



## Getting Started Guide

Everything you need to launch your color run fundraiser

### Free Tier

Self-managed fundraising  
3.2% + \$0.40 per donation

### Premium Tier

\$10/participant guarantee  
School keeps 100% of donations

# Welcome to RunPledge!

Congratulations on choosing RunPledge for your color run fundraiser! We're excited to help you raise more money with less stress. This guide will walk you through everything you need to get started.

**Here's what makes RunPledge different:**

- ✓ Every participant gets their own unique pledge link
- ✓ Families can share links via text, email, or social media
- ✓ Real-time dashboard tracks all donations
- ✓ Live leaderboard creates friendly competition
- ✓ Funds deposited directly to your account

## Getting Started: 5 Simple Steps

### Step 1: Connect Your Bank Account

Within minutes of signing up, you'll receive an email with the subject "*Your RunPledge Stripe Link*". Click the link to securely connect your bank account through Stripe.

- Takes about 60 seconds to complete
- You'll need your organization's EIN and bank details
- Funds are deposited directly - no waiting for checks

### Step 2: Upload Your Participant Roster

Log into your dashboard and click "**Upload Participant Roster CSV**". Upload a CSV file with your participants.

**CSV Format:**

<b>First Name</b>	Required
<b>Last Name</b>	Required
<b>Class/Grade</b>	Optional - enables grade competitions
<b>Teacher/Group</b>	Optional - enables class competitions
<b>Parent Email</b>	Optional - for sending links directly
<b>Parent Phone</b>	Optional - for SMS sharing

**Tip:** Don't have parent contact info? No problem! You can download all links as a CSV and distribute them however works best for your school.

## Step 3: Distribute Pledge Links

Once your roster is uploaded, each participant gets their own unique pledge link. From your dashboard, you can:

- **Download All Links (CSV)** - Get a spreadsheet with all links to distribute
- **Copy Individual Links** - Click the copy button next to any participant

**Distribution ideas:** Send home in backpacks, email to parents, post in classroom apps (ClassDojo, Remind), or text directly to families.

## Step 4: Watch the Donations Roll In

Your dashboard updates in real-time as donations come in. You'll see:

- **Total Raised** - All donations collected so far
- **Leaderboard** - Top fundraisers ranked by amount raised
- **Net Per Participant** - Your projected earnings per student

**Pro tip:** Share leaderboard updates with students to create excitement and friendly competition!

## Step 5: Host Your Color Run!

On event day, focus on the fun - the fundraising takes care of itself! A few tips:

- Set up 3-5 color stations around your track or route
- Plan for about 1 pound of powder per participant
- Take lots of photos - colorful finish line shots are perfect for social media
- Keep pledge links open for a few days after the event for last-minute donations

# Free vs Premium: Which is Right for You?

Feature	Free Tier	Premium Tier
Unique pledge links	✓	✓
Real-time dashboard	✓	✓
Live leaderboard	✓	✓
School keeps 100%	—	✓
\$10/participant guarantee	—	✓
Professional graphics pack	—	✓
Full-service support	—	✓
<b>Pricing</b>	3.2% + \$0.40	Donors cover fees

**Ready to upgrade?** Click "Upgrade to Premium" in your dashboard anytime. Your school will keep 100% of every donation, and donors cover a small platform fee.

## Frequently Asked Questions

### How do families donate?

Families receive a unique pledge link for their child. They click the link, enter a donation amount, and pay securely with any credit or debit card. The whole process takes less than 60 seconds.

### When do we receive our funds?

Funds are deposited directly to your connected bank account. Payouts typically arrive within 2-3 business days of each donation.

### What if a family doesn't have email?

No problem! Download your participant links as a CSV and distribute them however works best - printed flyers, text messages, classroom apps, or word of mouth. The links work the same regardless of how they're shared.

### Can donors give to multiple participants?

Absolutely! Each participant has their own unique link, so grandparents can easily donate to multiple grandchildren, and family friends can support several kids.

## **What's the \$10/participant guarantee?**

Premium tier customers are guaranteed to net at least \$10 per participant. If your fundraiser falls short, we'll make up the difference. It's our commitment that your color run will be a success.

## **Need Help?**

We're here for you every step of the way.

**Text or call:** 801-518-1842

**Email:** support@runpledge.com

**Website:** runpledge.com

**Ready to raise more with less stress?**

Let's make your color run a success!