Coaches Tour of Classy Live

The Classy Coaching team pulled together some resources that can help you optimize your event experience. Use this as a reference point and share with your team.

Creating an event campaign

→ How Events Work on Classy

→ Creating a Ticketed Event

→ Create a Registration with Fundraising Event

→ Creating Events on Classy Training

Setting up a Classy Live event

→ How Events Work on Classy

→ Getting Started on Classy Live

Building and managing an auction

→ Example Auction Page

→ 10 Tips to Host a Successful Auction

→ Auctions on Classy Live

Managing your in person event

→ How-tos for Event Staff

→ In-Person Tools on Classy Live

Running a virtual or hybrid event

→ Attendee Experience Walkthrough

→ Virtual Events on Classy Live

CLASSY COACHES FAVORITE TIP

Create an **Evergreen Text to Donate** campaign to use all year round.

Classy

Setup Evergreen Text to Donate

Get creative with your Classy Live tool and use this work around to create an evergreen text to donate event!

1 **Log in** to your account, and create a ticketed campaign. Name it something like "Year Round - Text to Donate.". Save time by filling out only the required fields - there's no need to edit anything else.

2 Navigate back to your Campaigns tab within Classy Manager, and select your newly created campaign. Click on "Manage Classy Live Event" in the overview tab. This maps your ticketed event campaign to a Classy Live event.

3 Log in to Classy Live, and navigate to the details tab of your new Classy Live event. Toggle on the Text to Donate feature. You'll notice Text-to-Donate will populate in your event navigation.

4 Navigate to the **Text to Donate settings**, and add your unique keyword. Be sure to make your keyword short and sweet. Then, adjust any optional settings like page title, description, donation amount options, and update your reply-to message.

5 Share your keyword and the phone number wherever you want to offer a Text to Donate option. You can do this in person, at events, during a major direct appeal, and even on TV or radio ads.

NEED MORE HELP?

You can follow along as we **walk through the process together.**