FUNDRAISING EVENT IDEAS
Your Attendees Will Love
WEBINAR AGENDA

Event Idea #1

Event Idea #2

Event Idea #3

6 Event and Auction Secrets

Expand Revenue Beyond Auctions
Poll

What is your biggest worry about planning your next event?

1. Uncertainty if supporters will be interested in attending
2. Overall participation at the event
3. Meeting the fundraising goal at the event
4. Losing money
5. Needing support the day of the event
EVENT IDEAS YOUR ATTENDEES WILL LOVE

Lindsey Himphill
Customer Success Manager, MobileCause
What We Love About Events

ATTENDEES LOVE EVENTS THAT ARE...
- Memorable
- Entertaining
- Inspiring and Energizing

YOU LOVE WHEN ATTENDEES...
- Engage and Participate
- Share on Social Media
- Donate and Can’t Wait for Next Year
Event Idea #1
Ace & TJ’s Grin Kids: Karting for Kids

Teams could sign-up to raise funds for terminally ill and chronically disabled kids by creating their own Karting team. Each Karting Team was responsible for fundraising by having their supporters buy laps around the course prior to race for $25 each. On the day of the race, to incorporate friendly competition, supporters could buy down laps of opposing teams for $25 each.

Each Karting Team Received:
• Their own peer-to-peer fundraising page to personalize and share with their network(example: https://app.mobilecause.com/vf/BuyUp)
• A unique set of keywords (example: Lizz Karting Team: BuyUp2 and BuyDown2 to 71777)
• Attendees, corporate partners and potential sponsors were able to buy tickets or sponsorships via the online form or by texting KartingTickets to 41444

EVENT SUCCESS
• Created a friendly competition that drives donations
• Engaged donors before and during event for optimal fundraising results
• Combined peer to peer fundraising, ticket sales and corporate sponsorships
• Allowed members of the community to personalize their effort and easily collect donations
Did you know?

62% of donors who give to peer to peer campaigns are new donors – this is a great way to build your donor base.
Event Idea #2
Good Neighbor Homeless Shelter: Dancing With The Stars

Local celebrities were paired with experienced dancers to raise funds for the shelter and homeless education programs. The dance teams fundraised prior to the event and encouraged ticket sales to the live event. The night of the event, supporters were able to vote for their favorite dancers by donating $1 per vote.

- Dance teams got their own peer to peer fundraising pages and unique keyword (example: text SHELLY to 51555)
- Teams also could use a shortlink to share via social media, text, email, television, radio and print (example: mcause.us/shelley)
- Donor names and donation totals appeared live on each team’s individual thermometer creating an exciting and competitive giving environment

OTHER IDEAS

Bartender Challenge
- Bartenders at live event are community members volunteering
- Encourage donations by having patrons donate or vote by using a unique keyword

Table Captains
- Table Captains are given their one unique keyword and during the event they are trying to reach their fundraising goal at their assigned table
Did you know?

$167 is the average donation amount when using text to donate
Event Idea #3
A Live Thermometer Creates Exciting Moments of Giving

- Reveal the thermometer at the time of your ask to build excitement
- A strong call-to-action with a specific project, campaign or honoree who will benefit from reaching your goal
- Have your event host call out names in real-time as donations roll in
- Shoot for a 100% crowd participation by encouraging any donation amount
- Keep momentum going during the live event by strategically adding in pre-determined seed pledges committed by large donors
- Give attendees the opportunity go to a donation table for assistance to collect any check or cash donations which can also be added to the thermometer

MORE IMPACT
- More engaged donors
- Raise awareness for your cause
- Collect more donations
- Gather relevant information about your supporters
Did you know?

35% increase in event donations have been seen when adding a live event thermometer.
80% of people believe it’s important to come together in person to support a cause*

With the ultimate event experience, you can win over donor’s hearts and inspire more ways for them to support your organization than ever before.

