



ihiveLIVE

PARTNERSHIP GUIDE

FOR CHARITIES, NON-PROFITS AND NGO'S



1

Fill out our online Sign-Up Form (5mins)

2

Sign-in to the Charity Portal to add Administrator Details & Copy Dedicated URL (3mins)

3

Review the rest of the Guide to plan your email blast and social posts (30 mins)

SIGN UP IS AS

EASY AS..

1,2,3!

Important: ihiveLIVE, at its own discretion, reserves the right to suspend or deny service to any organization which is misaligned with ihiveLIVE's brand values, contravenes ihiveLIVE's Terms of Service or Privacy Policy or fails remain in good standing with any government or regulatory body.

GETTING STARTED



DESIGNATE AN ADMINISTRATOR

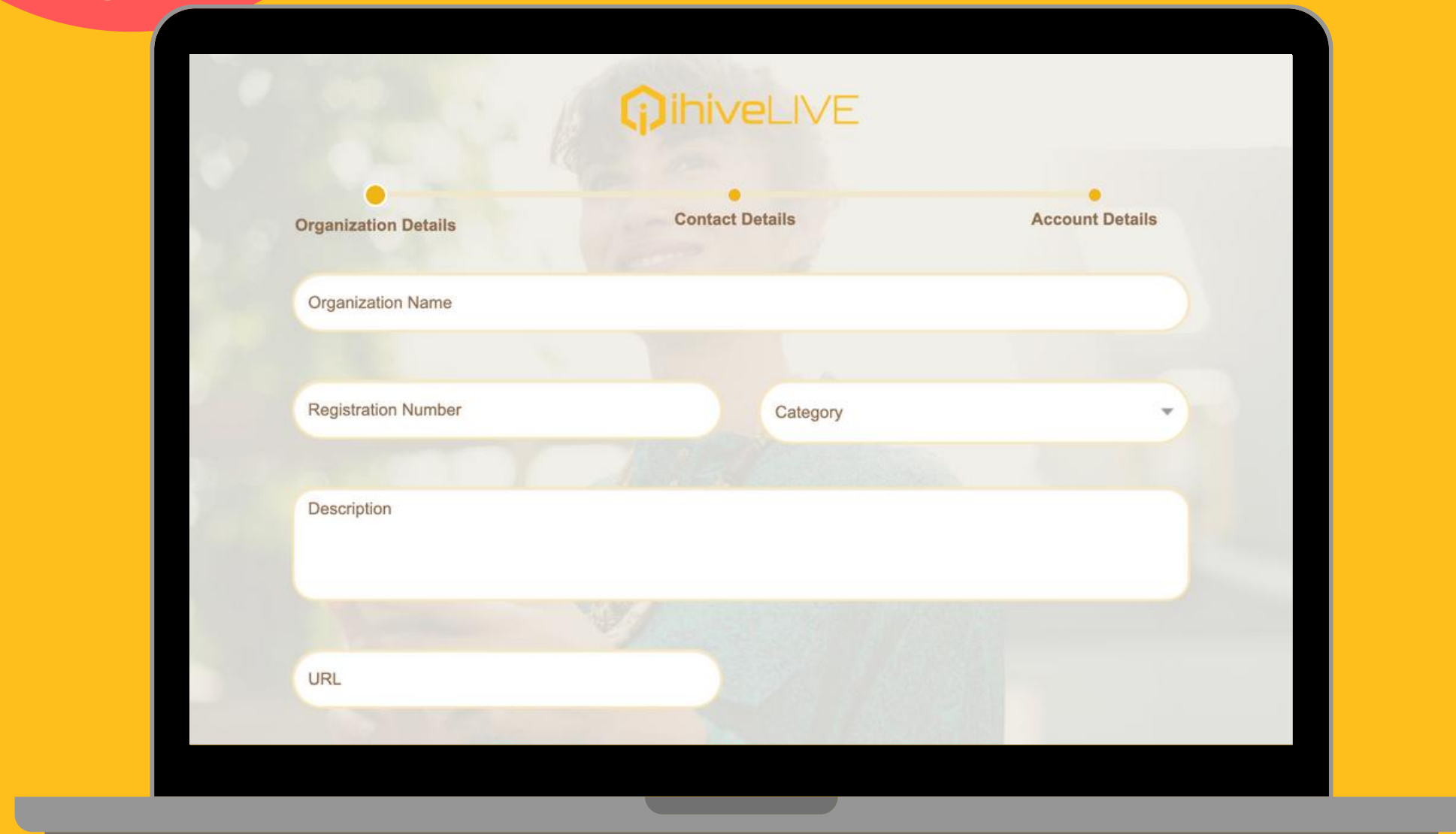
The role of the Administrator would generally include the following:

- Keeping senior leadership of your organization informed and engaging them when necessary in decision-making
- Becoming knowledgeable of the ihiveLIVE system and data and learning how to optimize activation of your membership
- Coordinating planning and communication delivery to members of potential members on behalf of your organization
- Providing feedback to ihiveLIVE on behalf of the organization
- Receiving or directing payments from ihiveLIVE

1

SIGNING UP

ORGANIZATIONAL DETAILS



The screenshot shows a laptop displaying the 'ihiveLIVE' organizational details form. The form is titled 'ihiveLIVE' and has a progress bar with three steps: 'Organization Details', 'Contact Details', and 'Account Details'. The 'Organization Details' step is currently active. The form fields are: 'Organization Name', 'Registration Number', 'Category' (a dropdown menu), 'Description', and 'URL'.

- Type in the Name of your Charity, Non-Profit or NGO in the NAME field
- Type your Charitable Registration or Business Identification number in the REGISTRATION NUMBER field
- Select a Category most appropriate for your charity or cause
- Describe your organization and its cause in the DESCRIPTION field (visible to members)
- Paste your primary URL into the URL field Click NEXT

The administrator should launch the following page and fill out the following information: <https://web.ihivelive.com/charity/signup>

1

SIGNING UP

CONTACT DETAILS

- Complete the address of your organization by filling in the appropriate fields completely.

Click NEXT

The screenshot shows the 'Contact Details' step of a sign-up process. At the top, the 'ihiveLIVE' logo is displayed. Below it, a progress bar indicates three steps: 'Organization Details', 'Contact Details' (which is currently active), and 'Account Details'. The form contains several input fields: 'Address 1', 'Address 2', 'City', 'Prov/State', 'Country' (a dropdown menu), and 'Postal Code'. At the bottom of the form, there are two buttons: 'Previous' and 'Next'.

