



Your 2023 Events in Review: Tactical Tips to Increase Your Event Fundraising in 2024

Presented by: Laila Adnani, Philanthropy United

Thursday, December 7 | 2:00-3:00 p.m. ET



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions



A little housekeeping...

We're recording this webinar!



All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!

Feel free to ask questions!



Use the Questions chat box to ask your questions. We will have a Q&A session at the end of the presentation.



FUNDRAISING TECH

Made for you



Designed with you in mind

Designed for fundraisers by fundraisers through customer-led development input



Time saving data tools

Save time, attract and retain donors, and raise more money with all of your fundraising data in one place



Powerful integrations

Easily integrate with your third-party CRM, email provider, and accounting software

Powerful Fundraising Technology + Nonprofit Service Provider

We know the value of relationships and are proud to connect you with
Philanthropy United, a member of our partner network.



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer
Auctions | Integrations & Data



Philanthropy United is an agency designed to
help nonprofits thrive through digital
strategy + amazing events.



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Today's Speaker



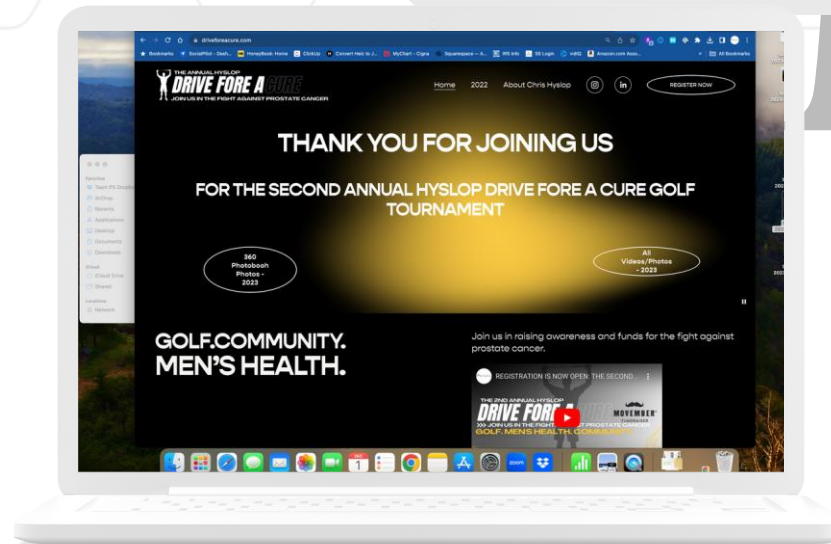
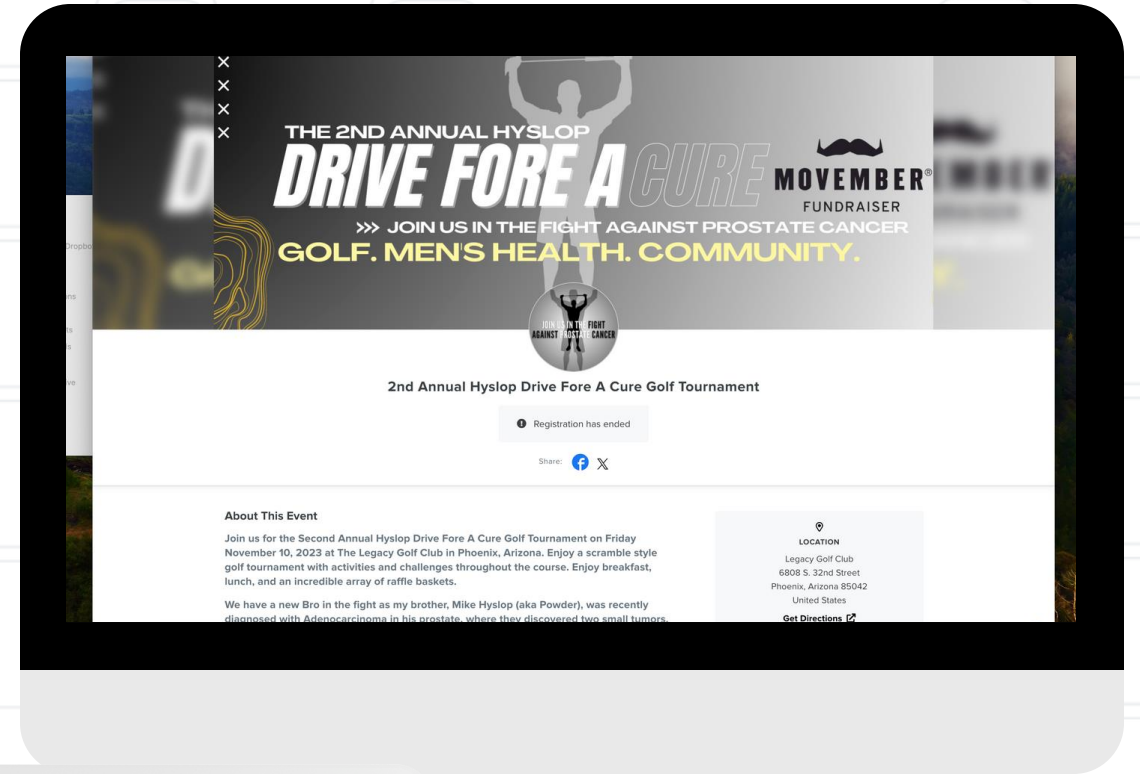
Leila Adnani
Founder – Philanthropy United

