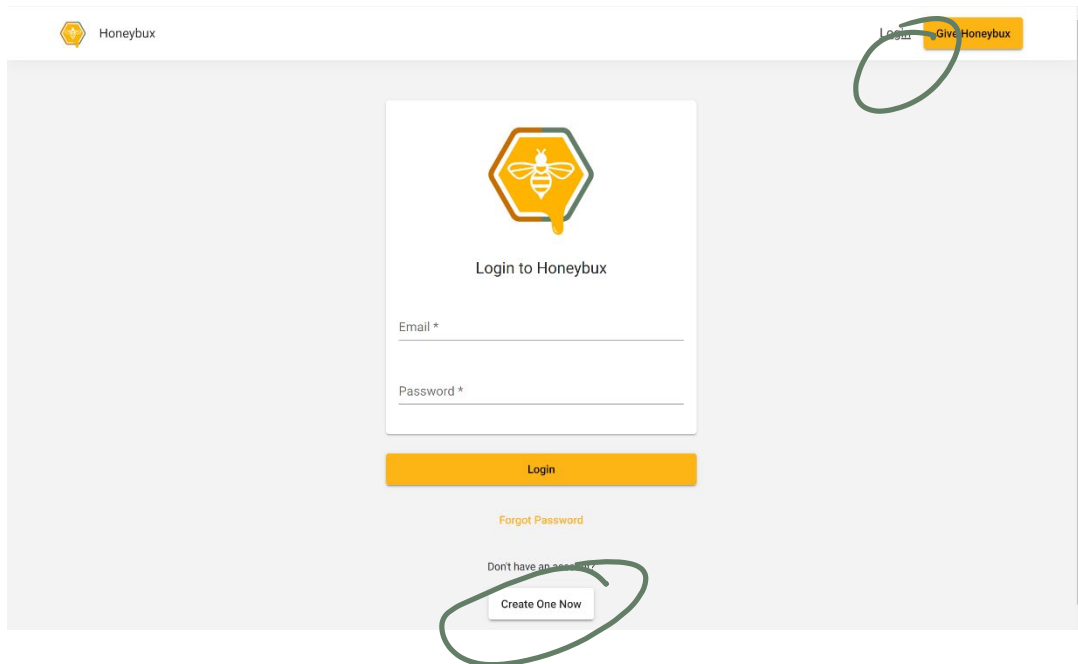
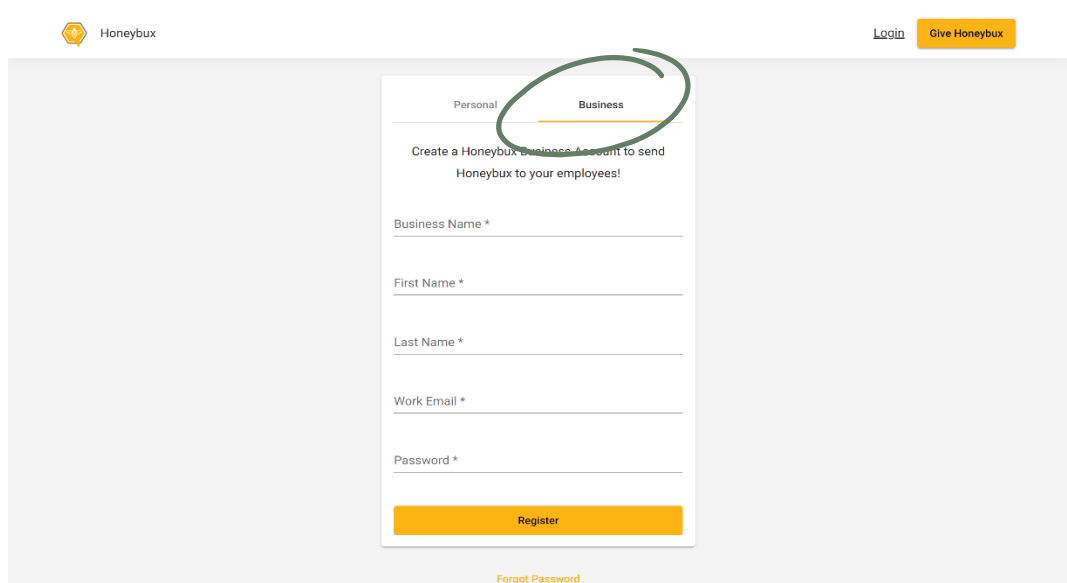


