

# Turning Event Goers Into Donors!

PRESENTED BY CHAD BARGER, ACFRE, ACNP



# A TALE OF TWO VERY DIFFERENT FUNDRAISING EVENTS ...

















**Which one would you  
prefer to attend?**

# TODAY'S GAME PLAN

**1 WHY EVENTS?**

**2 CONVERTING EVENT ATTENDEES TO DONORS**

**3 CHARACTERISTICS OF UNIQUE EVENTS DONORS ACTUALLY WANT TO ATTEND + EXAMPLES**

**4 VIRTUAL EVENT TIPS**

**5 EVALUATING EVENT OPTIONS**

**6 ADDITIONAL EVENT RESOURCES**

**7 QUESTIONS & COMMENTS**





Why Events?

**What should be the primary purpose of a fundraising event?**



# ACQUISITION

200

80

100

371005Y

2104X - F090

300'X20'

9'X 10'

XX9n81

#9E2-2A

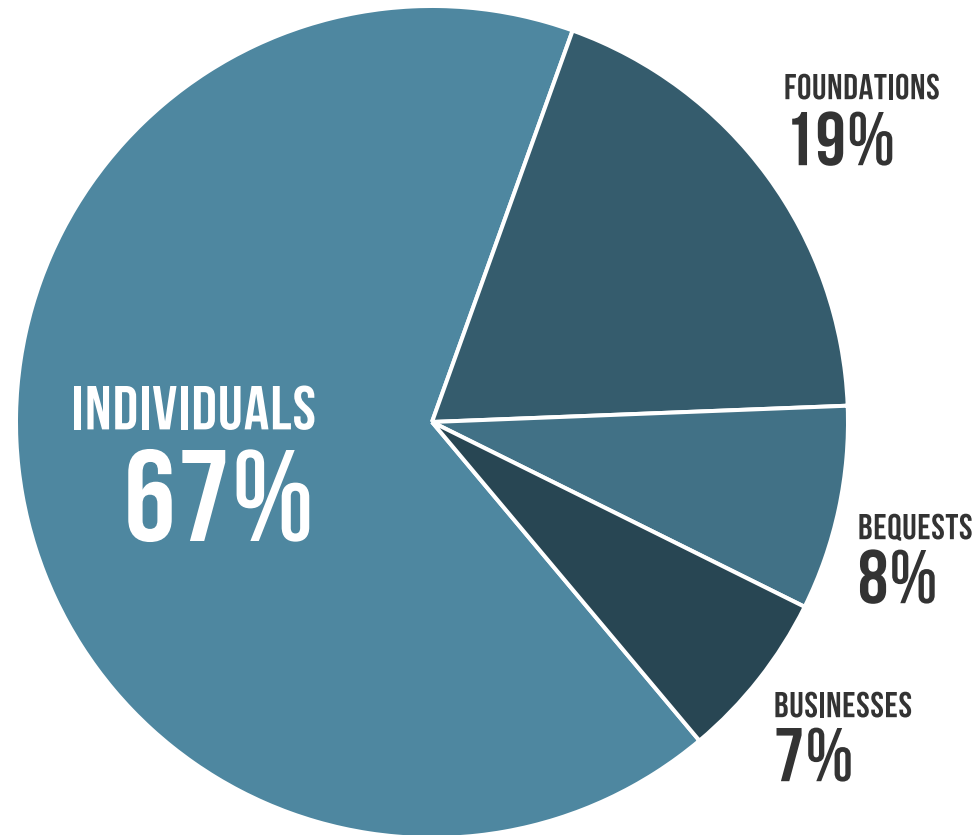
90XC-D

45°

POWER

BUDGET

## PERCENT OF CONTRIBUTIONS BY DONOR TYPE (GIVING USA, 2024)





The primary purpose of a fundraising event should be to find **NEW INDIVIDUAL DONORS.**