How to develop a comprehensive plan that aligns with your event goals, engages donors, and maximizes fundraising potential



Selection + Utilization of Event Tech

- Creation of event specific landing page
- Qgiv Registration page
- Email sequencing
- Text messaging
- Personal Touch
 - Phone invitations
 - Personal emails
 - Lunches, Friendraising events



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Social Media Strategy

- Event announcements, event highlight from year before, mission driven video content (combo of static + video)
- Key partnership highlights
- Promotion of sponsors, raffle and auction items
- Mission highlights - “money raised at X event will benefit Y”
- Event Countdown



Identifying areas that can be improved for a better donor experience

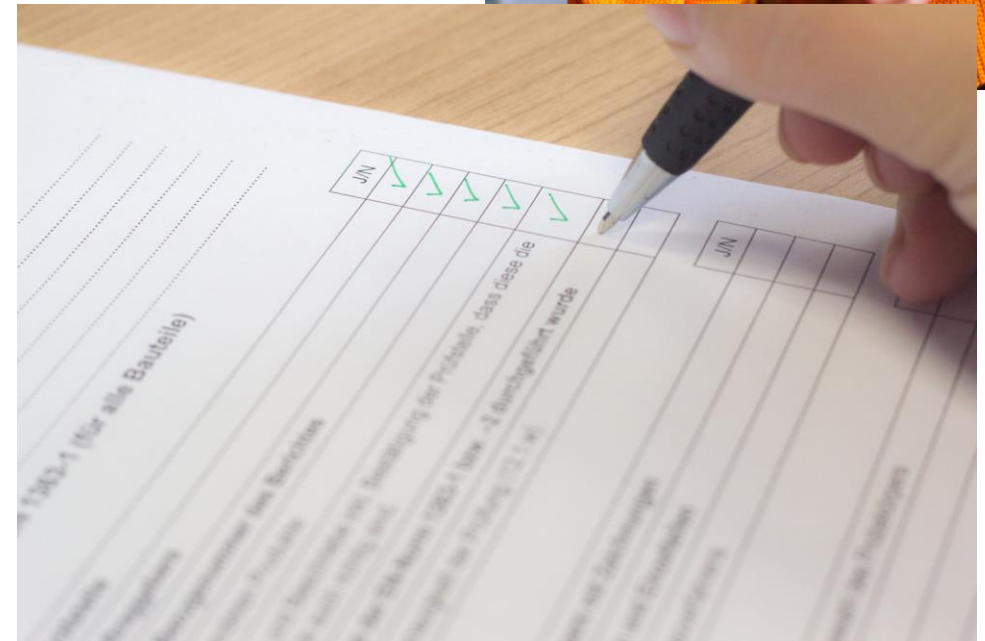
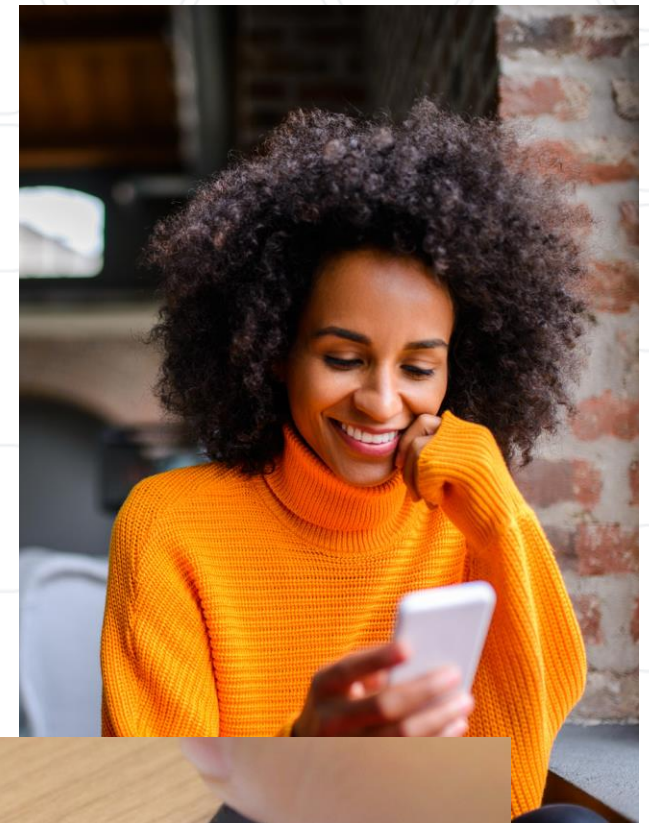