## Create Your Employer Profile

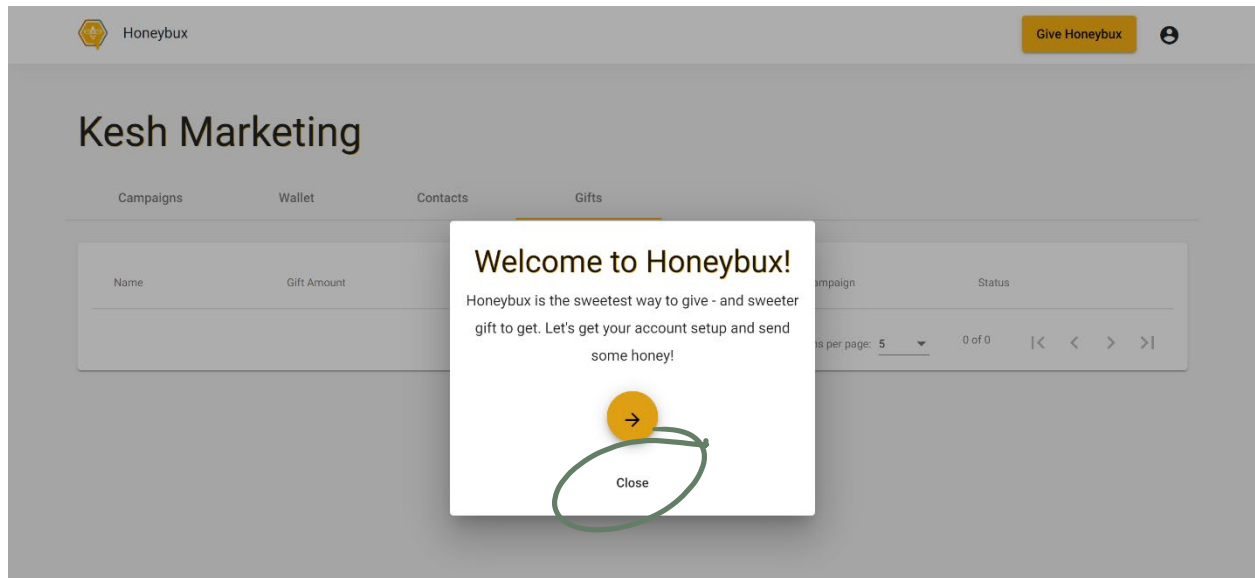
1. Go to <https://dev.honeybux.org/hb/> to create your employer profile. In the top right-hand corner click on login. This will take you to the screen below. At the bottom you will see a button to set up your profile that says Create One Now. Click on the box.



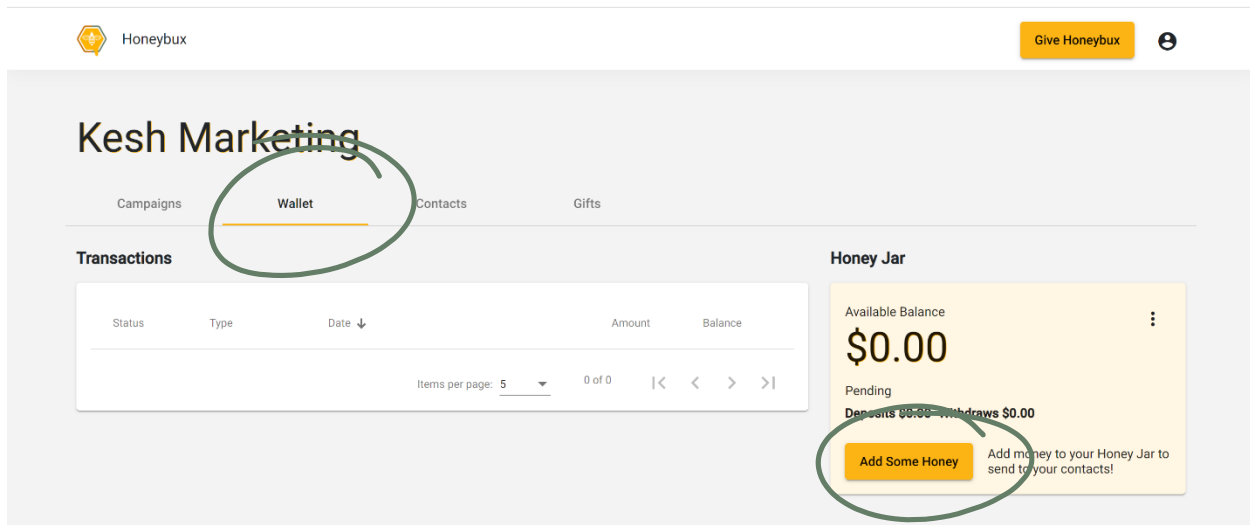
2. Select the Business tab at the top. Enter your name, business information, email, create a password, and hit Register.



