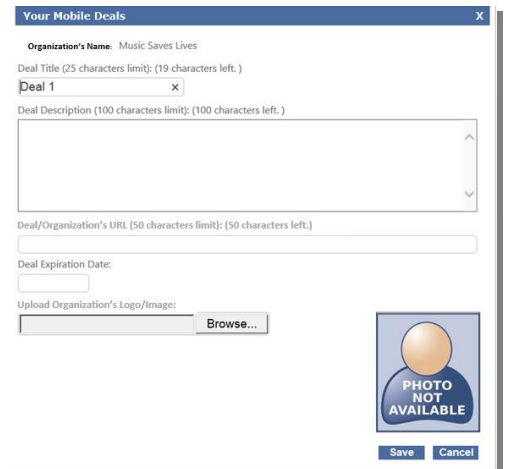
SplashPlay Deals
SplashPlay's Real-time Deals feature is a unique and powerful marketing and promotional tool. In order to maximize flexibility, the Fundraiser can create seven (7) separate rotating deals each scheduled for a day of the week.
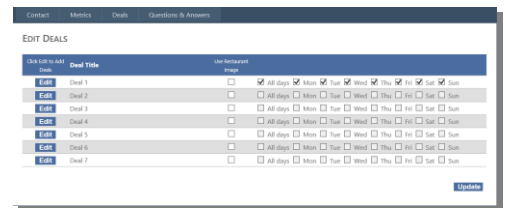
In order to create or change a deal, simply click on its corresponding "Edit" button. The Deal detail screen (shown at the right) will be displayed.

The Deal Detail screen has five (5) elements:

Deal Name:
The Deal Name will be displayed on the Deal Scheduling Page as well as the title of the SplashPlay Deal Button presented to game players. Deal Name is limited to 19 characters.

Deal Description:
The Deal Description will be displayed in the body of the deal displayed to the players positioned below the Image. The Deal Description is limited to 100 characters.

Deal or Organization's URL
As a feature of SplashPlay's real-time Deals, the Fundraiser can include a URL link. Due to the space limitations of mobile devices, this URL can be a maximum of 50 characters in length. If the Fundraiser's URL (inclusive of http://, "www", and ".com") is greater than 50 characters, you can shorten your URL by visiting www.bitly.com where you will be provided a shortened URL.

Deal link can direct the player anywhere the Fundraiser desires. For example, links may include: Home Page, Donation Page, Contact Page, Video Links, File Downloads, etc.

Deal Expiration Date:
The Fundraiser can set a date in the future at which time the Deal will expire. When this Date is reached, the Deal will no longer be redeemable as well as no longer displayed to SplashPlay players.

Image Upload:
This is a truly valuable feature of the SplashPlay's real-time Deals. Images can be anything from pictures to Digital Coupons with computer readable barcodes.

Deal Metrics

SplashPlay's Deals are tracked and measured in real-time. At any time, you can visit the "Metrics" section of the Administration Portal to view your Deal Activity. Tracked Deal activity includes:

- **Deals Viewed:** The number of times the Fundraiser's deal button was presented to a player.

- **Deals Clicked:** This is the number of times the Deal button was clicked by a player.

- **Deals Saved:** This is the number of times the Deal was saved to the player's SplashPlay account.

- **Deals Redeemed:** This is the number of times a Deal was redeemed.
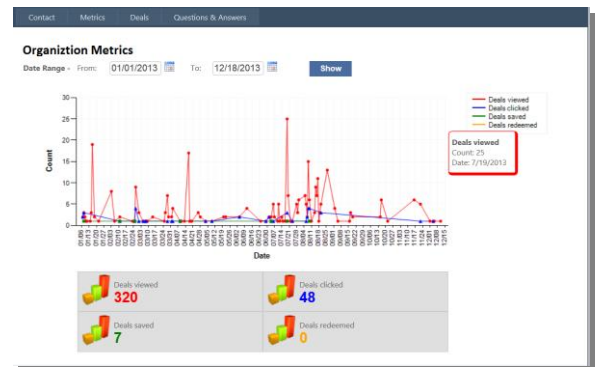
Note that if you hover your mouse over any point of the graph, details of that point will be displayed in a pop-up box as illustrated in the adjacent image.