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Logistics Pre, During and Post

PRE -

- Text messages with pertinent event information (parking, point-of-contact to call with questions, event start time, silent auction updates, etc.)
- Run of show document provided to all event team with very clear timestamps
- Determining main point-of-contact + comms strategy (walkie talkies are very helpful here)
- Clear badges for event team (they need to stand out)



Logistics Pre, During and Post

PRE -

- FAQ for all staff to have answers to most frequently asked questions
 - How do I bid on an item?
 - What is the app and how do I find it?
 - What table am I at?
 - Where's the bathroom?
 - What time is X happening?
 - Is valet included?



The image shows a promotional graphic for the Givi mobile app. On the left, there is a blue background with the Givi logo (a globe with a red heart) and the text "Simpler Giving in the Palm of Your Hand". Below this, it says "Givi makes it easy to find and support nonprofits whose missions match your passions." At the bottom of this section are two buttons: "Download on the App Store" and "GET IT ON Google Play". On the right, a smartphone displays the app's interface. The screen shows the Givi logo, the text "The Givi mobile app is the one stop shop for all your giving & non-profit event needs", "Powered By Qgiv", and two buttons: "Login" and "Find My Event".

Logistics Pre, During and Post

DURING -

- Seamless check-in process
- Volunteers stationed near raffle and auction items to assist with bidding
- Social strategy - live posting of event: you need at least one person capturing it throughout and posting in real time on social media
- Volunteer / Guest engagement strategy: to hype and excite guests throughout the flow of the event



Logistics Pre, During and Post

POST -

- Auction/raffle checkout (items need to be prepped and ready for a smooth departure)
- Text sequence - thank you for attending, get home safe
- 3-day post-event email sequence (scripts are free on our website - will link at the end)
- Keep your event fundraising page open for 3 days post event to capture additional donations + funds from those who could not attend



Logistics Pre, During and Post

POST -

- Closing down site, final audit of financials
- Personal Thank you cards handwritten and mailed (to all attendees, vendors, volunteers)
- Personalized email thank yous to large donors
- Social media posts + email to recap event + announce event date for next year

The logo for philanthropyunited, featuring the word "philanthropy" in a dark blue sans-serif font and "united" in a lighter blue sans-serif font, with a small human figure icon integrated into the letter "i" in "united".

philanthropyunited

SCHEDULE OF EMAILS

EMAIL #1: Send the morning after the event

EMAIL #2: Send the morning after the event fundraising portal/page has closed

EMAIL #3: Send as soon as you've received your event photos and videos

The website URL "www.philanthropyunited.com" in a dark blue sans-serif font, centered within a decorative graphic consisting of overlapping teal and dark blue shapes.

www.philanthropyunited.com

The logo for philanthropy united, with 'philanthropy' in a blue sans-serif font and 'united' in a black sans-serif font.