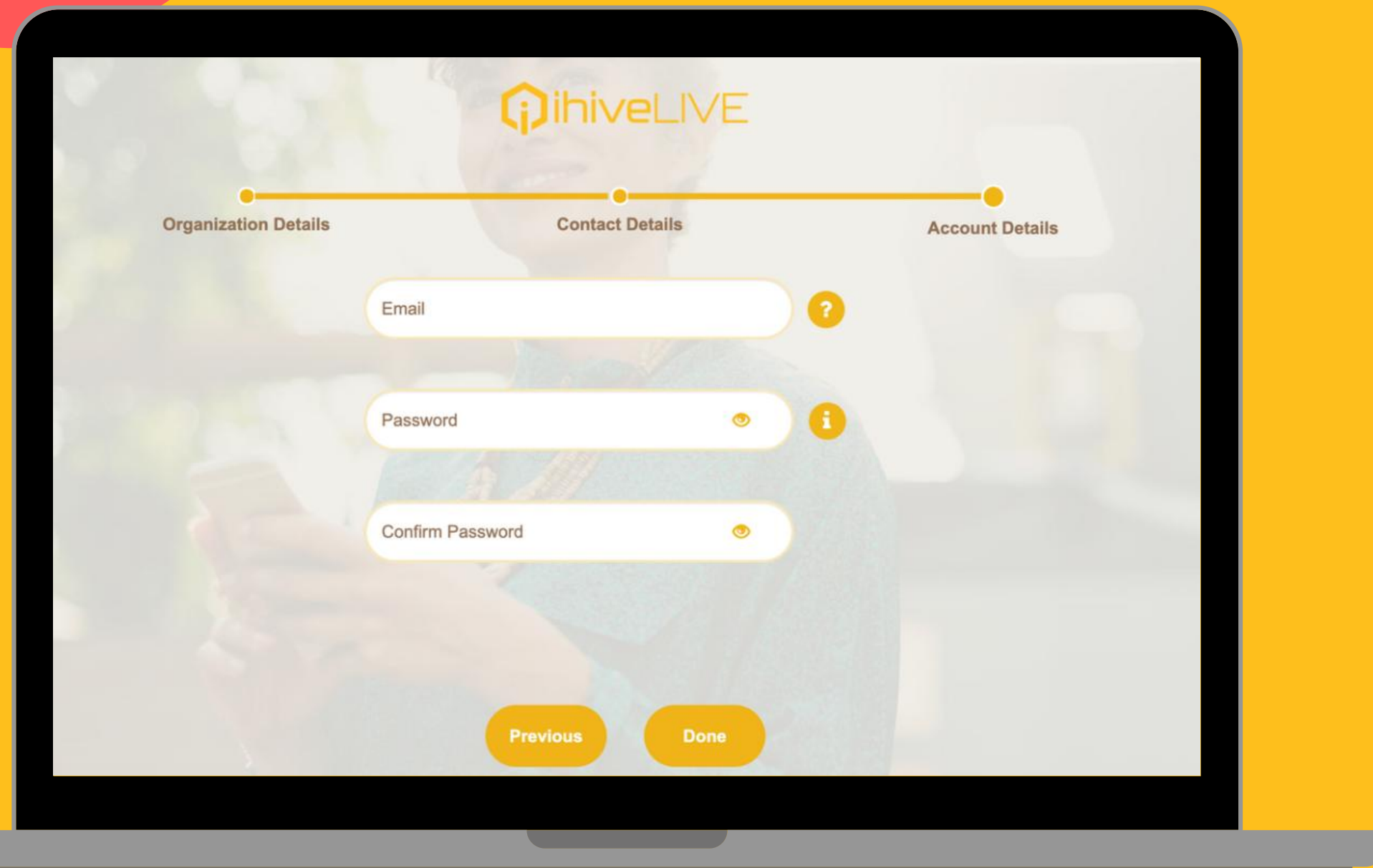
1

SIGNING UP

CONTACT DETAILS

- Insert a primary corporate email through which to receive regular contact and payments or that of the empowered individual who will be responsible all aspects of the relationship with ihiveLIVE. Select and confirm an appropriate password.

Click NEXT



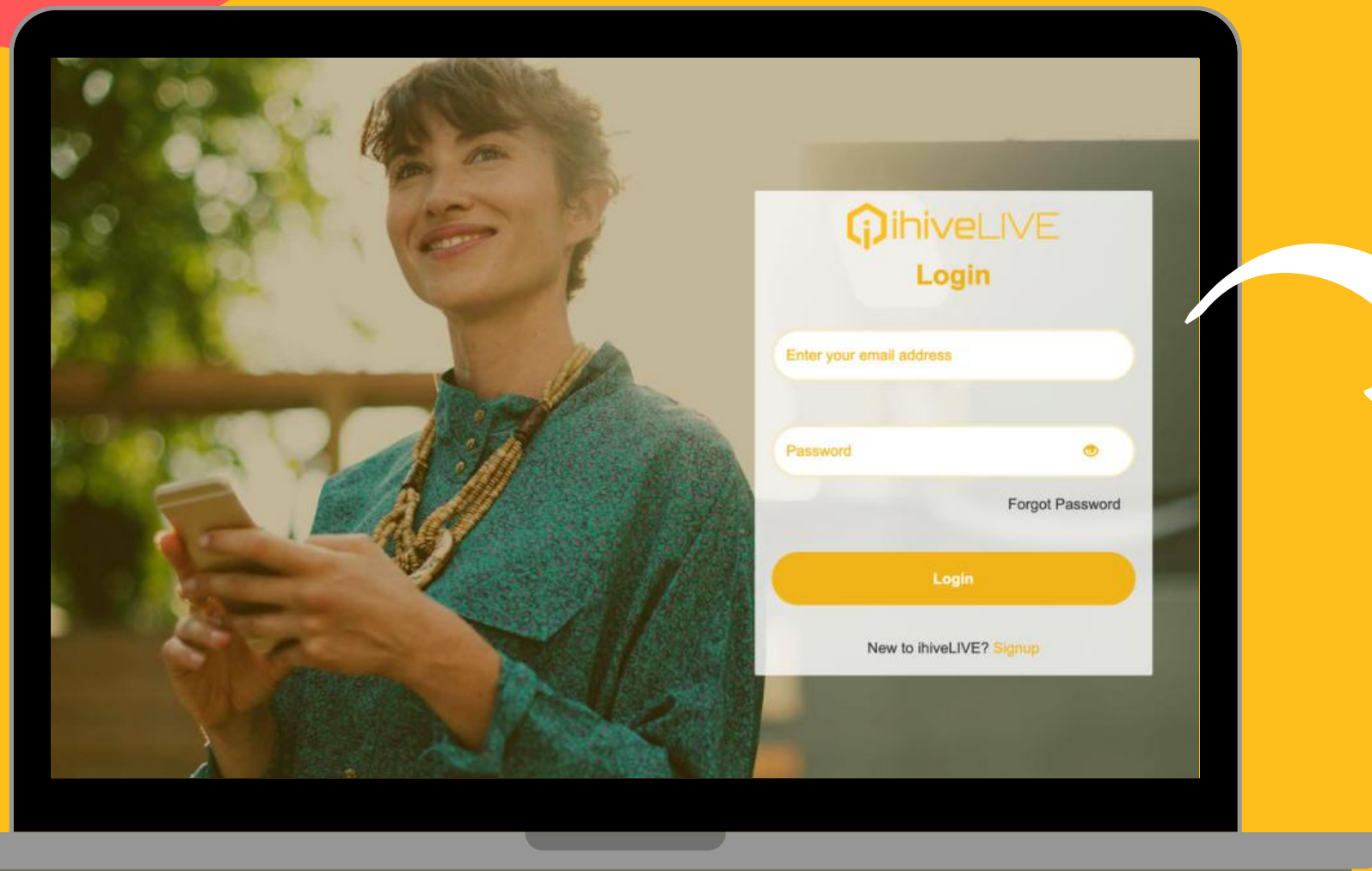
The screenshot shows the ihiveLIVE registration interface. At the top, the ihiveLIVE logo is displayed. Below it, a progress bar indicates three steps: Organization Details, Contact Details (the current step), and Account Details. The Contact Details section contains three input fields: Email, Password, and Confirm Password. Each field has a small icon to its right: a question mark for Email, an eye for Password, and an eye with a slash for Confirm Password. At the bottom of the form, there are two buttons: 'Previous' and 'Done'.