# Converting Event Attendees to Donors



# Event Attendee to Donor Road Map



# Potential First Steps

- **FUND A CAUSE WITH LOW PARTICIPATION THRESHOLD (\$100)**
- **PLEDGE CARDS ON THE TABLE (ENCOURAGE MONTHLY GIVING)**
- **RAFFLE WITH TABLE CAPTAINS (CLIPBOARDS)**
- **IT'S NOT REALLY ABOUT THE MONEY ... THE TRANSACTION PROVIDES THE REASON FOR NEEDING THEIR CONTACT INFO**
- **FILL A SPOT ON A WISH BOARD**

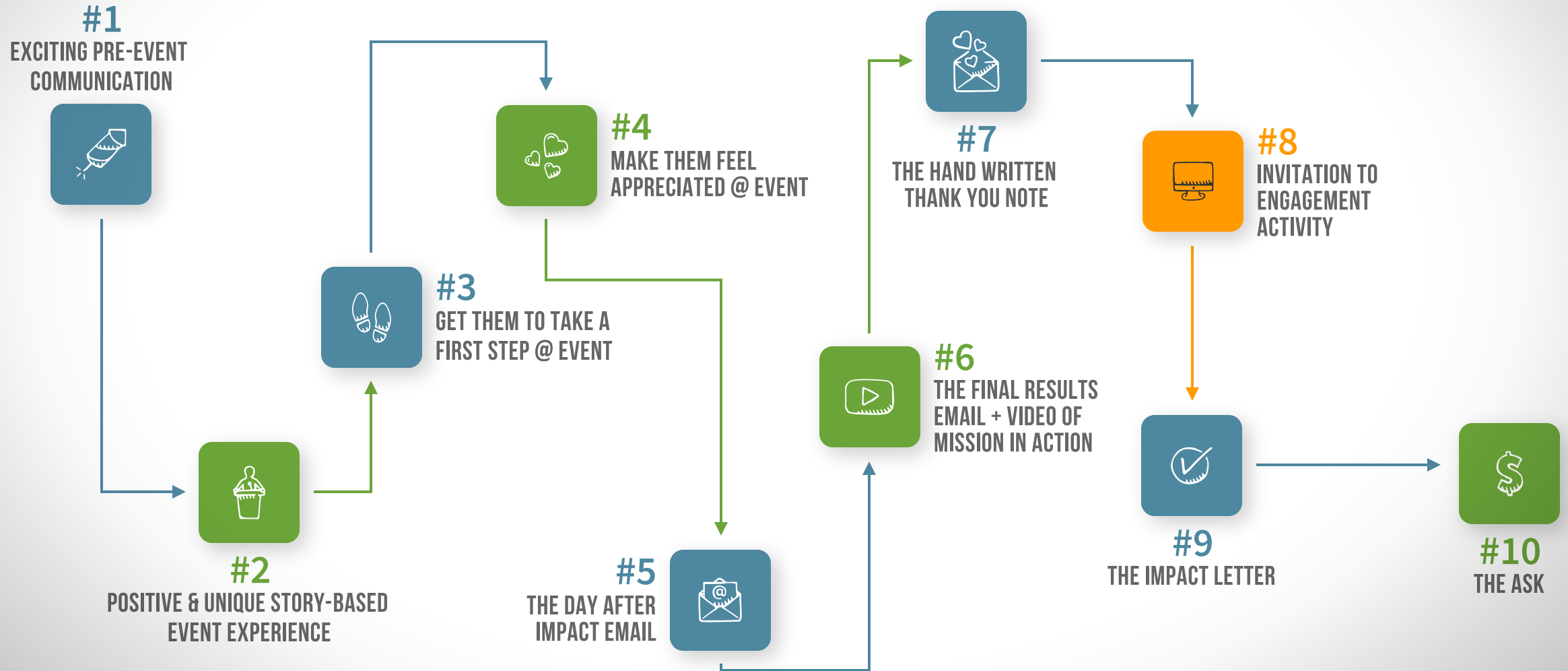


# WISHBOARD

Funding scholarships for 50 children to attend a week of summer arts camp

\$1	\$2	\$3	\$4	\$5	\$6	\$7	\$8	\$9	\$10
\$11	\$12	\$13	\$14	\$15	\$16	\$17	\$18	\$19	\$20
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\$51	\$52	\$53	\$54	\$55	\$56	\$57	\$58	\$59	\$60
\$61	\$62	\$63	\$64	\$65	\$66	\$67	\$68	\$69	\$70
\$71	\$72	\$73	\$74	\$75	\$76	\$77	\$78	\$79	\$80
\$81	\$82	\$83	\$84	\$85	\$86	\$87	\$88	\$89	\$90
\$91	\$92	\$93	\$94	\$95	\$96	\$97	\$98	\$99	\$100

