

Online Forms Code Requirements



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The first step in making an online contribution form or ticketed event form is making sure the financial specifics and financial codes are all right. This article outlines what we need for each kind of form, including a breakdown for different kinds of events.

Fundraising Events (a.k.a. Special Events)

These are usually events where the ticket price has a significant portion that is a donation, rather than cost.

Please send the following to everyaction@audubon.org; the info will be routed to the proper authorities and in three days or less, you will know which code to use.

- Event name, date, and location
- The **General Ledger Fund Code for the event** (e.g. 1-111-4000-20-60090)
- The **project code for the event** (e.g. SE0001)
- A **Solicitation Code**, or an acknowledgement that you don't care about them*
- The **total cost** of all ticket and/or sponsorship levels (please do NOT send details about the benefits of each level)
- The **fair market values** (FMV) of all ticket and/or sponsorship levels

Since events always cost money, fundraising events will always have FMVs for each ticket or sponsorship level.

Contribution Forms (a.k.a. Donation Forms)

Here of course there's no discrete time or place to relay, nor is there a unit cost.

Please send the following to everyaction@audubon.org; the info will be routed to the proper authorities and in three days or less, you will know which code to use.

- The **General Ledger Fund Code** for the donation revenue (e.g. 1-111-1000-10-60020)
- Your **Project Code**, if you have one (most of the time for donations, there isn't one, but sometimes there is)
- A **Solicitation Code**, or an acknowledgement that you don't care about them*
- A **brief description** of what you are raising money for

Non-Fundraising, Center-Program-Type Events that Cost Money

Anything that costs money but isn't a donation is "program fees" or "earned income" or what have you.

Please send the following to everyaction@audubon.org; the info will be routed to the proper authorities and in three days or less, you will know which code to use.

- Event name, date, and location
- The **General Ledger Fund Code** for the earned income component of tickets (e.g. 1-111-4000-10-61040)
- A **Solicitation Code**, or an acknowledgement that you don't care about them*
- The **total cost** of any tickets offered

Unfortunately, due to some rigidity in our financial systems, Audubon can't support additional donations on ticket forms for earned-income program-type non-fundraising events at this time. Sorry.

Center-Program-Type Events That are Free

While we still want to use source codes on these sorts of forms — as explained in the "Track Your Efforts" on online forms article — these submissions won't be synced to our financial systems. Therefore, you don't need to submit any details about the event.

*A Note About Solicitation Codes

Source Code for dollar-associated transactions also need something called a "Solicitation Code" — if there isn't one, it breaks the sync. If you don't care about solicitation codes, we can use a default; just let us know what your preference is.