2

PORTAL

CHARITY PORTAL

- Once you have confirmed your email, continue to our charity sign in page to complete the sign up process.

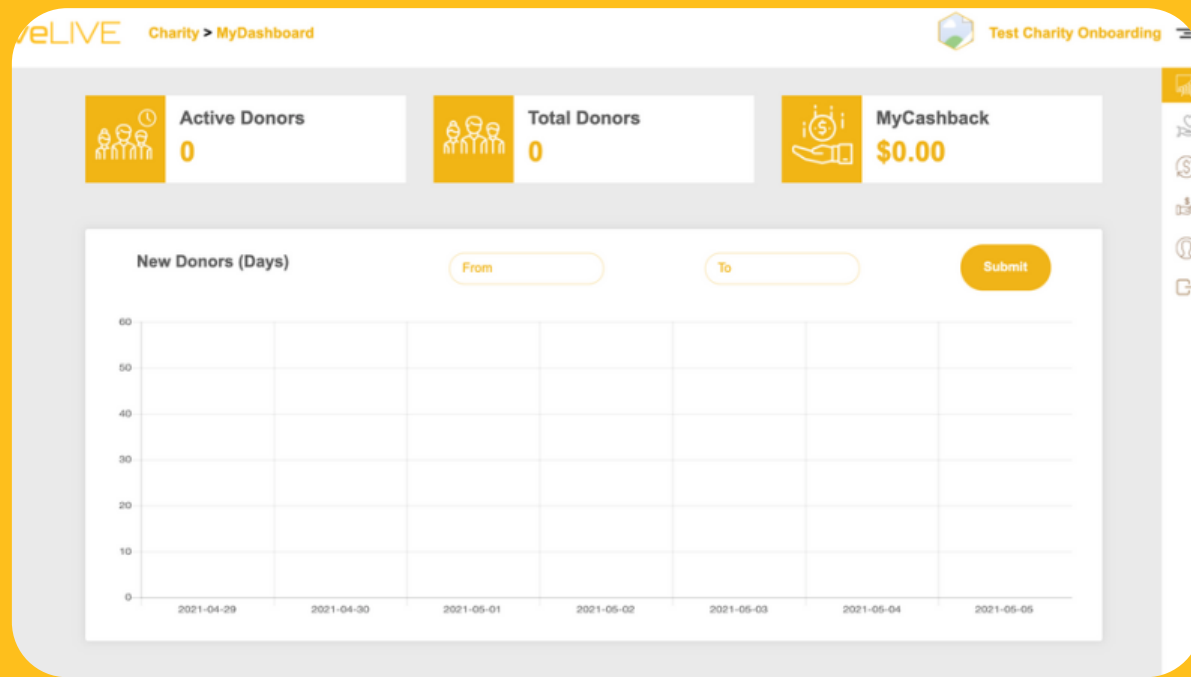


<https://web.ihivelive.com/charity/login>



<https://web.ihivelive.com/customer/login>

After registering the charity will use this link to access the Charity Portal: <https://web.ihivelive.com/charity/login>



