WEBINAR

Turn Fundraising Events Into Donor Engagement Opportunities



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Mandy Helton, CFRE Consultant Soukup Strategic Solutions

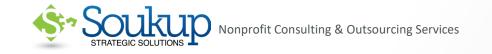


Kim Hales, CFRE Senior Consultant Soukup Strategic Solutions

QUESTION

What is your biggest challenge with events?





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Types of Nonprofit Events

Social Events

- Donor gatherings
- Reunions of past trustees or program beneficiaries

Thinking Meetings

- Strategic Planning
- Presentations, talks, symposiums





Types of Nonprofit Events

Fundraising Events

- Formal Events: Galas, auctions, etc.
- Informal Fundraisers: Competitive tournaments, fun runs, etc.
- Online Fundraisers





Types of Nonprofit Events

When and Why to Use Each Event

- True cost to execute (including staff time)
- How to engage your Board



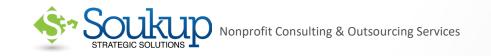


POLL

What's the Most Important Cultivation Work in Fundraising Events?

- a) Before the Event
- b) At the Event
- c) After the Event
- d) All the Above





The "Pros" of Marketing Your Event

- A "passive" way to ask for support
- To showcase program recipients/beneficiaries
- Attract new supporters (guests of board members)
- Get your Board and other volunteers engaged
 - Put together a table with new prospective supporters
 - Bring friends who like to bid
- Attract corporate support

"The event does <u>not</u> start when the attendees show up. It starts at the first touchpoint – whether that's a post or a save the date email – the first mention of the event is when that attendee journey begins."

- Ashley Priest





Communications

- **Marketing Emails:** Another way to spotlight your organization each week and tell its story
- Personal follow-up to those invited = another way to engage
 - Anything extra/personal you can do on a major donor's table, race pack, etc.
- **Remember:** Even an invitation with a "no" RSVP can result in a gift

"People make events into stories. Stories give events meaning."

- Scarlett Thomas





Fundraising: Opportunities At The Event

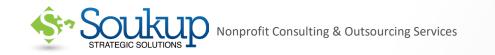
Delegate operational things so that front-line fundraisers can:

- Facetime with current donors and sponsors
- Introduction to potential new supporters
- Circulate and ensure everyone is having a great time

You want attendees to leave thinking "what a great night, what a great cause!"

Note any follow-ups for following day (or Monday)



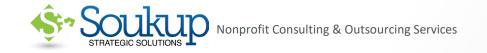


Post-Event: The Forgotten Step

Event Recap

- Revisit your follow-up list from the event and make those calls!
- Tell segmented story of the event and thank, thank, and thank again
- Save the date for next year!





Post-Event: The Forgotten Step

Personal Contact

- **Key Volunteers:** How can we improve on all of the above for next year?
- **Big bidders or new donors:** What did you think of the event?
- Who didn't come? We missed you, let's get together

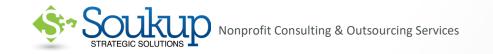




Key Takeaways

- There are different types of events that can engage supporters, and large fundraising events should be carefully considered
- Event goals/board expectations should encompass metrics beyond dollars raised
- Every event offers equally important engagement opportunities before and after
- At the event, front-line fundraisers should be focused on supporter engagement and delegate logistical tasks





Questions

Share Your Feedback About Today's Webinar

We'd love to hear your thoughts, please give your feedback in this quick survey.





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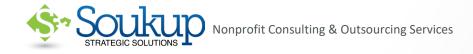
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