# Event Attendee to Donor Road Map



# IMMERSIVE EXPERIENCES





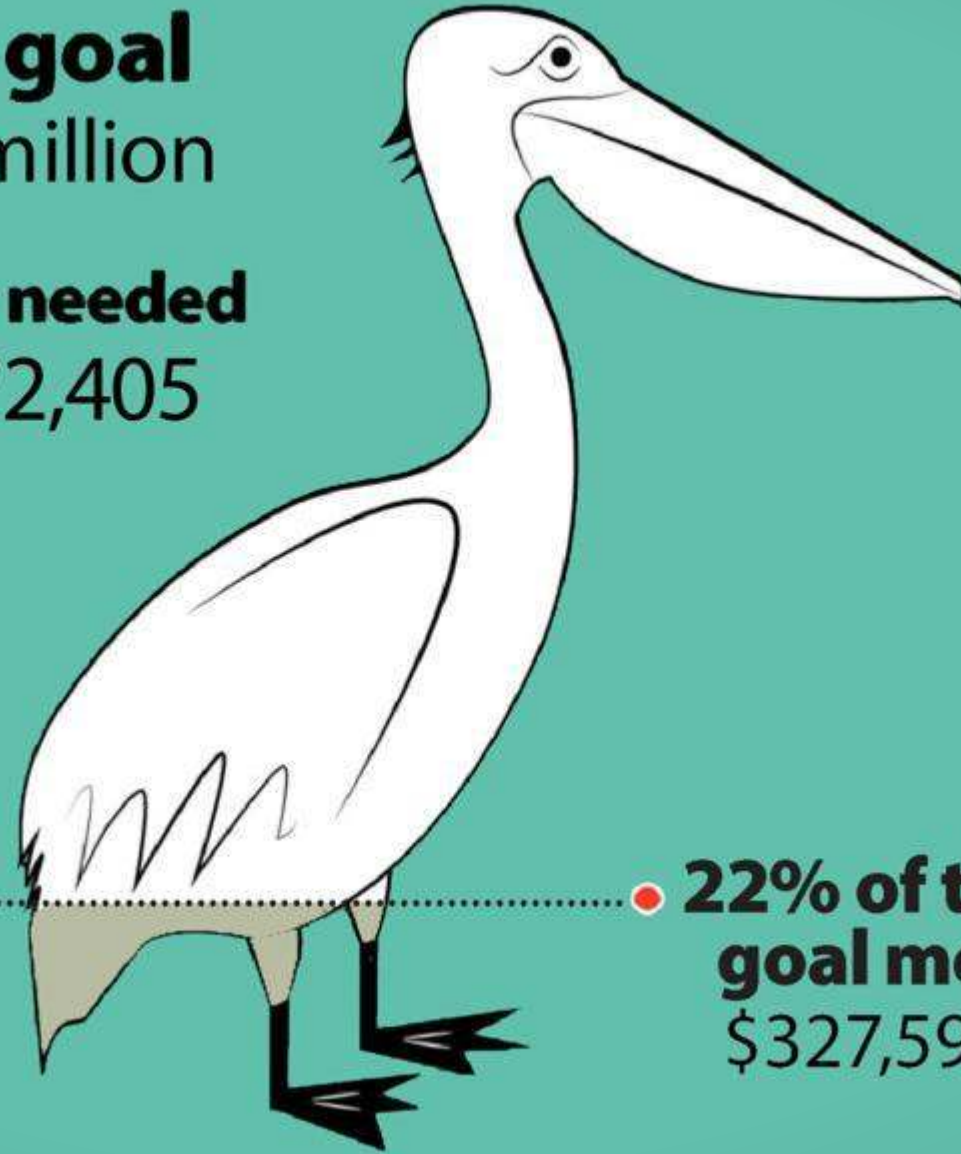
PHOTO CREDIT: DAWN SMITH

## The goal

\$1.5 million

## Money needed

\$1,172,405



● **22% of the  
goal met**  
\$327,595





50 FEDERAL RESERVE NOTE 50

AB 06522459 \*  
B2



THIS NOTE IS LEGAL TENDER  
FOR ALL DEBTS, PUBLIC AND PRIVATE

50

*Mary Ellen Withers*  
Treasurer of the United States



UNITED STATES  
OF AMERICA



AB 06522459 \*

*Robert E. Rubin*  
Secretary of the Treasury

50

FIFTY DOLLARS











$$\mathbf{\$50 \times 12 = \$600}$$



What would an immersive  
experience look like  
at your organization?