3. You will be taken to the screen below. Hit close.

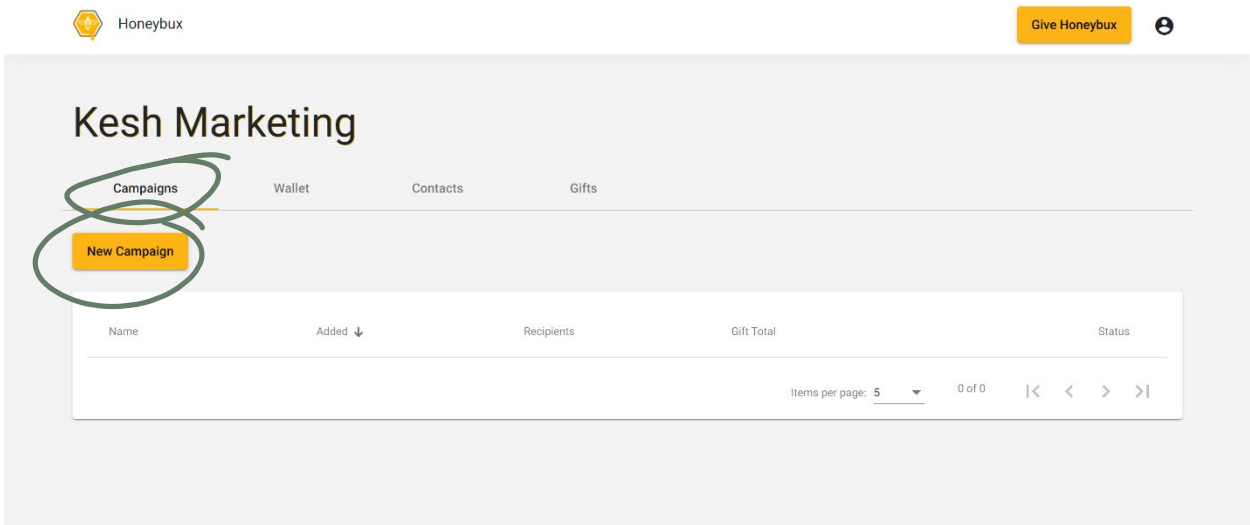


4. Next you need to add money to your honey jar. Do this by clicking on Wallet and then click on Add Some Honey.

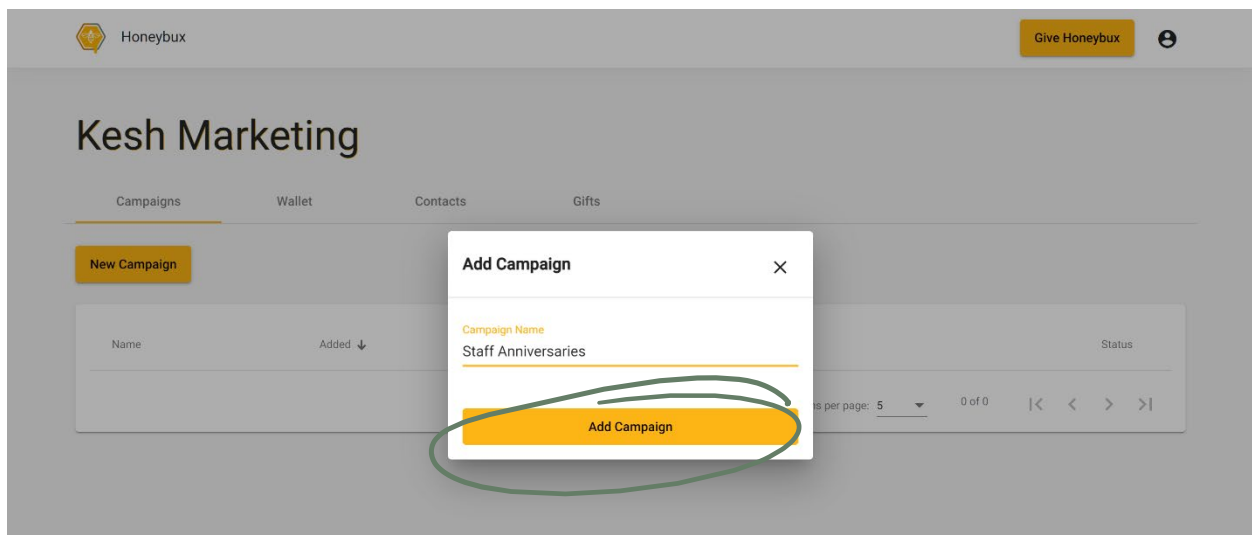


5. You can either link your bank account or use a debit/credit card to load funds. You can put as much money as you would like in your honey jar. If you don't use the full amount with your first campaign, your money will be there for your next campaign.

- Once your Honey Jar is funded, click on the Campaigns tab to send your first batch of Honey. Select the New Campaign button.



- Give your campaign a name such as "Staff Anniversaries" or "Holiday Bonuses" and click Add Campaign.



8. You are now inside your campaign. To add recipients one contact at a time, select Add Gift Recipient. (we will go over bulk upload next)

The screenshot shows the Honeybux interface for a campaign named 'Staff Anniversaries'. The campaign is 'Active' and was created on 10/23/21. In the top right, it shows 'Recipients 0' and 'Total Amount \$0.00', with a 'Launch Campaign' button. Below the campaign name, there are two tabs: 'Recipients' and 'Settings'. Under the 'Recipients' tab, there is a button labeled 'Add Gift Recipient' which is circled in green. Next to it is an 'Actions' button. Below these buttons is a table with columns for Name, Email, Gift Amount, Charity Amount, and a total column. The table is currently empty. At the bottom right of the table, it says 'Items per page: 5' and '0 of 0'.

9. To add a recipient, you will need their email, first and last name, and the gift amount and charitable amount you are giving them. If you have more than one to enter, click the Create and add another box before clicking on Add Recipient. If you only have one team member to add, leave the box unchecked and click on Add Recipient.

The screenshot shows the 'Add Recipient' modal form. It has a close button (X) in the top right corner. The form contains the following fields: 'Email \*' with the value 'staff@keshmarketing.com', 'First Name' with the value 'Team', and 'Last Name' with the value 'Member'. Below these are two monetary fields: 'Gift Amount \*' with a value of '\$ 25.00' and 'Charity Amount \*' with a value of '\$ 5.00'. At the bottom of the form, there is a checkbox labeled 'Create and add another' which is circled in green. Below the checkbox is an orange button labeled 'Add Recipient' which is also circled in green.