Organization Name Registration Number Category

Description

URL

MyMember Signup Link

Toolkit

Copy Link

Copy Link

Next

Organization Details Contact Details

First Name Last Name Phone

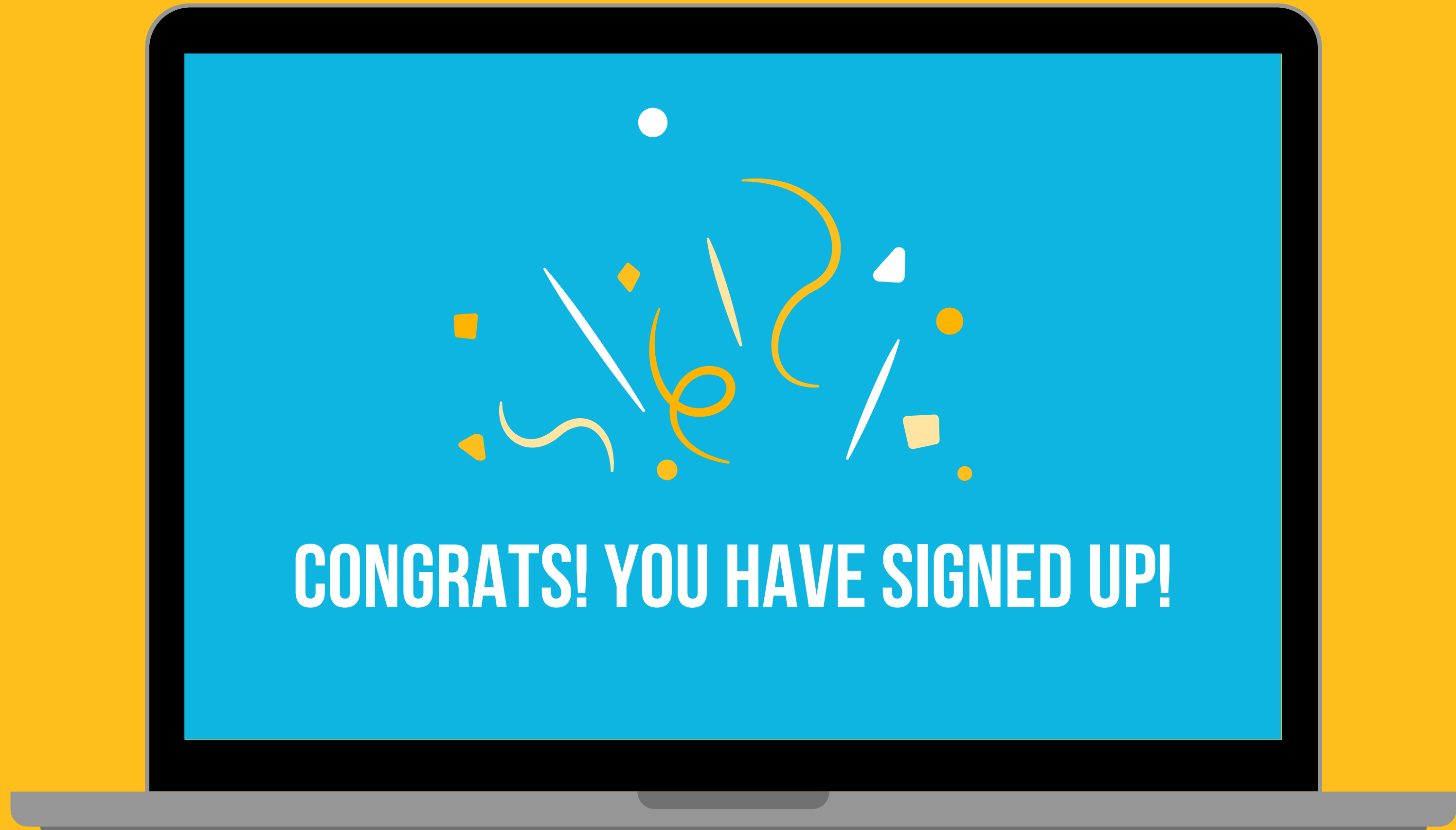
Back Done

1. Click Menu > MyProfile

2. Click Copy Link to receive your Dedicated URL for your supporters and UPLOAD YOUR LOGO by clicking EDIT. Finally, click NEXT.

