

WEBINAR

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# Turn Fundraising Events Into Donor Engagement Opportunities



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QUESTION

# What is your biggest challenge with events?





# 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 not 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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