THE CHARITY PARTNERS MANUAL

AN INTRODUCTION TO HAKU

POWERED BY **haku**

ABOUT HAKU

We wanted to introduce you to haku, Track Shacks's technology partner. From registration to check-in, they'll be the technology that helps Track Shack power the OUC Orlando Half Marathon and Track Shack Lake Eola 5k! But Track Shack won't be the only one to benefit from haku's powerful technology. You, our charity partners, will get great new tools. These tools will not only help us work better together, but help you and your teams by making it easier than ever to promote your registrations, manage your fundraisers, and fundraise more! Your fundraisers will even get state-of-the-art fundraising capabilities! To learn more about haku, visit **www.hakuapp.com**

HERE'S WHAT YOU GET

Once you're approved as an official charity partner, you'll be invited to create your charity partner account on the haku platform. This will give you access to all the great tools you'll need to be a Track Shack charity partner. With haku, this is what you'll be able to do:

- View, approve, and deny registrations

- View fundraising teams

- Track individual and overall fundraising progress

- View all donors

- Add manual donations

- View allotted registrations

- Manage notification preferences

- Export donor and participant data

- Request additional registration spots

- View, track, and export transfers and reconcile accounts

- Create different fundraising levels where you can choose to cover the cost of registration or pass it on to the participant

HERE'S WHAT YOUR FUNDRAISERS GET

When your participants register as a your charity partner participant, they'll get access to powerful fundraising tools with the haku platform. Here's what they'll be able to:

• Join & create fundraising teams

• Track fundraising goals and progress

• View donors and donations

• Send donors thank you messages

• Update and manage personalized fundraising pages

• Send email and sms campaigns

• Easily share their efforts on social media

HERE'S WHAT YOUR DONORS GET

With haku, it'll be easier and faster than ever to make a donation. Your donors will get a seamless, full-mobile friendly experience. Here's what they'll be able to do with haku:

• Cover the transaction fee

• Experience completely mobile-friendly donation tools with Apple and Android pay options

• Donate directly to the charity or choose to donate to a fundraiser's efforts

• Make multiple donations in one transaction

GETTING STARTED WITH HAKU

Here's what you'll need to get your account ready to go:

• **Logos and Background Images:** With the haku platform, your dedicated registration page will feature your logo. You'll also be able to have your own public page to advertise your fundraising options and more about your cause. Here's some guidelines on these images:

LOGO
- At least 300px wide
- Transparent png (jpeg also works)
- High resolution
- Small file size (no larger than 600KB)

BACKGROUND IMAGE
- At least 1800px wide
- No larger than 500px high
- High resolution png or jpeg
- Small file size (no larger than 600KB)

• **Contact Information:** You'll need to enter at least one of your organization's representative's contact information. This contact info will be made available to your fundraising in case they need to reach you! It'll also make it easy for haku and the Track Shack team to contact your organization with any important news or information you may need.

• **Fundraising Levels:** With haku, you'll be able to create fundraising levels for your participants to choose from. For each level, you'll be able to set what perks participants get and choose to cover the registration cost or pass it on to the participant. These can be updated at anytime, but it'll be easier to manage and onboard if you have these ready to go before hand!

WE LOOK FORWARD
TO WORKING TOGETHER FOR
OUC ORLANDO HALF MARATHON
& TRACK SHACK LAKE EOLA 5K.

QUESTIONS? CONTACT SARAH BROWN AT:

SARAH@TRACKSHACK.COM