3. Fill out administrator details by click EDIT and then DONE.





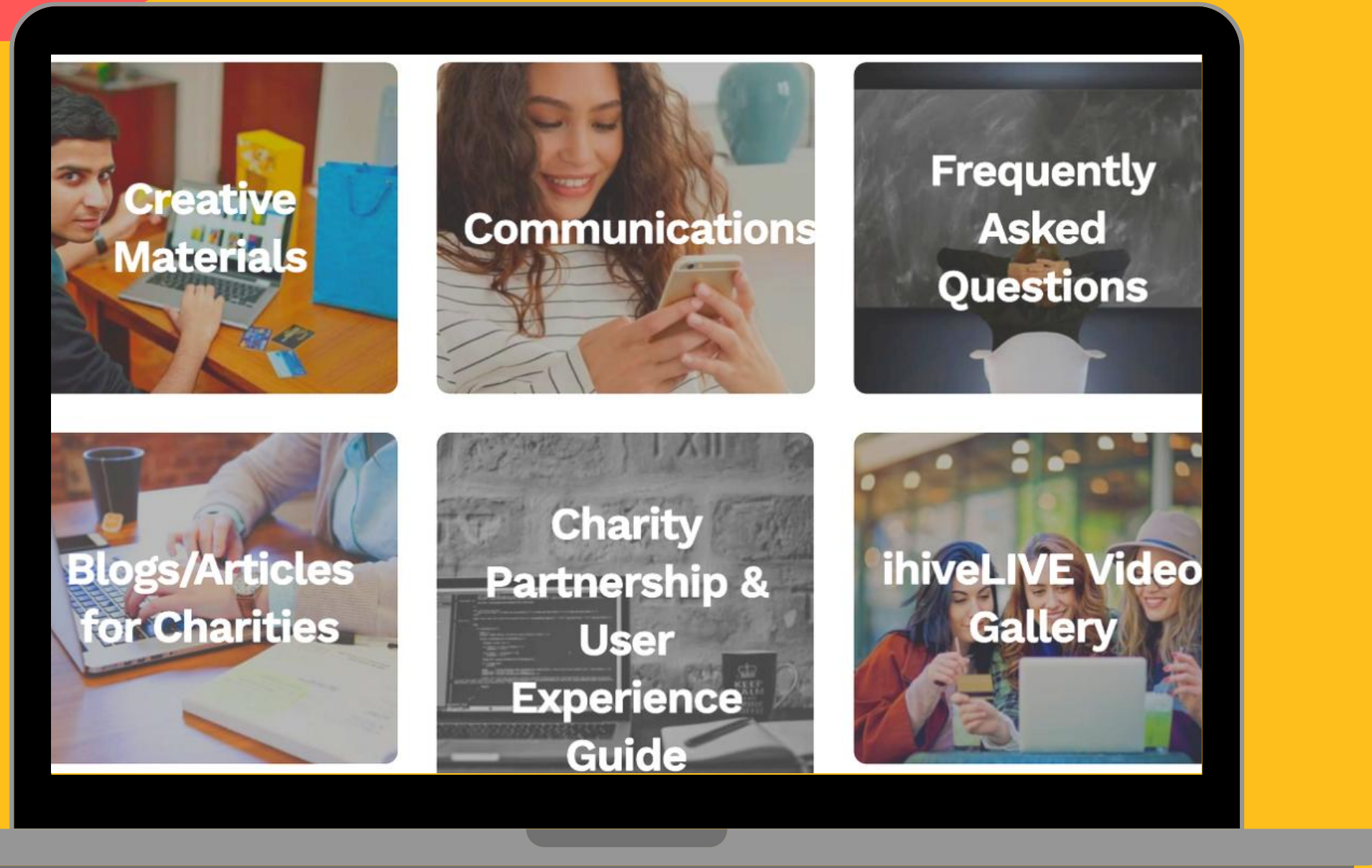
Start connecting with your supporters 

3

TOOLKIT

CHARITY TOOLKIT

- We have created a Charity Toolkit which contains information, templates and creative materials to help you market and communicate the benefits of ihiveLIVE. We want to make it simple and easy for you to promote the benefits of ihiveLIVE to your supporters and friends and family. The Toolkit will be updated regularly, so you should reference it often.



After registering the charity will use this link to access the Charity Toolkit: <https://www.ihivelive.com/charity-toolkit/>



CHARITY TOOLKIT

- In this section of the Toolkit you will find creative materials that you can use in your various communications and marketing activities in promoting ihiveLIVE to your supporters. Here you will be able to find the ihiveLIVE logo, branding guide, memes, and other creative applications for you to consider.



ihiveLIVE Brand Logo Kit ihiveLIVE Charity Banner Kit ihiveLIVE Charity Media Kit

After registering the charity will use this link to access the Charity Toolkit: <https://www.ihivelive.com/charity-toolkit/>