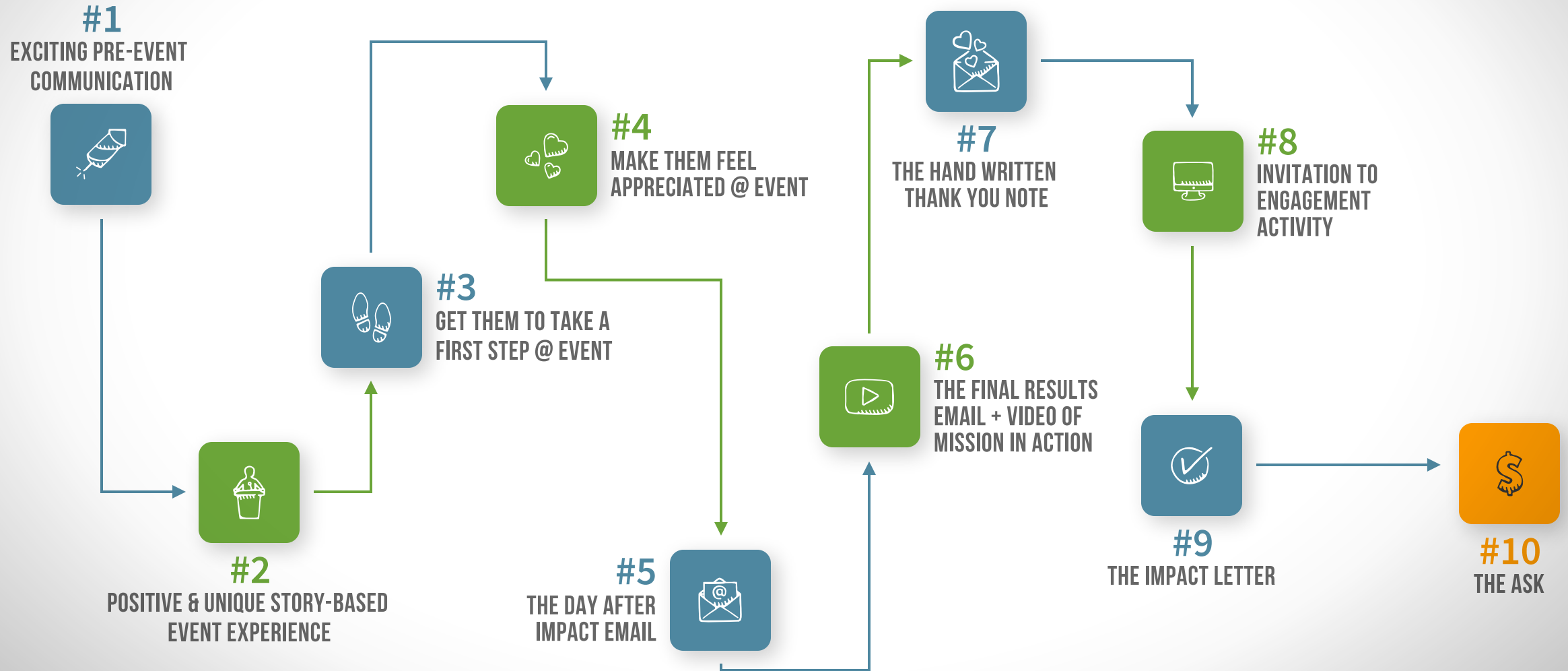


**CREDIT: HEATHER BROWN, THE OJAI RAPTOR CENTER (OJAI, CA)**





# Event Attendee to Donor Road Map



# KEY APPEAL COMPONENTS

- **MENTION THAT THEY FIRST SUPPORTED YOU DURING THE EVENT**
- **TALK ABOUT THE IMPACT YOU'VE SHARED WITH THEM OVER THE LAST 6 MONTHS**
- **ASK THEM TO CONSIDER JOINING YOU IN SUPPORTING THIS CAUSE WITH AN UNRESTRICTED (MONTHLY) DONATION**
- **AMOUNT = AT LEAST THE PRICE OF THE TICKETS**

Very few event attendees will  
convert to annual donors  
on their own. They must be  
**STEWARDED** and **ASKED**.





# Characteristics of Unique Events Donors Actually Want to Attend + EXAMPLES

DESIGNING EVENTS THAT DONORS WANT TO ATTEND ...

# OPTIMIZED EVENT CHARACTERISTICS



**UNIQUE**  
NON-TRADITIONAL



**LIMITED**  
1-2 PER YEAR



**SIMPLE**  
OR NON-EVENTS



**PROFIT MAXIMIZED**  
MULTIPLE STREAMS



**EXPERIENTIAL**  
MISSION MATCH



**THIRD PARTY**  
LET SOMEONE ELSE RUN IT





**NOT THE GOAL**





THE CULTURAL ENRICHMENT FUND PRESENTS...

THE  
RED CARPET  
SOIRÉE

ARTS GALA & SHOWCASE EXPERIENCE

FEBRUARY 24, 2018



PRESENTING SPONSOR

THE CULTURAL ENRICHMENT FUND PRESENTS

THE RED CARPET  
SOIRÉE

ARTS GALA & SHOWCASE EXPERIENCE









lesliegilbert  
PHOTOGRAPHY



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*Congrats!*  
**Norwin Class of 2022**



## A Treat For You

We know Mondays can be *ruff*. Save the date for your next dose of 1865 Society fun on Monday, May 15, from noon – 1 p.m. EDT.

Is it coloring pages or digital downloads? Is it a concert or a debate? Nope. It's even better: kitties and puppies!

Exclusively for you, in recognition of your loyal giving to Cornell year after year, we will be live streaming playful animals to brighten your day.

**Monday, May 15**

12:00 noon EDT



Save this link and tune in Monday to watch future guide dogs interact on our puppy cam.

WOOF



Save this link and tune in Monday to watch kitties at play at the College of Veterinary Medicine.

MEOW

In partnership with the College of Veterinary Medicine and the Cornell chapter of Guiding Eyes for the Blind, we hope you'll enjoy a few minutes of relaxation and fun with some of our furry friends on campus.

