



Community Setup Guide

Everything you need to launch your
community, events, badges, and rewards.



VERSION 1.0

www.popmantra.io

WELCOME TO POPMANTRA

YOUR GUIDE TO BUILDING COMMUNITIES, EVENTS, AND REWARDS

Popmantra helps organizers turn real-world attendance into community participation, loyalty & rewards.

This guide will walk you through the core features you'll use to build and grow your community.

WHAT YOU'LL LEARN

1



CREATE YOUR PROFILE

Set up your organizer identity on Popmantra.

2



CREATE YOUR COMMUNITY

Build the home for your members and your events.

3



CREATE YOUR EVENT

Publish events and invite your community to attend.

4



CREATE ATTENDANCE BADGES

Reward members for showing up and participating.

5



CREATE MEMBERSHIP BADGES

Recognize ongoing participation with membership levels.

6



CREATE REWARDS

Unlock exclusive perks and experiences for your loyal members.

HOW POPMANTRA WORKS



EVENT

Members attend your event.



ATTENDANCE BADGE

Participation is recognized with a digital badge.



COMMUNITY ACCESS

Badges unlock access to communities and exclusive experiences.



REWARDS

Members earn perks, benefits, and exclusive opportunities.

UNDERSTANDING HOW POPMANTRA WORKS

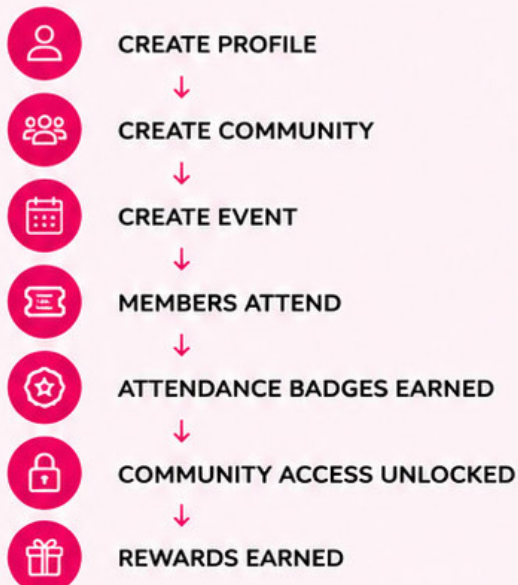
Attendance Becomes Belonging

Popmantra helps organizers turn attendance into something that lasts.

When people attend your events, they earn digital badges that can unlock community access, membership levels, rewards, and exclusive experiences.

Instead of starting from scratch after every event, you build a record of participation that strengthens your community over time.

THE POPMANTRA JOURNEY



WHAT'S MISSING TODAY?

Most event platforms stop at the RSVP or ticket sale.

- ✗ They don't track who keeps coming back.
- ✗ They don't reward consistency.
- ✗ They don't help communities grow deeper over time.
- ✗ Every event starts from zero.

The Result

Organizers work hard to bring people together but have no simple way to recognize participation or build long-term loyalty.

WHAT POPMANTRA CHANGES

Popmantra turns attendance into proof. And proof into belonging.

- ✓ Members attend events
- ✓ Members earn attendance badges
- ✓ Badges unlock community access
- ✓ Participation earns rewards
- ✓ Loyalty becomes visible
- ✓ Communities become stronger over time

Instead of asking members to prove they belong, Popmantra rewards what they're already doing: showing up.

WHAT THIS UNLOCKS FOR COMMUNITY BUILDERS

- Stronger Member Retention**
Give people a reason to come back beyond a single event.
- Recognition for Loyal Members**
Reward the people who consistently support your community.
- Repeat Attendance**
Encourage members to participate again and again.
- Community Growth**
Turn casual attendees into active community members.
- Reward Systems**
Offer perks, experiences, and access based on participation.
- Community Data**
Understand who is engaged and who keeps showing up.



WHO POPMANTRA IS FOR



Community Organizers



Meetup & Networking Hosts



Cultural Organizations



Clubs & Membership Groups



Event Promoters



Creators Building Communities



Artists & Fan Communities



WHY IT MATTERS

People don't become community members because they bought a ticket. They become community members because they participate.

Popmantra helps you recognize that participation and turn it into lasting belonging.

CREATE YOUR PROFILE

Your Organizer Identity

Your profile is your identity on Popmantra. It helps members recognize who you are and establishes trust within your community. A complete profile makes it easier for attendees to connect with you, discover your events, and engage with your community over time.