CHARITY TOOLKIT

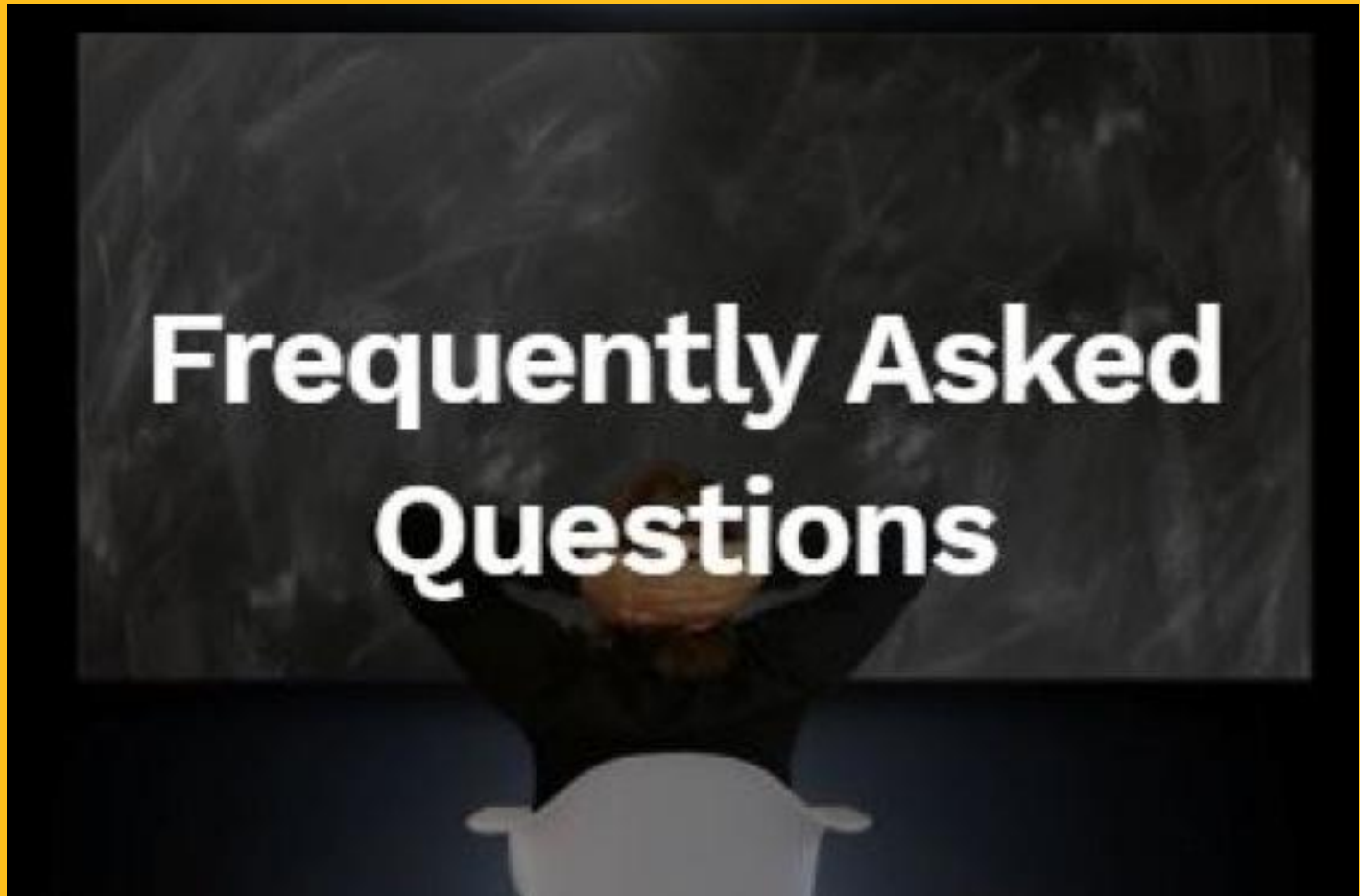
Communications

- The following communication templates have been created to reduce the work effort for you, although we recognized you will customize them. Each week you will receive our charity buzz email with new campaigns, social media templates and helpful tips to connect with your supporters. Over time, we will share best practices and increase and improve the templates and examples in this section.

Communications Materials

| | | |
|---|--|--|
|  Member Invitation Template for Charities This is a sample template with content and links to invite your supporters to sign up with iHiveLIVE. |  Friends & Family Invitation Template for Charities This is a sample template with content and links to invite family and friends to sign up with iHiveLIVE using your unique charity "MyMember sign up link". |  Active Member Greeting Template for Charities This is a sample template with content and links to thank your supporters for signing up with iHiveLIVE and updating them on the difference they have made financially. |
|---|--|--|

After registering the charity will use this link to access the Charity Toolkit: <https://www.ihivelive.com/charity-toolkit/>



CHARITY TOOLKIT

- Here you'll find answers to some of the most frequently asked questions that we anticipate may be asked by your supporters. So when you are asked a question about any aspect of ihiveLIVE, reference this section and have a look at the FAQs listed on this page – the answer you're looking for might be there. If the answer is not posted here, then please contact us and we will help you formulate an answer; which we can then add to this section to share and help others who may be asked a similar question.