**CREDIT: LYNNE WESTER**



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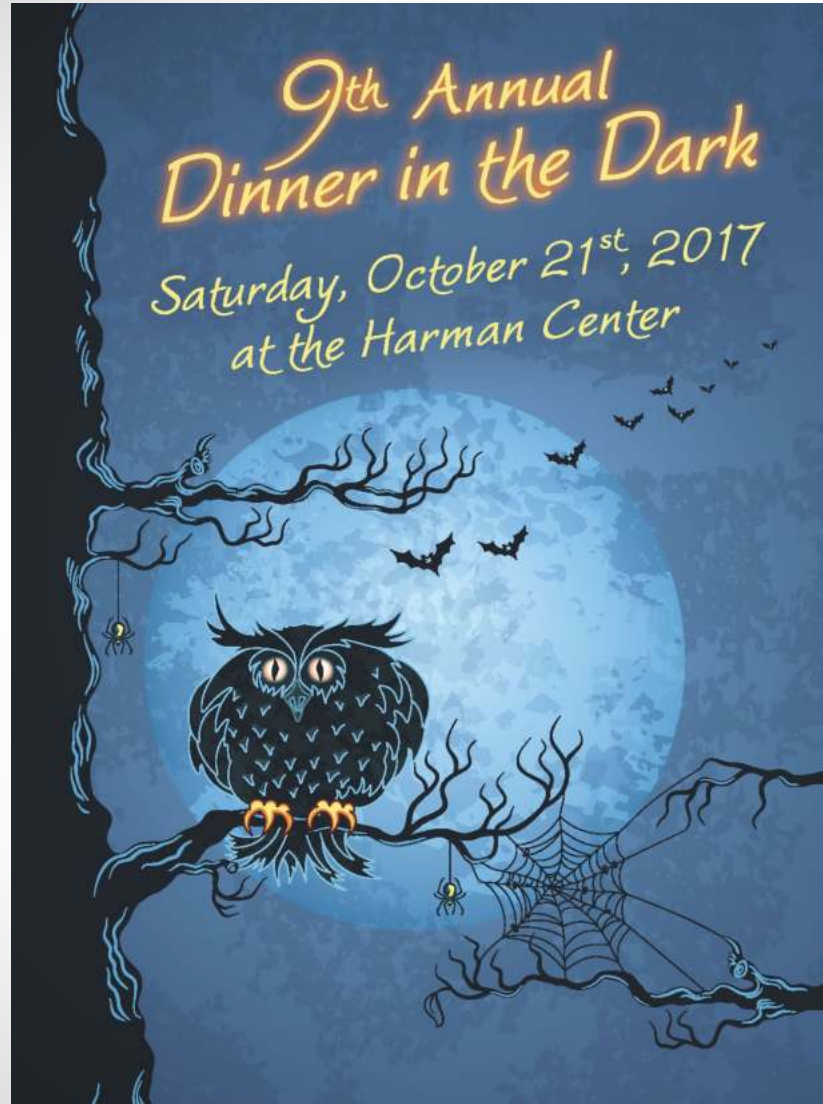
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Ticket \$25.00	0 ▾
Ticket + donation of professional webinar for a mentoring professional \$50.00	1 ▾
Ticket + donation of an hour of expert consultation for a mentoring program \$100.00	0 ▾



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LET SOMEONE ELSE RUN IT

**BE HONEST ... how many  
major events does your  
organization conduct per year?**

**1 2 3 4 5 6**

**7 8 9 10...**





**Successful events require  
4 MONTHS of staff focus  
(3 prior & 1 after)**

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The Salvation Army Harrisburg

SHOE  
STRUT

The Salvation Army logo, featuring a red shield with a white cross and the words "THE SALVATION ARMY" in red, is centered within the letter "O" of the word "SHOE". The logo is surrounded by a decorative border of black dots.









Children & Youth Programs

# Board Powered Silent Auctions

Create a wishlist of themed auction basket ideas & give them 3 options ...

## OPTION #1

Purchase the items & put together the basket yourself

## OPTION #2

Purchase the items & give them to staff to package up nicely

## OPTION #3

Donate the funds needed for staff to purchase & package the basket

## BASKET OF CHEER

Give the unopened bottle(s) in your liquor cabinet / wine rack that you know you won't drink.

