

# On-Site Event Management Tips & Strategies



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+ **Feel free to ask questions!** Use the Q&A option to ask questions and the chat option for general discussion: we'll answer all questions in a Q&A portion at the end of the presentation.



+ **Share your highlights and takeaways** on your favorite social media channel and make sure to give us a follow!

# Meet the Speaker



## Tiara Stephan, Product Marketing Coordinator

+ With Qgiv for 2 ½ years!

- + I love researching fundraising best practices and helping nonprofits level up their fundraising game.
- + You can often find me at a concert, watching movies, playing trivia, or hanging out with my 2 dogs!





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# What We're Covering Today

- + How to create the best event experience for your attendees
- + How to prepare your volunteers to be successful
- + How to delight and recognize your sponsors
- + How to plan for and mitigate potential risks
- + How Qgiv's event management tools can help



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# Common Event Challenges

- + Reaching Registration Goals
  - How are you accepting registrations?
  - How are you communicating with donors?
- + Ensuring Registrants Show Up
- + Managing On-Site Logistics
  - Check-in & checkout lines
  - Seating arrangements & venue layout (avoid the bottle necks!)
  - Creating an experience attendees enjoy
- + Staying Organized
  - + Agenda, volunteers, staff, attendees, oh my!
- + Reconciliation
  - How is data tracked? Is it on an Excel file or on paper?
  - Are receipts accurate?
  - How quickly are you sending out thank yous?



# Before Your Event



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# On-Site Checklist

As the big day approaches, you'll want to pay attention to the following to ensure a smooth event:

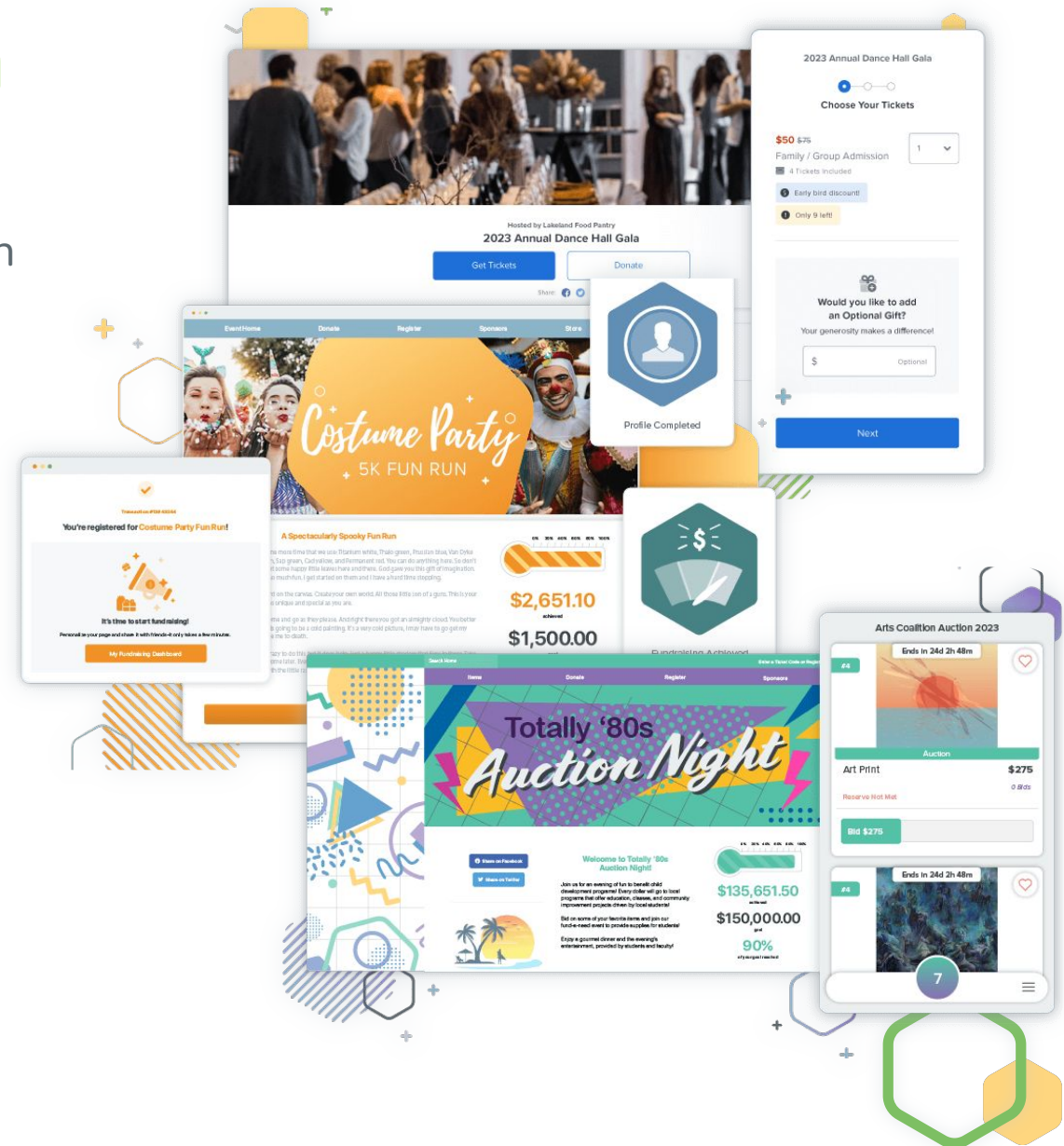
1. Coordinate volunteers, entertainment, and vendors
  - When are they arriving? Where do they need to go?
  - Educate volunteers
2. Implement technology needs
  - Wi-Fi, laptops, event apps
3. Sponsorships
  - Get signage completed and set up
  - Ensure follow through on other benefits
4. Event venue layout
  - What do check-in and checkout look like?
  - Is everything properly and strategically spaced?



