Using EventBrite

When holding a large event to raise funds for Alex's Lemonade Stand Foundation 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 Evenbrite.com to jodinolte@northwesternmutual.com and include your network office name and number.

2. When you receive an email invitation from Eventbrite.com to create an account under the Northwestern Mutual corporate account, click the Eventbrite link and setup your account.
   Note: *Change your account password every 90 days.*

3. Click Create Event and enter the event details.
   For step-by-step instructions on creating events, go here: https://www.eventbrite.com/how-it-works/

4. From the Organizer Name list, select your name.

5. Confirm that Link to Facebook and Twitter is NOT selected.

6. Create tickets and any additional settings needed for your event.

7. Click Save and Preview your event.

8. When you are ready to begin selling tickets, click Make Event Live.

9. Go to the Manage Event page and click Event Dashboard.

10. On the Event Dashboard, click Select Your Payment Options.

11. On the Payment Options page, click Add Payout Method.

12. On the Enter Bank Account Details page, enter your office's FBO account information and click Create.
    Note: *If your office does not have an FBO account, one needs to be established.*
    IMPORTANT: Confirm your office's FBO account is linked to your event. By default, the system will link the last account used, which may be a different office's account.

13. Encourage people in your office to send an email promoting your event using the pre-approved email template available on the Childhood Cancer Program Online Community.

For general use questions, please contact Eventbrite Support. For Northwestern Mutual specific questions, please contact Jodi Nolte.