WHAT TO INCLUDE

- ✓ Profile Photo
- ✓ Name
- ✓ Birthday
- ✓ Location



PROFILE BEST PRACTICES

- ✓ Use a clear profile photo
- ✓ Use the name you want your community to recognize
- ✓ Keep your location current
- ✓ Complete all profile fields before creating your first event



SUCCESS TIP

Think of your profile as the front door to your community.

People are more likely to join and engage when they can clearly understand who is behind the experience.

CREATING YOUR ACCOUNT

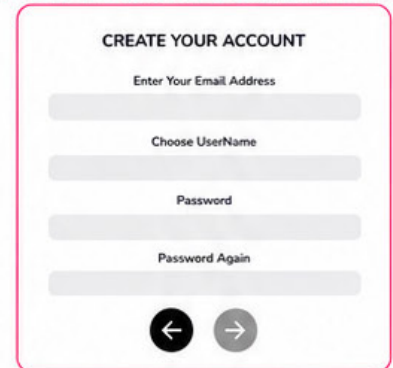
1 Tap Sign Up

Tap the Sign Up button to get started.



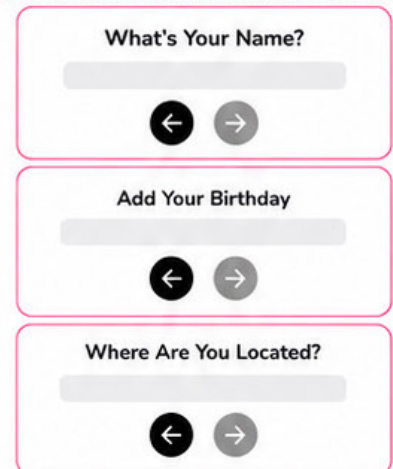
2 Create Your Account

Enter your email address, username, password, and confirm password.



3 Complete Your Profile Information

Add your name, birthday, and location.



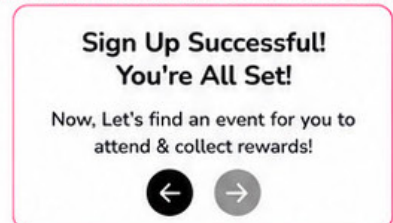
4 Upload Your Profile Photo

Upload a profile photo to complete your profile.



5 Click Next and You're All Set!

Tap the Next arrow and your sign up is successful!



CREATE YOUR COMMUNITY

Your Community Home

Communities are where your members gather, connect, and track participation over time.

Every event you create can be connected to a community, helping members build relationships, earn recognition, and unlock rewards beyond a single event.



COMMUNITY SETUP OVERVIEW

- 1 Name Your Community
- 2 Add A Description
- 3 Configure Membership Levels
- 4 Upload A Community Image
- 5 Connect Stripe
- 6 Set Up Your Community Wallet



COMMUNITY BEST PRACTICES

- ✓ Clearly define who your community is for
- ✓ Use a recognizable name and image
- ✓ Explain the value of joining
- ✓ Create a welcoming description
- ✓ Stay consistent with your branding



SUCCESS TIP

Build for belonging, not just attendance.

The strongest communities give members a reason to return even when there isn't an event happening.



COMMUNITY WALLET EXPLAINED

Your Community Wallet is used to cover badge fees.

Badge fees help issue:

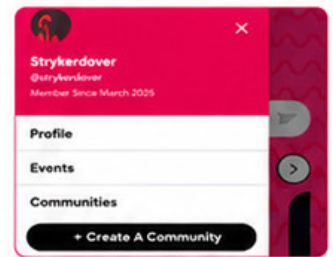
- ✓ Attendance Badges
- ✓ Membership Badges

Badges cost approximately **\$0.01** per badge issued.

Adding **\$1** to your wallet gives your community enough balance to begin issuing badges immediately.

CREATING YOUR COMMUNITY

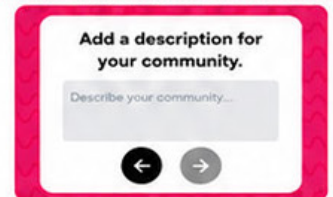
- 1 **Open Community Creation**
Open the menu and tap - Create A Community.



- 2 **Name Your Community**
Enter a name for your community. Choose a name that clearly communicates who the community is for.



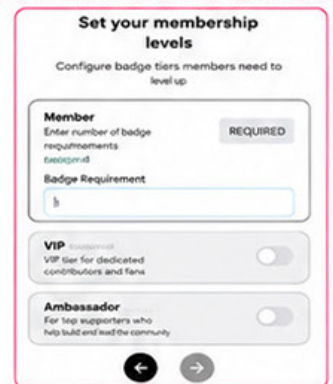
- 3 **Add A Description**
Describe your community and what members can expect when they join.



