

# Tips, Tricks, & Techniques

## Online Registration for Chapter Events

Providing members with an opportunity to register online for chapter events is a win-win proposition for both the chapter and the member. We have found that 70% of our event registrations are done over the internet.

To set up the process chapters must have an account with both Eventbrite and PayPal. Eventbrite handles the registration process while PayPal collects the money. There is no charge for setting up your accounts.

To establish an account with PayPal go to <https://www.paypal.com>. You will need the number of your chapter's bank account plus the names and email addresses of those chapter directors who will have access the account.

To establish an account with Eventbrite go to <http://www.eventbrite.com>, click on the Sign Up tab and follow their directions.

To set up an event in Eventbrite, complete their form with your Title, Ticket Information (cost), Event Details, Date, Time (including time zone), and Location. They provide a URL for each event that will open the registration form. The URL may be added to your registration information on any notices posted online or in the BetterInvesting magazine. Additionally folks can find your events directly from the Eventbrite website. The set up of subsequent events is even easier as Eventbrite remembers your earlier information, e.g., locations. New events may be created from the history of past events.

Event listing may be edited at any time for corrections or changes.

Attendees will complete the form with name, email address and credit card information on a secure Eventbrite site. Multiple tickets may be purchased for several people.

Eventbrite forwards the order to PayPal who will then complete the charge to the person. The attendee and the chapter will receive a confirmation from both Eventbrite and Pay Pal.

Providing online registration enables folks to sign up more easily than completing a downloaded registration form, writing a check, and posting the paperwork. It certainly aids chapter administration and increases the number of registrations.

## Online Registration for Chapter Events

Eventbrite and PayPal charge a percentage of the ticket cost. You may choose to let the attendee pay the Eventbrite fee which is little more than the cost of envelope and postage.

Example, as of this writing:

Chapter event charge = \$15.00

Eventbrite fee = \$0.99

PayPal = \$0.74

Other comments:

- Monies in the PayPal account may be requested by the chapter to be transferred into the chapter bank account.
- PayPal is completely transparent to the attendees. Attendees do not need to have a PayPal account; however, those that do may choose to pay for chapter events with their PayPal monies.
- Eventbrite fees may be paid from a chapter's PayPal account.
- For notices in BI magazine, I have to be sure that they understand to put each URL with the event it goes with. Unless, of course you just have the person go to EventBrite and look up the event - they will all be listed.
- If there is no charge for an event, Eventbrite does not charge a fee and they will still respond with a confirmation.

With time both Eventbrite and PayPal have made life easier for both the chapter and attendees.