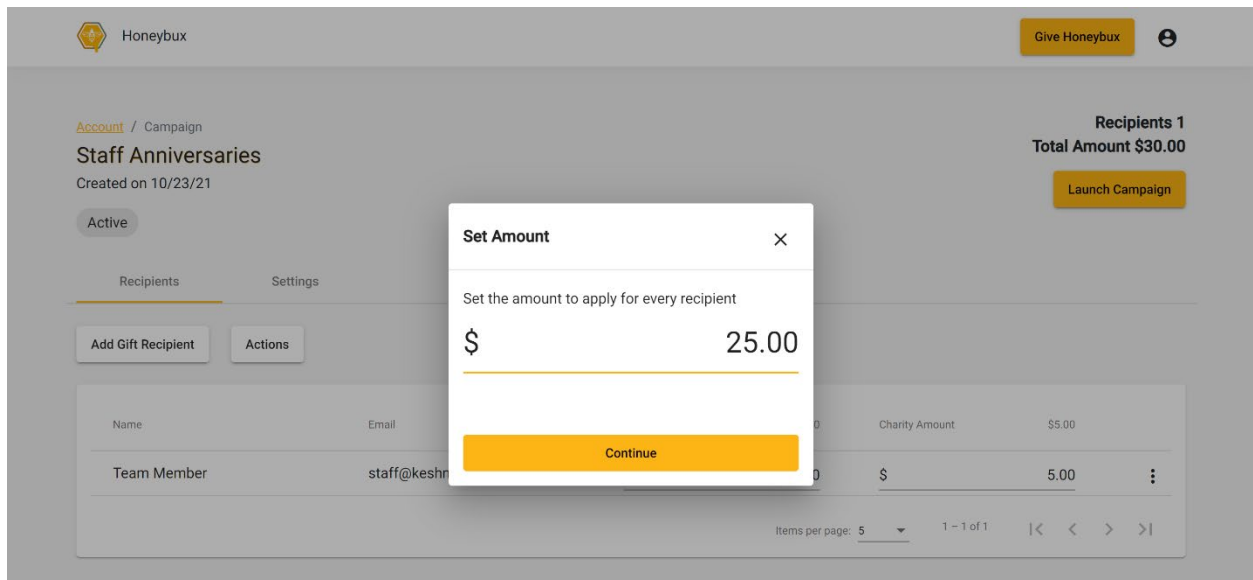
10. If you would like to do a bulk upload of contacts rather than individually, select the Actions button.

The screenshot shows the Honeybux interface for a campaign titled "Staff Anniversaries". The page includes a header with the Honeybux logo, a "Give Honeybux" button, and a user profile icon. The campaign status is "Active". The "Recipients" tab is selected, and the "Add Gift Recipient" button is visible. The "Actions" button is circled in green. The table below shows columns for Name, Email, Gift Amount, Charity Amount, and a total of \$0.00. The "Items per page" is set to 5, and there are 0 of 0 items.

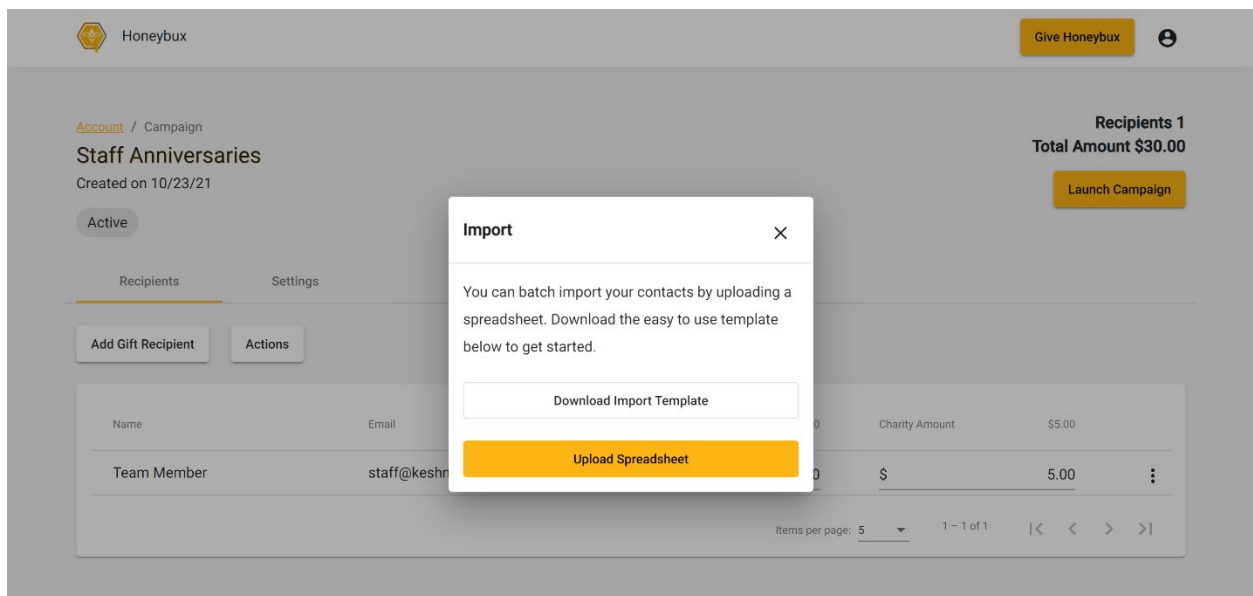
11. A drop-down menu will appear with the below choices. Select Import Spreadsheet.