*100 Unique Fundraising Ideas That Actually Work, Eventbrite, Aug 17, 2017.
UNIQUE BENEFITS TO SILENT AUCTIONS AT EVENTS

Jeff Porter
CEO & Founder, HandBid
Event Revenue Components

There are a variety of ways to generate revenue through your special event

A combination of these will help you:

- Reach all attendees and guests
- Increase people’s overall spend (vs. cannibalize)
- Keep guests engaged

**TIP**
Make sure you have a mix of revenue elements that appeal to all types of guests
Reconsider the Following Beliefs

**BELIEF**
We are just going to do a paddle raise

**RECONSIDER**
Not all of your guests coming are ready to donate to your cause

**BELIEF**
We need to close our silent auction before our live auction

**RECONSIDER**
Silent auction revenue does not cannibalize live auction revenue

**BELIEF**
We are going to close the auctions before the program starts

**RECONSIDER**
Keep your program short and your auction open longer
Secret #1

Did you know you could be tapping into a larger share of a guest’s wallet?

While charitable donations have been relatively fixed at roughly 2% of household income, silent auctions expand your revenue possibility

- Silent auctions allow you to tap into your guest’s discretionary income (14% of HH income)
- Some guests want something in exchange for money
- Auction items generate as many emotions with some as your program or video

TIP
Understand your audience and offer a collection of items that will appeal to them
Secret #2

Did you know your guests appreciate you giving them something to do?

We like to think that our guests are paying full attention to our program, but research says otherwise

- The average person has an attention span of 8 seconds
- Your guests are going to pull out their phones from time to time, might as well let them check bids while they do it

**TIP**

Keep your program short and keep your auction open longer
Secret #3

Did you know you can easily uncover who the new comers are at your event?

If you sold tables through sponsorships, you likely have some guests new to your event and organization

- While we hope they are moved by our cause and program and donate, it isn’t always the case
- You can still connect with them by giving them a reason to spend money and share their information with you: a silent auction, raffle or game

TIP
Using technology to manage your auctions, raffles or games allows you to collect contact information
Secret #4

Did you know you should treat your event like a business?

Businesses generate revenue, have costs, serve customers, and make investments – your event is no different

- Invest in technology and products that will help you increase revenue or reduce time and cost
- Your guests are your customers – pay attention to your guest experience (length of event, lines, entertainment, etc.)

TIP
Understand that it often takes money to make money – consider the potential impact on your revenue
Secret #5

Did you know it takes some time for your guests to get warmed up to your event?

**Most guests aren’t on time, and you don’t want to close your auction before they can focus on it**

- Your guests need time to arrive, socialize and relax before they browse your auction
- Your silent auction will not cannibalize your live auction
  Understand that some guests may leave or want to checkout as soon as your auction closes

**TIP**

Mobile bidding allows you to open your auction before your event starts and gives your guests more time
Secret #6

Did you know adding technology could increase revenue?

It also has proven to improve the guest experience

- Sell tickets online prior to the event with the same system that powers your auction
- Automate bidding so your guests are not tied to bid sheets and can enjoy your program
- Streamline checkout and eliminate lines that frustrate guests at the end of the night

**TIP**
Use bid helpers and trained staff to assist guests who are less tech savvy
Expand Revenue Beyond Auctions

**DONATE TO VOTE**
- Kentucky Derby – Ladies Hat Contest
- Fashion Show – Fan Favorites
- Lip Sync Contest – Vote for the winner

**SELLING MORE ITEMS**
- Auctioning off a parking space for a year at school
- Sell individual seats vs. tables or rows
- Sell mulligans and play games on holes at golf tournaments

**GIFT CARD DRAWING**
- Create a “Grub Grab” with food gift cards
- Sell small themed items as a mystery drawing
- Create small “mystery boxes” that guests can buy for a set price
- Include 1-2 big prizes
Where Can I Go For More Information?

**HANDBID UNIVERSITY**
Download our collection of eBooks

**HANDBID KNOWLEDGE**
Read support articles or reach out to our service team with questions

**SCHEDULE A DEMO**
Present your own unique questions or ideas and learn how our software can support it
Poll

What are you most interested in trying at an event this year?

1. Event Thermometer
2. Peer to Peer Fundraising or Crowdfunding
3. Text to Keyword
4. Silent Auction
QUESTIONS & ANSWERS
MobileCause provides an innovative suite of digital fundraising and donor engagement solutions that help nonprofits do more good.

To speak directly to an expert about implementing MobileCause software and strategy for your organization please call (888) 661-8804 or go to https://go.mobilecause.com/request-demo