



Online Event Registrations

One of the vital jobs in conducting events, especially big ones, is the registration process. Whether the events are just within the chapter, council or involve registering those outside of TU it can be a time consuming and stressful process. If you aren't aware of online registration sites spend some time looking at what they can do to make running an event simpler. There are many online registration providers available, ranging from simple to multi-functional, that enable organizations to use their service for a no fee event and a modest cost for a fee based event. The software allows your chapter or council to accept online payments and can help you manage attendee information, in real time.

Online Event Registration Considerations:

- Is attendee reluctance due to security concerns or “the way we have always done it” attitude a concern?
- Do you have a few volunteers with the tech know-how to set up registration and follow through after the event?
- Are you losing opportunities to connect with event registrants because you didn't have individual contact information for everyone?
- Are volunteer hours associated with event registration leading to event burn-out?

What Are Your Registration Priorities?

- Do you simply need a quick, inexpensive, and easy way to collect credit card payments?
- Will you need to take other kinds of online payments as well (additional online donations, selling items, etc...)
- Does the tool export data (as a .csv or .xls file) that you can integrate easily into chapter or council roster lists?

Most chapters and councils are going to want to look for tools that allow you to set up a basic registration form you can link to from your website, collect credit card and other registration information, process credit card charges, and view (or export) a list of people who have registered. A chapter or council conducting a no fee event or meeting would not incur any cost and find it far more efficient than keeping track of attendees through emails and phone calls. If an event does have a fee, a charge will vary as a percentage of the event fee to handle the credit card process. While this may seem like an unnecessary expense, when you consider the significant reduction in time to get registrations done, handling checks, deposits and dealing with insufficient funds checks for events with a large attendance it may be money well spent if you are the one responsible.

Some popular options include:

[PayPal](#)

[Google Checkout](#)

[Eventbrite](#)

[Brown Paper Tickets](#)

And many, many more!

If you are interested in speaking to a volunteer with fundraising expertise about online event registrations or other fundraising issues, contact [the Fundraising Workgroup of the National Leadership Council](#) found in the Tackle Box.