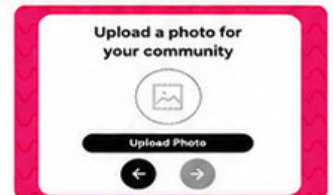
- 4 **Configure Membership Levels**
Set up the membership levels for your community.

- Member is required
- VIP is optional
- Ambassador is optional

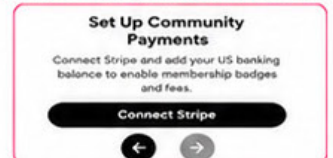
You decide how many badges are required to unlock each level.



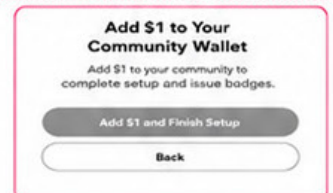
- 5 **Upload Your Community Image**
Upload a profile image that represents your community. Members will see this image throughout the platform.



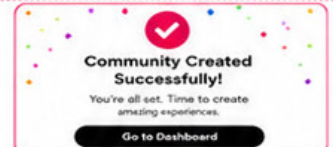
- 6 **Connect Stripe**
Connect your Stripe account to enable community payments and wallet funding.



- 7 **Set Up Your Community Wallet**
Add your initial \$1 balance to complete setup. This balance covers badge fees and allows your community to issue attendance and membership badges. Badge fees are approximately **\$0.01** per badge issued.



- 8 **Community Created**
Your community is now ready! Next, you'll create your first event and begin rewarding participation.



CREATE AN EVENT

Events are the heartbeat of your community.

Every event creates an opportunity for attendance, engagement, and rewards.

Whether you're hosting a meetup, networking event, workshop, concert, or private gathering, creating an event allows members to discover, attend, and engage with your community.



EVENT SETUP OVERVIEW

Before creating your event, have the following ready:

- ✓ Event Name
- ✓ Event Description
- ✓ Event Date & Time
- ✓ Event Location
- ✓ Time Zone
- ✓ Event Flyer (Main Image)
- ✓ Event Cover Image
- ✓ Ticket Information



SUCCESS TIP

If you haven't created your attendance badge yet, don't worry.

You can save your event as a draft, create your badge later, and then return to connect it before publishing.



BEST PRACTICES

- ✓ Use a clear and descriptive event title
- ✓ Write a detailed description
- ✓ Use high-quality images
- ✓ Include accurate date, time, and location
- ✓ Create tickets that are easy to understand
- ✓ Review all details before publishing

HOW TO GET STARTED

From your organizer dashboard:



1. Tap Manage Events
2. Tap + Create New Event

1

EVENT DETAILS

Complete your event information.

- Event Name
- Start Date & Time
- End Date & Time
- Time Zone
- Location Name
- Event Address

Tip: Use a clear event title that immediately tells attendees what to expect.

←

CREATE EVENT

Event Name

Title of Event

0/40 characters

Start Date & Time

12:00 AM

End Date & Time

12:00 AM

Time Zone

(GMT-06:00) Central Time (US & Canada)

Location

Location Name

e.g., The Downtown Loft

Address

e.g., 1414 Community Lane, Los Angel

2

ADD EVENT IMAGES

Upload your images.

Main Image (Event Flyer)

- Appears on the event details page

Cover Image

- Appears at the top of the event page
- Used as the thumbnail in the Events Marketplace

Best Practice: Use high-quality images that clearly represent your event and community.

Add Image(s)

+

COVER IMAGE

+

MAIN IMAGE

Max 5 MB - JPG, PNG, WEBP

3

WRITE YOUR EVENT DESCRIPTION

Your description should answer:

- What is the event?
- Who is it for?
- What will attendees experience?
- Why should someone attend?

A strong description helps increase registrations and attendance.

Event Description

Enter Description Here

4

WHAT'S NEXT?

After creating your event details, you'll create tickets and configure attendee access. You'll also have the option to connect attendance badges to tickets.



See Page 6 —
Create Tickets &
Event Access

CREATE ATTENDANCE BADGES

Reward people for showing up.

Attendance badges are automatically awarded to attendees after an event.

These badges become digital proof of participation and can help members unlock membership levels, rewards, and exclusive community access.

Attendance badges are the foundation of Popmantra's Proof of Showing Up™ philosophy.