# Online Event Registration

No matter what kind of event you're hosting, setting up an online event page can help you share important information and accept registrations.

- + Accept registrations online and create beautifully branded, informative landing pages with Qgiv's **event registration tools!**
- + Personalize your page with **storytelling elements** like photos and videos.
- + Add **interactive elements** and an "add to calendar" button.



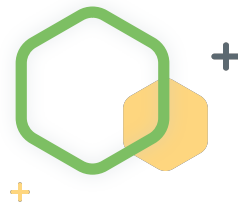




# + Before Guests Arrive

It's important to keep registrants updated on what to expect at your event. Create a segmented list to communicate directly to those that have registered already.

- + Send important updates leading up to your event:
  - Parking instructions, check-in information and what they need to get in quickly, and event timeline.
  - Tip: Provide an incentive for attendees to check in early (extra raffle ticket or free drink).
  - Tip: Re-send instructions to those that haven't opened or taken the action you need!





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# Event Walkthrough

The final piece of the puzzle before the big day is to set up a practice run with your staff and volunteers.

1. Test your technology.
2. Run example scenarios so your team knows how to handle any problems on the day of your event.
3. Provide responsibilities to volunteers, including instructions on what to do, where to go, and special attire requirements.
4. Ensure staff members know what to do.
5. Run through key on-site functions that keep the event running smoothly: check-in, food, beverages, etc.
6. Do a final "run of show" check with the full group.



# The Attendee Experience



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# + Attendee Management

It's important to create an event experience your attendees will enjoy. Start with the basics.

Attendees expect:

- + Short lines
  - Check-in and checkout, the bathroom, food, drinks, and activities
- + Freedom to move around the venue with plenty of space to sit down comfortably and see the main stage
- + An inviting and engaging atmosphere
- + Information about your mission and campaign efforts





# Optimize Your Layout

Attendees are at your event to enjoy all aspects, including the main stage entertainment, food and beverages, and any activities.

- + Create a virtual layout of your event venue.
  - Where are the blind spots?
- + During your walkthrough, have staff/volunteers test your layout.
  - Does the flow of traffic make sense?
  - Where are people bottlenecking?
  - Where are the crowded areas?
  - Will a long line or game/activity disturb the traffic flow?
  - Are wires/cords or other technology in the way?