The screenshot shows the Honeybux interface for a campaign titled "Staff Anniversaries". The page includes a header with the Honeybux logo, a "Give Honeybux" button, and a user profile icon. The campaign status is "Active". The "Recipients" tab is selected, and the "Add Gift Recipient" button is visible. The "Actions" button is circled in green, and a dropdown menu is open showing options: "Import Spreadsheet", "Add All Contacts", "Set All Gift Amounts", and "Set All Charity Amounts". The table below shows columns for Name, Email, Gift Amount, Charity Amount, and a total of \$30.00. The "Items per page" is set to 5, and there are 1 - 1 of 1 items.

12. A new window will appear. Set the amount for every recipient to receive. Hit Continue.  
(yes, you can change this amount individually after you do the bulk upload action)



13. You can batch import using our template, or using a spreadsheet that you already have. It must contain first, last, and email.



14. Your team is now added to the recipients! You can go in and individually change gift amounts and charity amounts in this screen if the gifts vary.

Honeybux

Give Honeybux

Account / Campaign

**Staff Anniversaries**

Created on 10/23/21

Active

Recipients Settings

Add Gift Recipient Actions

Name	Email	Gift Amount	Charity Amount
Team Member	staff@keshmarketing.com	\$ 25.00	\$ 5.00
One Staff	onestaff@keshmarketing.com	\$ 25.00	\$ 5.00
Two Staff	twostaff@keshmarketing.com	\$ 25.00	\$ 5.00
Three Staff	threestaff@keshmarketing.com	\$ 25.00	\$ 5.00
Four Staff	fourstaff@keshmarketing.com	\$ 25.00	\$ 5.00

Items per page: 5 1 - 5 of 7

15. Once you have all of your team members entered into your campaign, check to make sure all names, emails, gift amounts and charity amounts are correct and then click on Settings.

Honeybux

Give Honeybux

Account / Campaign

**Staff Anniversaries**

Created on 10/23/21

Active

Recipients Settings

Add Gift Recipient Actions

Name	Email	Gift Amount	Charity Amount
Team Member	staff@keshmarketing.com	\$ 25.00	\$ 5.00

Items per page: 5 1 - 1 of 1

16. There are now three actions for you to complete:
- An email template: This is the email that your team will receive once you launch your campaign. We have already written something for you but it can be changed as needed. The {Account Name} is auto-populated from your contacts so do not change this. You can send a test email to yourself or just hit save.

The screenshot displays the Honeybux Employer Toolkit interface for a campaign titled "Staff Anniversaries". The campaign is "Active" and was created on 10/23/21. It has 7 recipients and a total amount of \$190.30. The "Launch Campaign" button is visible in the top right corner.

The "Email" tab is selected, showing the configuration for the email template. The "Email Title" field is circled in green and contains the text "{Account Name} sent you Honeybux!". Below this, the "Email Body" is displayed, which includes a personalized message about a gift card and a call to action to redeem the gift card. The "Save" and "Send Test Email" buttons are at the bottom of the form.