EMAIL 1/3 OF DONOR THANK YOU EMAIL SEQUENCE

Dear (DONOR NAME),

Thank you so much for supporting (INSERT NAME OF EVENT) with me at the (INSERT LOCATION).

Before our event fundraising closes, we want to give one more opportunity for you to help us reach our goal of (INSERT AMOUNT HERE).

Every little bit counts to help us achieve (INSERT CAUSE/MISSION STATEMENT/REASON FOR FUNDRAISER HERE).

I am blown away by all of the support we have received. I know together we can hit our fundraising goal of (INSERT GOAL AMOUNT HERE).

(ADD LINK TO DONATION PAGE HERE)

With gratitude and love,
(EXEC. DIRECTOR, FOUNDER, CEO SIGNATURE)

The logo for philanthropy united, with 'philanthropy' in a blue sans-serif font and 'united' in a black sans-serif font.

EMAIL 2/3 OF DONOR THANK YOU EMAIL SEQUENCE

Dear (DONOR NAME),

I cannot thank you enough for spending your (INSERT DAY) with me at the (INSERT NAME OF EVENT).

Because of generous donors like you, we hit our fundraising goal of (INSERT AMOUNT RAISED)! These funds will go directly to (IMPACT STATEMENT GOES HERE).

To our sponsors, (LIST YOUR SPONSORS + HYPERLINKS TO THEIR WEBSITES) we couldn't have done this without you.

To our volunteers, auction and raffle donors, THANK YOU for donating your time, talent and goods to further our mission.

Lastly, to everyone who supported in person, and online, thank you. Because of you, (IMPACT STATEMENT GOES HERE).

With gratitude and love,
(EXEC. DIRECTOR, FOUNDER, CEO SIGNATURE)

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EMAIL 3/3 OF DONOR THANK YOU EMAIL SEQUENCE

Dear (DONOR NAME),

WOW! It is amazing what you can accomplish when you come together as a community!

Together we raised (INSERT AMOUNT) which will go directly to (INSERT CAUSE).

Here is a link to the full photo album from (INSERT EVENT NAME) and don't miss the incredible recap video (INSERT LINK HERE).

(OPTIONAL: INVITE TO NEXT LARGE EVENT + PROMO ON TICKETS)

Thank you again, and I look forward to seeing you soon!

With gratitude and love,
(EXEC. DIRECTOR, FOUNDER, CEO SIGNATURE)

Logistics Pre, During and Post

POST -

- DO NOT FORGET TO SAY 10X OVER HOW THE FUNDS RAISED WILL BE USED. SO MANY ORGS FORGET TO KEEP THEIR FUNDRAISING MISSION DRIVEN

EXAMPLE: With your generosity, we raised \$100,000 which saves 10,000 cats & dogs from euthanasia.

Be very clear in where the funds benefit

Quantifying the quality of your events: how to add data to your event planning to identify opportunities



Our 800-Point Event Audit

- c. Check-In Ticketing (Good = 10/ Poor = 0)
 - i. Criteria: ability to purchase ticket at the door
- d. Check-In Donations (Good = 10/Poor = 0)
 - i. Criteria: ability to make a cash donation at the door
- e. Check-In Hand-Outs (Good = 10/ Poor = 0)
 - i. Criteria: knowledgeable staff; provided all included items/tickets
- f. Use of Hand-outs/ Programs (Yes = 10/ No= 0)
 - i. Criteria: program explanation of non-profit, programming for the event etc.
- g. Photo Opportunities (Good = 10/ No = 0)
 - i. Criteria: area(s) set-up specifically for 'instagrammable' moments
- h. Room Flow (Good= 10/ Poor = 0)
 - i. Criteria: appropriate flow of guests to filter through all stations of event; not too

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Thank you for joining!

For more information on Qgiv's fundraising platform, contact:

- contactus@qgiv.com
- 888-855-9595

For more information on Philanthropy United, please contact:

- Kendal@PersonalizedSolu.com
- www.PhilanthropyUnited.com



This webinar program qualifies for 1 point of continuing education toward maintaining the Certified Fundraising Executive Management (CFRE) credential.