- + What are the benefits for the charity?
- + What are the things that the charity should do?
- + Will ihiveLIVE provide the charity with regular reports?
- + What is the ihiveLIVE Charity Toolkit? How can the charity access it?
- + What is the ihiveLIVE Ambassador Program? How does it work?
- + What happens after the pilot project is done?
- + Why is the purpose of a Letter of Intent?

After registering the charity will use this link to access the Charity Toolkit: <https://www.ihivelive.com/charity-toolkit/>

Frequently Asked Questions

amazon.ca

CHARITY TOOLKIT



- Amazon.ca works a little differently than our other merchants. It is only accessible via advertising banners found on the homepage. We have placed a number of Amazon.ca banners prominently on the homepage. To get to Amazon.ca simply click on the banner.
- Our partnership with Amazon.ca works differently as purchases made by members cannot be tracked individually at this time, however every qualifying purchase is very important to your charity. Please note Amazon.ca purchases will not reflect in your personal dashboard under My Transactions and your confirmation of purchase will come directly from Amazon.
- For all qualifying purchases made via the Amazon.ca banner, ihiveLIVE will share 50% of all cashback proceeds proportionately with all charity partners based on the total number of members supporting the respective charity on the ihiveLIVE platform as of 11:59 pm EST on the last calendar day of each month.

After registering the charity will use this link to access the Charity Toolkit: <https://www.ihivelive.com/charity-toolkit/>



Blogs/Articles for Charities

CHARITY TOOLKIT

- This is where you will find a wide range of information and commentary specific to the charitable sector as well as articles on how to get the most out of your partnership with ihiveLIVE. We plan to have a variety of authors and sources engaged to provide meaningful content for you and your charity.

ihiveLIVE Blogs/Articles



Your Charity Portal: Insight, Trends, Opportunities.

Our first ihiveLIVE Blog focuses on helping charities get the most out of their personalized Charity Portal experience. From basic how to actions to ideas on how to gain valuable insights from the data, identifying trends and how that can translate into opportunities.

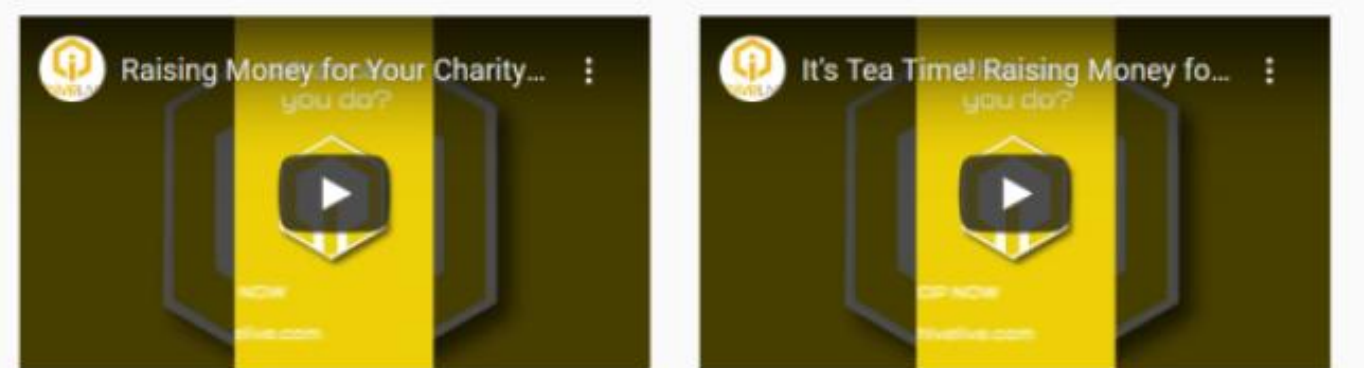
After registering the charity will use this link to access the Charity Toolkit: <https://www.ihivelive.com/charity-toolkit/>



ihiveLIVE Video Gallery

CHARITY TOOLKIT

- Find informational and promotional videos that you can include within social media posts, emails and any other media releases.



Raising Money for Your Charity Video, Purchase of Puzzles
Shows an ihiveLIVE member opening and displaying a purchase of several puzzles made using ihiveLIVE, and illustrates the amount generated for charity. Time is 1 minute.

Raising Money for Your Charity Video, Purchase of Assorted Teas.
Shows an ihiveLIVE member opening and displaying a purchase of packages of tea made using ihiveLIVE, and illustrates the amount generated for charity. Time is 1 minute.

After registering the charity will use this link to access the Charity Toolkit: <https://www.ihivelive.com/charity-toolkit/>

NOW YOU ARE
READY TO 'GO
LIVE' WITH....



 ihiveLIVE