**Account** / Campaign  
**Staff Anniversaries**  
Created on 10/23/21  
Active

Recipients 7  
Total Amount \$190.30  
Launch Campaign

Recipients Settings

**Email**  
Configure the email that will get sent to your recipients

Email Title  
{Account Name} sent you Honeybux!  
Start typing ( to insert a merge field

Email Body  
Someone sent you something pretty sweet. {Account Name} gifted you \${Recipient Gift Amount} Honeybux!  
We know. What is Honeybux?  
Honeybux is the sweetest way to give - and sweeter gift to get. {Account Name} sent you \${Recipient Gift Amount} Honeybux to pick out a gift card from our 400 national brands. They also gave you \${Recipient Charity Amount} to donate to any non-profit you want, on their behalf.  
The catch? To get, you have to give first. Once you select a charity, you'll be able to redeem your Honeybux on any gift card from our online catalog  
Start typing ( to insert a merge field

Save Send Test Email

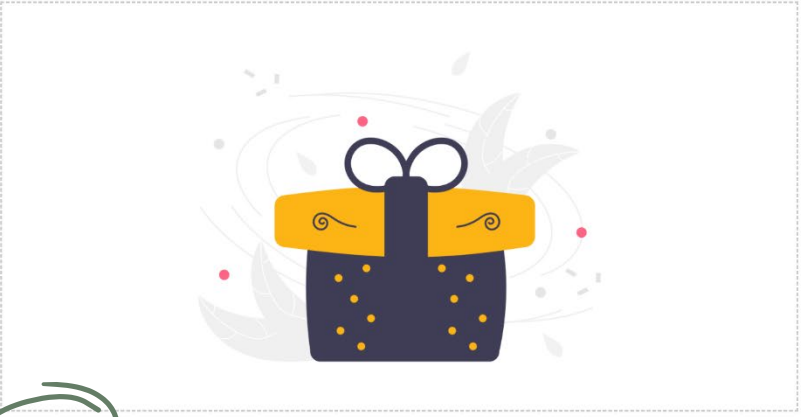
- b. Your next action is to create your landing page. Your recipient(s) will see this when they claim their gift. Do not change {Recipient First Name} as this is auto-populated from your contact list. You can add a company logo or photo to this by clicking Upload or, you can leave it blank by hitting Clear. The Campaign Description is any message you want them to see when they claim their gift.

**Landing Page**

Leave a message to your recipients when they claim their gift

File  
Hey (Recipient First Name)!  
Start typing (to insert a message field)

Campaign Splash



Upload Clear

- c. Third, you can control which charities your recipients have to choose from. You can add charities your company already supports, and/or you can specify by state, city, or postal code to keep their charitable contributions local. If you leave these fields blank, your recipient will be able to choose from the full charities list.

**Charities**

Control which charities your recipients must choose from or allow them to choose from a list

☒ Choose from a list ☐ Select specific

Your Favorite Charities

Select the charities above you want to prioritize at the top of the list your recipients can choose from. You can drag and drop to control the order.

States

Only show charities from specific states

Cities


Only show charities from specific Cities

Post Codes

Only show charities from specific Post Codes

**Save**

17. Once all the actions are complete, you are ready to launch your campaign! Scroll back to the top of your screen and select Launch Campaign!

 Honeybux

Give Honeybux

Account / Campaign

Staff Anniversaries

Created on 10/23/21

Active

Recipients

Settings

Add Gift Recipient

Actions

Name	Email	Gift Amount	\$175.00	Charity Amount	\$5.30
Team Member	staff@keshmarketing.com	\$ <u>25.00</u>		\$ 5.00	⋮
One Staff	onestaff@keshmarketing.com	\$ 25.00		\$ 5.00	⋮
Two Staff	twostaff@keshmarketing.com	\$ 25.00		\$ 5.00	⋮
Three Staff	threestaff@keshmarketing.com	\$ 25.00		\$ 5.00	⋮
Four Staff	fourstaff@keshmarketing.com	\$ 25.00		\$ 5.00	⋮

Items per page: 5 1 - 5 of 7 |< < > >|

Recipients 7

Total Amount \$180.30

Launch Campaign

Congratulations! You have just completed your first campaign! If you have questions, please email [info@honeybux.org](mailto:info@honeybux.org).