

# eCommerce Workshop

Quickly spin up a symbolic giving page

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# About me

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Most recently Associate Director of Digital Fundraising at Ocean Conservancy

Over 10 years in the digital fundraising and campaigning field

Avid sailor, mom and hiker



# What we'll cover

What is the eCommerce Module

Why use the eCommerce Module - drawbacks of alternatives

Features

How to quickly set up an online store for your organization

# What is the eCommerce Module?

eCommerce is a separate module in Engaging Networks released in late 2018. The purpose is to offer clients a way to easily build a light online store offering several options for supporters. This is the perfect setup for symbolic giving and/or premium stores.

## You CAN

- Build a shop integrated with your eCRM
- Add items with or without inventory
- Many other features

## You CAN'T

- Offer tax or shipping calculations.

# Features

- Customizable, responsive and schedulable ecards
- Order Invoice for receipting
- Product management features that offer SKU / Price / Sales Price capabilities
- A shopping cart
- Promotional codes to discount the cart total
- Offer an 'additional donation' amount option, at checkout
- Allow the supporter to send separate e-cards

# Know your store

Know your lease before setting up a store.

**Symbolic Gifts (little to no rules but careful restricted giving)**

VS

**Premium Gifts (IRS rules apply)**

VS

**eCommerce (tax implications)**

Be sure to review IRS (or relevant country) regulations.  
IRS rules can be found here: <http://bit.ly/2xUJhGj>



# Gather your assets

Certainly you can build your store as you go. You may save some time if you assemble some assets first though. Here's what you need:

- Images
- Autoresponder Copy
- eCommerce Invoice Template
- eCard Copy
- Product Copy

# Step 1: Build a winning template

Like other forms, you'll begin with a page template. You can use your organization's standard page template or create a new one to match the theme of your store. If you're creating a unique experience, [create a new page template](#). Are you making a:

- Evergreen symbolic giving store
- Holiday giving store
- Emergency based disaster relief store (we'll use this one in today's example)

Use big beautiful images OR GIFs to make your page stand out...

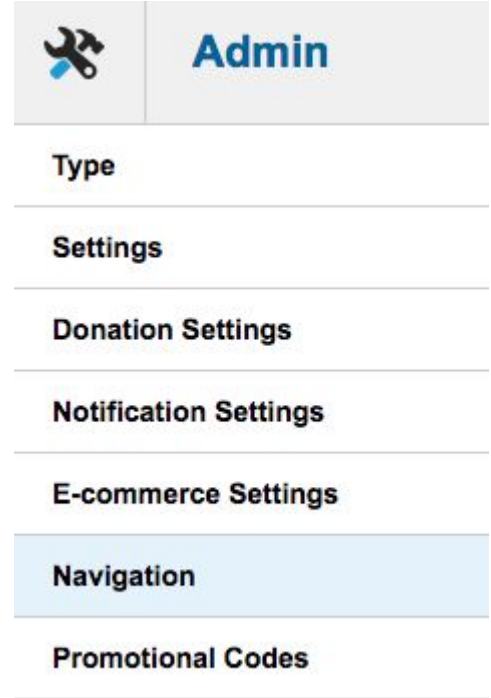


# Step 2: Create your page + Settings

In Engaging Networks go to Pages and Create New. Select the eCommerce page type. If you don't have this option enabled just follow along to Settings.

You'll notice the following differences:

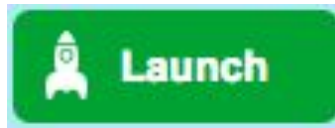
- eCommerce Settings
- Navigation Settings
- Promotion Codes
- Note: Set your page to 'Live'



# Step 3: Create your products

This is the fun part - where you list the items you are going to promote in your store.

- Under Pages > Components, choose Product Management
- Create New Product > Symbolic Gift, and add your information
- Add copy and images
- Related Items
- Launch!



# Step 4: Build your page

You've laid the groundwork - now put it together!

- Now... you can go into page-builder and find your page
- Each page of your eCommerce site is customizable in page-builder
- Additional customization can be done in html of template
- Advanced customization needs? **Ask a partner!**

# Step 5: Finishing

After you've made your page beautiful, you'll need to be sure you've checked a few other boxes. Primarily:

- Autoresponder
- Invoice
- Copy on Order Completed Page

# Step 6: Testing and going live

Use the testing option in pagebuilder to test your page. Think of user experience as you do this.

Test on desktop.

Test on mobile.

Make any necessary adjustments and set your page to 'live' (although we're really already done that).

# Example 1 - The page we built today

While not a live example, the page we built today can be viewed here:

<https://netdonor.net/page/49947/show/1>

You can reference this when working on your own pages, hopefully it will help you through some of the steps.



# Example 2 - Reading is Fundamental

Reading is Fundamental previously had a symbolic giving store and needed to spin one up before year-end 2018. Their page was live by Giving Tuesday!

The page you see here is adapted from the year-end store and serves as an evergreen symbolic giving store for RIF.

<https://secure.rif.org/page/10570/shop/1>



# Thank You.

Who has questions?

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