CREDIT: JASMINE SNEED & SANDRA BOX



@fundraiserchad



# Maximizing a Live Auction

- **CURATE EXCLUSIVE EXPERIENCES**
- **GET THEM IN THE RIGHT MINDSET BY STARTING WITH SOMETHING OF NO VALUE**
- **BE SURE TO END WITH A FUND A CAUSE**
  - Raise a match pool for an upcoming appeal (especially for mid to late fall events)
  - Have planted donors at the highest level(s)
  - Give a prize for the last donation at the lowest level (\$100)





*Benefit Auction Item Guide*  
**What Really Flew in 2022**  
*The Best Performing Auction  
Packages from Last Year*



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**+\$1,600 (AND FUN)**



CREDIT: SANDRA BOX

DESIGNING EVENTS THAT DONORS WANT TO ATTEND ...

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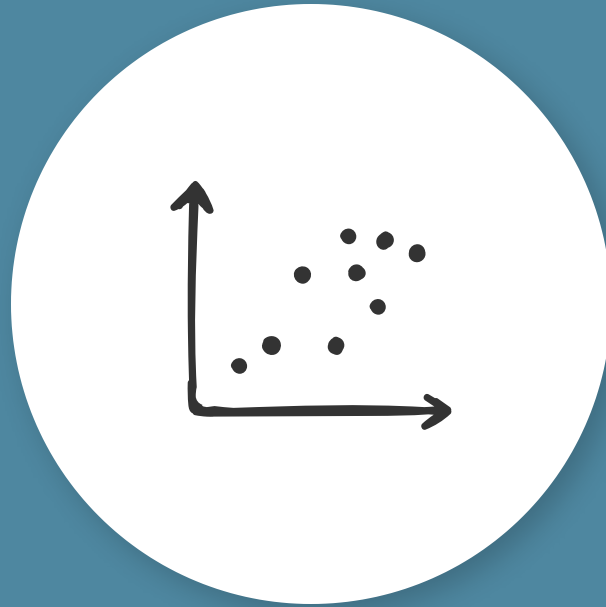






# THIRD PARTY EVENTS POLICY






# Evaluating Event Options





Potential Revenue (1-low, 10-high)	Effort (1-very hard, 10-very easy)	Likely Success (1-low, 10-high)	Uniqueness (1-not unique, 10-very unique)	Mission Match (1-not at all, 10-very)	TOTAL POINTS
					

### Evaluation Sheet for New Fundraising Ideas

Description	Potential Revenue (1-low, 10-high)	Effort (1-very hard, 10-very easy)	Likely Success (1-low, 10-high)	Uniqueness (1-not unique, 10-very unique)	Mission Match (1-not at all, 10-very)	TOTAL POINTS
GALA	8	1	8	3	5	25
GOLF TOURNAMENT	6	3	8	1	2	19
VIRTUAL SK	7	7	5	8	5	32
NON-EVENT	3	10	5	6	5	29







# Additional Fundraising Resources

A vibrant watercolor splash in shades of blue, pink, red, orange, and yellow, centered on a white background. The splash is composed of several overlapping, soft-edged circular and irregular shapes, creating a sense of movement and energy. The colors blend into each other, with some areas appearing more saturated than others.

**THE ART OF  
GATHERING**

HOW WE  
MEET AND  
WHY IT  
MATTERS

**PRIYA PARKER**

A person's hands, wearing a light-colored striped shirt, are shown cupping a small, yellow piggy bank with colorful spots. The piggy bank has a simple face with black eyes and a red nose. The background is a soft, out-of-focus grey.

WEBINAR

# How to Keep All Those New Donors You Worked So Hard to Get

**productive**  
FUNDRAISING

**9/25 @ 1PM EASTERN**



**@fundraiserchad**

**FREE WEEKLY FUNDRAISING  
QUICK TIPS EMAIL**





Questions & Comments