

Using EventBrite

When holding a large event to raise funds for Alex's Lemonade Stand Foundation (ALSF), Eventbrite.com enables you to sell and manage tickets for your event. To use this site in a Northwestern Mutual compliant way, follow the directions below:

1. Send a request to access Eventbrite.com to jodinolte@northwesternmutual.com.
2. Jodi will connect you with our EventBrite contact: Annie Dang.
3. Annie will instruct you to create an EventBrite account using your Northwestern Mutual email address and share that email address with her when you are done. Annie will connect your EventBrite account to our Premium benefits.
Important: All communication must come from your NM email address so that it is archived. You cannot send or receive emails in EventBrite.
4. Complete the [Eventbrite Onboarding Path](#) short training courses to learn how to:
 - i. Setup your organization
 - ii. Create events
 - iii. Manage events
5. If you prefer to read instructions, use these articles:
 - a. Organization Setup:
 - i. Add Bank Account: [Help Center Article](#)
Note: If your office does not have an FBO account, one needs to be established.
 - ii. Add Taxpayer Information: [Help Center Article](#)
Enter the NM Foundation's information:
Name: Northwestern Mutual Life Foundation Inc
Tax ID: 39-1728908
 - iii. Setup Organizer Profile: [Help Center Article](#)
 - iv. Add Team Members: [Help Center Article](#)
Important: You will need to add Jodi Nolte as an Admin to your team.
 - b. Event Creation:
 - i. Create Event: [Video](#) | [Help Center Article](#)
 - ii. Time Entry/Recurring Event Setup: [Video](#) | [Help Center Article](#)
 - iii. Ticket Setup: [Video](#) | [Help Center Article](#) | [EventBrite Academy Module](#)
 - c. Event Management:
 - i. Check in Attendees using EventBrite Organizer App: [Help Center Article](#)
 - ii. Selling Tickets using EventBrite Organizer App: [Help Center Article](#)

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- iii. Manually Adding Attendees: [Video](#) | [Help Center Article](#) | [EventBrite Academy Module](#)
 - iv. Managing Orders: [Video](#) | [Help Center Article](#) | [Creator Academy Module](#)
 - v. Refunding Orders: [Video](#) | [Help Center Article](#) | [EventBrite Academy Module](#)
6. Encourage people in your office to send an email promoting your event using the [pre-approved email template](#).

For EventBrite questions: contact [Assisted Success Support](#): 24/7 chat and phone support.

For Northwestern Mutual and/or fundraising questions, contact [Jodi Nolte](#).