

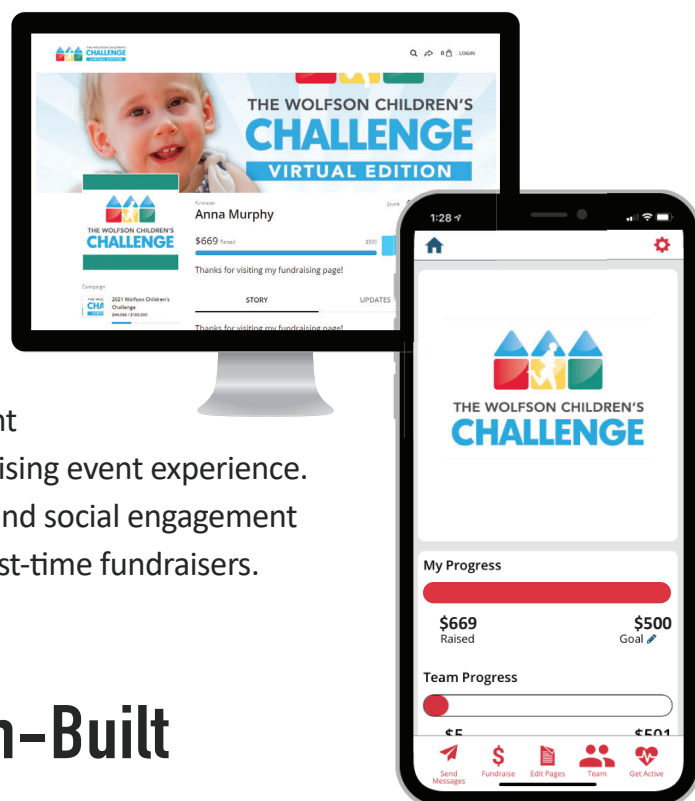
Classy + BOUNDLESS FUNDRAISING™

by  charityDYNAMICS

Elevate your peer-to-peer campaigns with Classy's new integration with Boundless Fundraising™ from Charity Dynamics.

This integration lets your fundraisers access their Classy fundraising pages through your org's custom-built, branded Boundless Fundraising™ app. This Integration creates a seamless, user-friendly way for your fundraisers to edit, manage and promote their Classy fundraising pages on the go.

With an ever-increasing demand for digital forms of engagement and mobile-ready platforms, today's event participants expect apps as an extension of the fundraising event experience. Boundless Fundraising™ provides turnkey messaging and social engagement tools to participants and removes many barriers for first-time fundraisers.



Key Features of Your Custom-Built Boundless Fundraising™ App

Available in the Apple App Store and Google Play for your fundraisers and team captains to download, this mobile solution comes equipped with several powerful fundraising capabilities. Through the Classy + Boundless Fundraising™ integration, your fundraisers and team captains will be able to:

- Edit their Classy fundraising pages when and where they want.
- Promote their pages through personalized messages and images on channels like Facebook, Twitter, LinkedIn, WhatsApp, Snapchat, native email, and SMS.
- Opt in to pre-written, scheduled messages via Twitter and LinkedIn that are based on your event date or fundraising progress.
- Engage fundraisers through targeted push notifications.
- Recruit fundraising teams and keep track of team members' fundraising successes.
- View donations made to their page and thank their donors using pre-written messages.
- Process offline donations via mobile check deposit on the app.

BY THE NUMBERS:

Value of Boundless Fundraising™ Mobile App

Compared to their peers that did not utilize the Boundless Fundraising™ platform, Charity Dynamics found that the average Boundless Fundraising™ mobile app user:

- Generated 3x the average dollar amount
- Generated 3x the number of donations

COMMONLY ASKED QUESTIONS

How much does Boundless Fundraising™ cost?

Classy's partnership with Charity Dynamics provides the integration of the Classy fundraising platform at no cost to our customers. Charity Dynamics charges for our mobile app platform on a 3-year license agreement.

Pricing varies based on fundraising program size with the base mobile app starting at \$10,000/year and increasing based on program size and feature functionality add-ons (mobile check deposit, motion activity tracking, mobile community, etc.).

Will my Boundless Fundraising™ app work across multiple events for my organization?

When an organization works with Boundless Fundraising™ to build out an app to support its campaigns, that app can be used for multiple events.

For example, say you host a walk in the spring and a ride in the fall; in working with Charity Dynamics to create a Boundless Fundraising™ app for your organization, you would be able to include both of those events within the single app.

What Classy campaigns does the Boundless Fundraising™ integration support?

Boundless Fundraising™ is an app built to support peer-to-peer event fundraisers and team captains; therefore, this integration only works with Classy peer-to-peer campaigns, including registration functionality.

I see BF has Facebook-sharing functionality. How does that work with Classy for Facebook?

The Boundless Fundraising™ app allows users to share their campaigns and send fundraising appeals, team recruitment messages and thank you notes via Facebook (as well as several other social media channels).

However, Boundless Fundraising™ only supports these social media messaging capabilities and does not create mirrored fundraising campaigns like Classy for Facebook does.

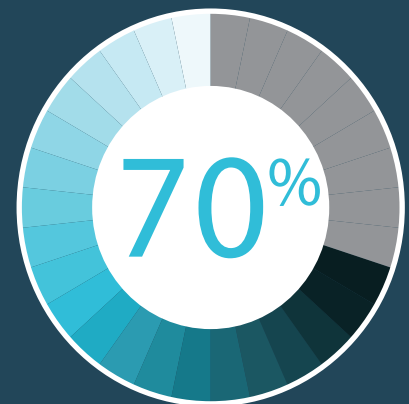
About Charity Dynamics

Founded in Austin, Texas, in 2004, Charity Dynamics is a full-service digital marketing and fundraising agency focused on leveraging technology to generate results.

The company work with 70% of the Top 30 peer-to-peer organizations and has been privileged to partner with a number of Classy clients.

READY TO GET STARTED?

If you want to learn more about Boundless Fundraising™ and how it integrates with Classy, you can reach out to the team at Charity Dynamics at info@charitydynamics.com.



**OF THE TOP 30 P2P
PROGRAMS PARTNER WITH
CHARITY DYNAMICS**