HOW IT WORKS

- 1 Member purchases a ticket
- 2 Member attends the event
- 3 Attendance is verified
- 4 Badge is awarded after 48 hours
- 5 Badge counts toward membership progression

BADGE FEE REMINDER

Attendance badges cost:

\$0.01

per badge issued

- For free tickets, badge fees are deducted from your Community Wallet when badges are awarded.
- For paid tickets, Popmantra automatically collects badge fees through ticket purchases and deposits those funds into your Community Wallet.

The \$1 added during Community Wallet setup provides an initial balance to issue badges for your community.

PRO TIP

If you haven't created your attendance badge yet while building an event:

- ✓ Save your event as a draft
- ✓ Create your attendance badge
- ✓ Return to your event
- ✓ Attach the badge to your ticket
- ✓ Publish when ready

1 STEP 1: CREATE YOUR BADGE

From your community dashboard:

Manage Badges → Create Attendance Badge

Add your badge name, description, and artwork.

CREATE ATTENDANCE BADGE

Badge Name

Badge Description

Badge Image

Upload Photo

Max 5 MB • JPG, PNG, WEBP

Create Badge

2 STEP 2: ATTACH THE BADGE TO A TICKET

Tickets are created from the Create Event page.

After adding your event details, scroll to the Tickets section and click **+ Add Ticket**.

A In Create Event Page

Ticket(s)

+ Add Ticket

Access

☒ Public (anyone can attend)
☐ All Members
☐ Members
☐ VIP
☐ Ambassadors

B In Add Ticket Page

Sale Start Date & Time *

Sale End Date & Time *

Attendance Badge

Select Badge (Optional)

No badge selected

Ticket Capacity

+ Add Ticket

From the Create Event page, click **+ Add Ticket**.

When creating a ticket, select the attendance badge you want to award.

- ★ Attach the correct badge to each ticket type (e.g., General Admission, VIP, Early Bird). Once a member attends using that ticket, the selected badge can be awarded.

HOW ATTENDANCE BADGES ARE AWARDED

Badges are issued **48 hours** after the event ends and the verification period is complete.

FREE TICKETS

After 48 hours, you'll receive a prompt:

Would you like to award attendance badges to your free attendees?

The prompt will show:

- Number of eligible free attendees
- Total badge cost
- Amount that will be deducted from your Community Wallet

Example

20 Free Attendees
20 Badges
Badge Cost: **\$0.20**

Approve the prompt to issue badges to all eligible attendees.

PAID TICKETS

If a badge is attached to a paid ticket:

- ✓ No action is required from you
- ✓ Badge fees are already collected through ticket sales
- ✓ Badges are automatically issued after 48 hours

WHY ATTENDANCE BADGES MATTER



Recognize participation



Encourage repeat attendance



Track engagement over time



Unlock membership tiers



Create meaningful rewards



WHAT'S NEXT?

Page 7
Create Membership Badges

Turn attendance into progression by rewarding members who consistently show up.

CREATE MEMBERSHIP BADGES

Turn attendance into membership.

Membership badges recognize members who consistently participate in your community.

As members earn attendance badges by attending events, they can unlock higher membership levels and gain access to exclusive experiences, rewards, and community benefits.

AVAILABLE MEMBERSHIP LEVELS

Popmantra currently includes three membership levels:

MEMBER

The starting level for every member.

VIP

Unlocked with more participation.

AMBASSADOR

Top level for your most engaged members.



You can enable one, two, or all three levels when setting up your community.



CREATE A MEMBERSHIP BADGE

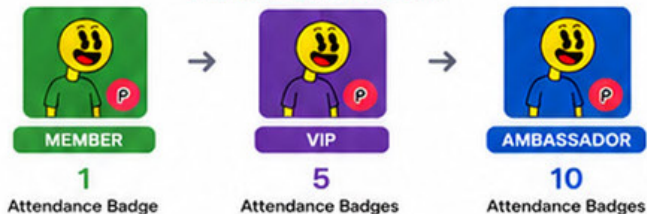
From your Host Dashboard:

[Manage Badges](#) → [Create Membership Badge](#)

- 1 Select the membership level you want to create.
- 2 Set the number of attendance badges required to unlock it.
- 3 Add a description (optional) to explain what this level represents in your community.

Badge name, artwork, and membership level will be automatically populated based on your selection.

EXAMPLE PROGRESSION



You choose the requirements that make sense for your community.

WHAT MEMBERSHIP LEVELS CAN UNLOCK



Exclusive Events



VIP Experiences



Community Rewards



Networking Opportunities



Early Ticket Access



Ambassador Programs

CREATE MEMBERSHIP BADGE

Badge Name

VIP

Membership Level

Middle

Required Attendance Badges

5

Badge Image



Badge Description

Enter Description Here

Create Badge



Only the three built-in membership levels are available in this version of Popmantra.