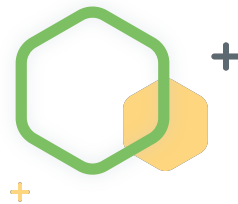


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# Optimize Your Lines

Nothing will turn off attendees more than having to wait in line for an hour. Luckily, there are ways to mitigate potential issues.

- + Technology can streamline your lines.
  - Quick search for check-in and checkout.
- + Coordinate with vendors.
  - How many registrants do you have?
- + Cross-train staff and volunteers.
  - Identify major bottlenecks that could be avoided with additional staff.



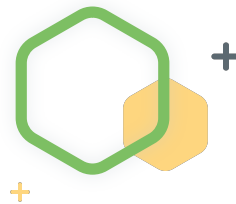
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# On-Site Engagement Tools

Manage your attendees before and on-site at your event.

- + Quickly search, check-in, checkout, or add purchases/donations with a **virtual terminal**.
  - Available in an app or online. It's easy to train staff and volunteers!
- + Accept purchases quickly with **card readers**.
- + Create a **virtual layout of your table and seating** to optimize the flow of your event.





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# Craft an Atmosphere

The final piece of the puzzle for your event is creating a positive atmosphere for your attendees.

- + Be mindful of the noise.
  - Test speakers and volume during walkthrough.
  - Does it blow your ears out at the front? Can people in the back hear?
- + Check Wi-Fi and power.
- + Determine the run of your show.
- + Have contingency plans ready.
- + Be inclusive.
- + Highlight fundraising efforts.







# On-Site Engagement Tools

Highlight your event progress on-site with:

- + Customizable **fundraising thermometers** to show fundraising progress
- + A **live screencast** to show off your thermometer, highlight donation activity, and more
- + Use text fundraising to accept **pledges and send event updates**

**Text LFPGALA to 50155**  
Your gift helps feed hungry families

**Text: LFPGALA + [AMOUNT] + [NAME] + [MESSAGE] to 50155**  
Example: LFPGALA 100 Jon Wallace Go LFP!

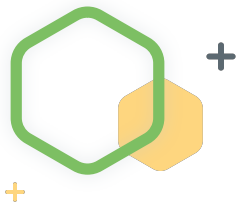
**Recent Activity**

- \$150.00 Sarah Go Water Project
- \$500.00 Trey water 4 all!
- \$25.00 Kat
- \$75.00 Frank Wtg!
- \$300.00 Dani Go WP!

**\$144,813.86**  
achieved

**\$150,000.00**  
goal

96%



# The Volunteer Experience



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# + Volunteer Management

Your volunteers are invaluable to the success of your event. Take care of them too! What do volunteers expect from you?

- + Information on their duties and the event
  - What are they doing? Where do they need to go? Who do they report to? Where do they park? How long is their shift? What special details do they need to know?
- + Dedicated staff to answer questions
  - Provide a list of staff and their duties so they know who to go to with questions.
- + Communication of changes
  - Use email to send out a blast about changes. If available, text is the fastest form of communication.





# + Volunteer Duties

The most important thing for volunteers is understanding what they are doing and when they need to do it.

- + Create volunteer packets based on assigned duties.
  - Venue layout, parking instructions, where to check in, their specific duties, and other important event details.
  - Include details of any priority.
- + Hold a meeting before your event.
  - Ask volunteers to come pick up their packets and address questions they may have.
  - Allow them to meet the staff.
- + Explore different scenarios with volunteers in your walkthrough.



# + Volunteer Management Tools

With the right tools like a volunteer management app, you can take the volunteer experience you offer to the next level.

## + Real-time communications

- Push notifications & fail-proof communication
- Segmentation

## + Powerful scheduling tools

- Self sign up
- Easy check-in and checkout
- Problem area alerts



# The Sponsorship Experience

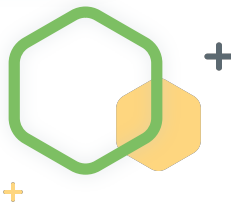


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# Sponsorship Management

Sponsors are a major part of your event. Whether they are providing financial support, in-kind donations, or media/promotions, it's important they see the value of participating.