Section 7: All About Points

SplashPlay grants points to its players as a reward for participating. Each point a player earns accumulates his or her SplashPlay game account. Additionally, if the Fundraiser elected to create a SplashPlay Loyatly program, the player's points earned while playing the Fundraiser's game accumulates for the specific Fundraiser as well as the player's SplashPlay account.

The Player's Loyalty Points are summarized in his or her account and illustrated at the right. In this example, the Player has earned a total of 10,047 SplashPlay points and 758 Positive Direction's Loyalty Points. When the Player taps on the Fundraiser (in this example "Positive Directions") the pre-defined rewards established by the Fundraiser are displayed along with the points required for redemption. If the player has accumulated the necessary number of rewards points, he or she simply taps the Redeem button and the reward will be displayed and the Fundraiser will be sent notification via email and fax.


Sources of Rewards Points
There are three (3) sources of Rewards Points.

- **Game Points:** The player has the opportunity to earn as many as 15 points per Question. The potential points are displayed in the area titled "Timed Points." The available points are decremented one point for each second that passes. If the player answers the Question correctly, he earns the points displayed next to "Timed Points." If, however, even if the player answers the question incorrectly, he or she earns one point.

- **Game Sharing Points:** Adjacent to the "Timed Points" is SplashPlay's game sharing button. The objective is to reward players for sharing the Fundraiser's games with friends and family across Social Media. When this button is clicked, the player is presented SplashPlay's Share Game Bar. The

player can directly share via his email account or to Facebook, Pinterest, Twitter and Goggle+. Each time a player shares the Fundraiser's game he is granted a 500 point Bonus.

- **Deal Sharing Points:** Similar to the Game Sharing point feature, SplashPlay rewards players for sharing the Fundraiser's deals with friends and family. By simply clicking the "Share Deal" button, SplashPlay will send the Fundraiser's deal to the player's email recipients. Each time a deal is shared, the player earns 500 bonus points.
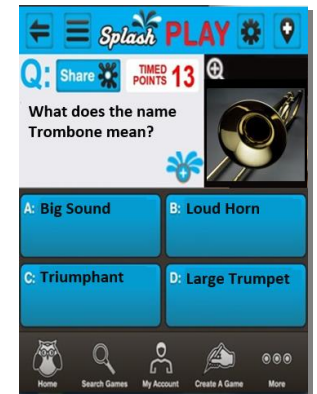
Section 8: Game Economics

SplashPlay is an advertising subsidized business model. As such, SplashPlay's revenue is derived from advertisers paying for the privilege of having their banner ads displayed in the SplashPlay game environment.

As illustrated in the adjacent screen shot, there are two banner ads displayed -- one above and one below the SplashPlay game area. These ads change every time a player presses a game button or every ten seconds, which ever come first.

Revenue is directly related to the total number of banner ads presented. The longer a player is engaged to play the Fundraiser's game, the greater number of banner ads being presented.

Revenue Sharing

As defined in SplashPlay's Fundraiser Agreement, the Fundraiser earns 40% of SplashPlay's net revenue. Net revenue is defined as the actual money paid directly to SplashPlay either from an advertiser, advertising network or an advertising agency.

Each time an advertiser's banner ad is displayed, SplashPlay allocates 40% of the paid revenue to the Fundraiser.

Earned Funds

The total amount of accrued Revenue Share earned by the Fundraiser can be viewed at the "My Account" page at www.splashtrivia.com under the "Your Game Cash" heading. The amount in the "Total" cell represents all the revenue share the Fundraiser has earned to date.
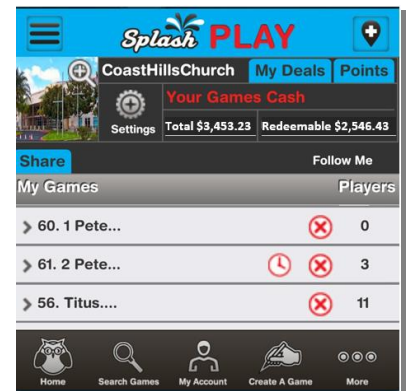
Redeemable Funds

The amount in the "Redeemable" cell represents the total dollar amount that is available for redemption by the Fundraiser. Redeemable cash amount is equal to the Total cash earned to date, less any previous distributions made to the Fundraiser by SplashPlay. Each time funds are distributed to the Fundraiser, the Redeemable cell is reset to zero.