HOW MEMBERSHIP PROGRESSION WORKS

- 1  Create Membership Badge
- 2  Set Attendance Badge Requirement
- 3  Members Attend Events
- 4  Members Earn Attendance Badges
- 5  Membership Level Unlocked
- 6  New Benefits and Access Unlocked



PRO TIP

Start with achievable milestones and increase requirements as your community grows. Celebrate consistency and reward your most engaged members!



WHAT'S NEXT?

Page 8
[Create Rewards](#)

Learn how to turn membership badges into exclusive rewards, perks, and experiences.

CREATE REWARDS

Turn participation into perks.

Rewards give members a reason to keep showing up. After members earn attendance badges or unlock membership badges, rewards help turn that participation into real value.



Rewards are perks, not badges.

They can be discounts, merchandise, VIP experiences, exclusive access, digital perks, or anything else you want to offer your community.

1



STEP 1 — OPEN REWARDS

From your Host Dashboard:

Manage Badges & Rewards →
Rewards (Non-Badge)

Click:

+ Create Reward

2



STEP 2 — CREATE YOUR REWARD

Add:

- Reward Name
- Reward Description
- Reward Image

This information tells members what the reward is and what they will receive when unlocked.

3



STEP 3 — CHOOSE UNLOCK REQUIREMENTS

Select which badges qualify for the reward.

You can require:

- Membership Badges
- Attendance Badges
- Both together



FLEXIBLE COMBINATIONS

You can require membership badges, attendance badges, or a combination of both to unlock a reward.

4



STEP 4 — SELECT FULFILLMENT TYPE

Choose how the reward exists.



DIGITAL

- Discount codes
- Promo codes
- Download links
- Digital access



PHYSICAL

- Merchandise
- Gifts
- Printed items
- Physical perks

5



STEP 5 — CHOOSE DELIVERY METHOD

Choose how members receive the reward.



EMAIL

Sent digitally.



SHIPPING

Mailed to the member.



IN PERSON

Handed out at an event or meetup.

6



STEP 6 — CREATE REWARD

Click Create Reward to save and activate the reward.

Members who meet the badge requirements become eligible to receive the reward.

REWARD CREATION FORM (REFERENCE)

The screenshot below shows the complete reward creation form. This is a visual reference only.

Reward Name

Ex: Free VIP Upgrade

Reward Description

Enter Description Here

Upload Reward Image



Max 5 MB • JPG, PNG, WEBP

Membership Badge(s) Required:

☐ Any Membership Badge

Select Multiple

Attendance Badge(s) Required:

☐ Any Attendance Badge

Select Multiple

No attendance badges available in this community

Fulfillment Type

Select One

Delivery Method

How will this reward be delivered?

Select One

Create Reward

REWARD EXAMPLES



VIP Early Access

Requirement: VIP Badge

Delivery: Email



Free T-Shirt

Requirement: 5 Attendance Badges

Delivery: Shipping



Backstage Meet & Greet

Requirement: Ambassador Badge

Delivery: In Person



REWARDS HELP TURN ATTENDANCE INTO LOYALTY.

Badges recognize participation. Rewards give members something exciting to unlock as they continue showing up and engaging with your community.

YOU'RE READY TO LAUNCH

Your community is ready to start building attendance, recognition, and loyalty.



Congratulations!

You have completed the core setup process for your Popmantra community.

You now have everything you need to:

- ✓ Create events
- ✓ Sell tickets
- ✓ Award attendance badges
- ✓ Create membership levels
- ✓ Offer rewards
- ✓ Build a community that grows through participation

QUICK SUCCESS TIPS



Create Recurring Events

Communities grow faster when members have regular opportunities to participate.



Use Attendance Badges Consistently

Badges help members build a visible history of participation.



Make Membership Levels Meaningful

Membership badges give your most active supporters recognition and status.



Offer Rewards Members Actually Want

Rewards work best when they feel valuable and achievable.



Encourage Long-Term Participation

The goal isn't just attendance—it's building a community people want to return to.

THE POPMANTRA COMMUNITY LOOP



Attend Event



Earn Attendance Badge



Unlock Membership Levels



Earn Rewards



Keep Coming Back

Popmantra turns participation into recognition, and recognition into loyalty.



FINAL MESSAGE

Thank you for being part of Popmantra.

- ♥ Every event creates memories.
- ♥ Every badge recognizes participation.
- ♥ Every reward strengthens community.

**Now go build something
people want to belong to.**