- + Create a sponsorship packet.
  - Clearly defines benefits, including different sponsorship levels
- + Follow through with defined benefits at your event.
  - Signage, sponsorship announcements, and other exposure
- + Craft a sponsorship receipt.
  - An itemized summary of the donation for tax purposes
- + Thank sponsors at the event.



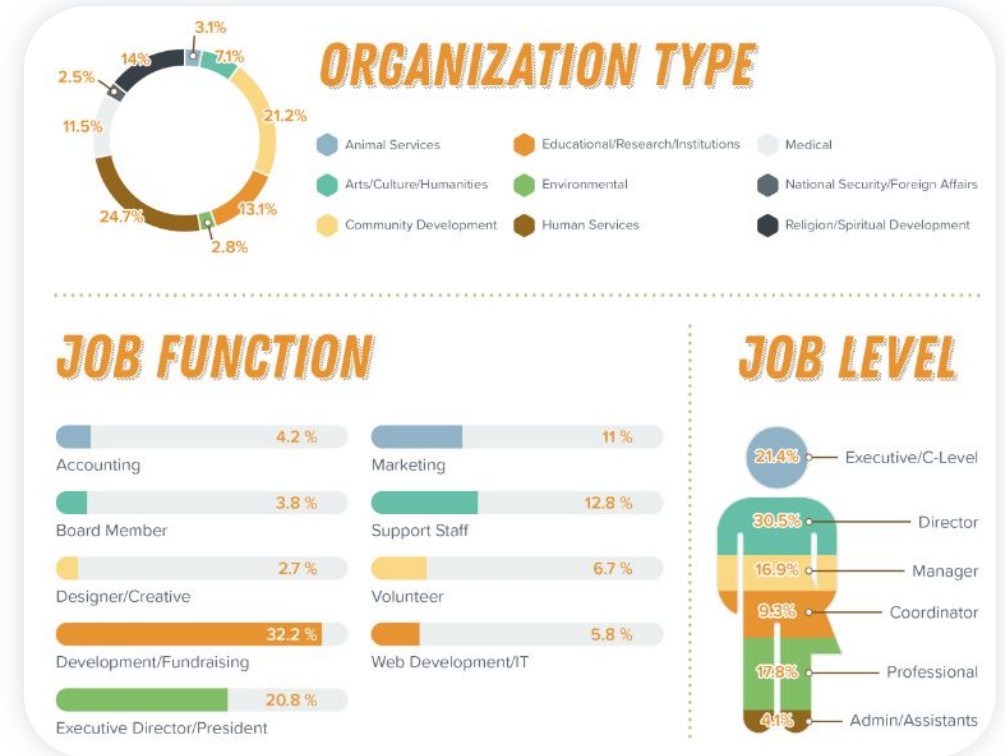


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# Sponsorship Packet

Your sponsorship packet is the best way to describe the benefits of your event to potential sponsors. To create the best packet possible, include the following:

- + Information about your organization
- + Your mission, event details, fundraising goal, and the audience
- + A response deadline and contact information
- + Sponsorship levels with associated benefits
  - Basic: bronze, silver, diamond, platinum
  - Get creative! Theme your levels based on your event theme.
- + An easy way to purchase the sponsorship
  - Create a form to sign up online

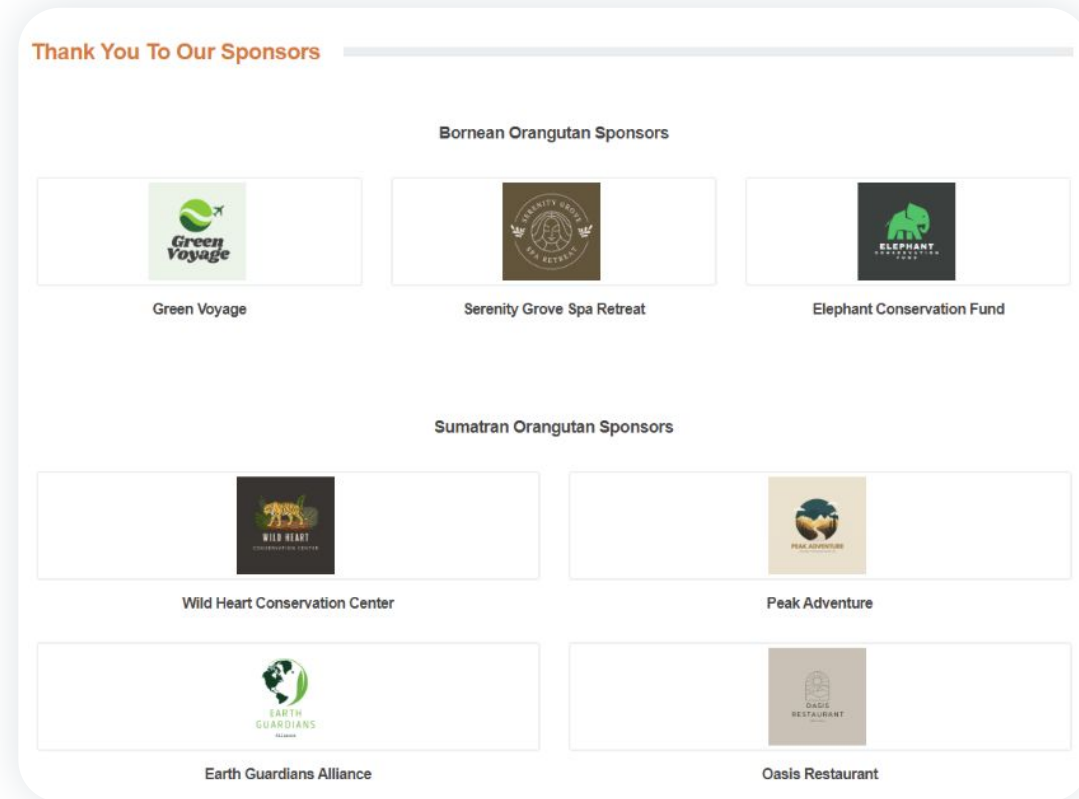




# + Sponsorship Benefits

The most important part of the sponsorship is to deliver on the benefits you promised. Use the tactics below to monitor the status of each benefit.

- + Signage, banners, and logo placements
  - Build in ample time for design, print, and delivery.
  - Establish logo placements for marketing communications and give staff instructions.
  - Highlight them on your event page.
- + Sponsorship announcements and callouts
  - Add them to your event agenda and create scripts.
  - Remind your emcee about important times on the agenda.
- + Personally thank sponsors at your event
  - Your VIP list and meet and greets need to include attending sponsors.



# Crisis Management



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# Common Risks

You'll never be able to eliminate all problems, but you can address and plan for major issues. Identify and create plans for each of the following possibilities:

- + Inclement weather
- + Vendor, entertainment, or emcee delays or cancellations
- + Emergencies
- + Unruly attendees
- + Loss of power



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# + Create a Plan

Risk is involved with every campaign or event. It's important to identify what potential issues can arise and have a backup plan.

- + Create a contingency plan to mitigate potential issues.
- + Brainstorm different scenarios.
  - Write contingency plan communications.
  - Plan how you'll communicate changes.
  - Establish staff responsibilities.
  - Identify backups.
  - Plan for potential issue with the venue, vendors, entertainment, emcees, volunteers, staff, and technology.



# Day-Of Event



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# Day-Of Event

You've planned for everything at this point. Now, you just have to make sure that you're keeping on top of things and activating plans as necessary. Here are some event planner tips:

- + Create a checklist of to-dos and an event schedule to ensure nothing gets missed.
- + Have a volunteer or staff member dedicated to pick up last-minute supplies.
- + Create an event day binder to keep track of everything.
- + Network at your event and steward major donors.





# Put relationships at the heart of your fundraising.

Bring together the best of fundraising, volunteer, and donor relationship management with a unified giving platform! Connect with your donor community to raise more donations and build support for your world-changing work.

- + Attract new donors to support your cause and leave lasting impressions throughout their giving experience.
- + Level up your fundraising results and unlock future giving potential by unifying your donor data and tools.
- + Build meaningful relationships with deeper donor insights and time saving tools.





# Have Questions?

Are you a Qgiv customer?

Email us at  
[support@qgiv.com](mailto:support@qgiv.com)

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Request a demo through  
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Have questions about  
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# Q&A



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