HOW TO GET MORE DONATIONS AT GALAS AND LUNCHEONS

Webinar Series

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Webinar Agenda

- Top 7 Secrets of Successful Fundraising Events from the Past Decade
- Step-By-Step Digital Setup Best Practices
- Day-of and Post-Event Strategies for Maximum Donations
- Questions and Answers with Experts
Speaker Introductions

DIGITAL FUNDRAISING EXPERTS

Donna Wilkins
CEO and Founder

Christy Noel
VP of Digital Marketing Services

Xanika Covington
Digital Strategist
Top 7 Secrets from the Best Fundraising Events of the Past Decade

Donna Wilkins
CEO and Founder
Charity Dynamics
Ultimately, people come to live events because they want to have fun with their friends while supporting a good cause.

• Your ability to make the event entertaining and exciting for every person that attends, while touching their hearts with your mission, is what will inspire them to donate.
Technology makes it possible for anyone, from anywhere, to give any amount to your event.

- With just a few taps or clicks from any device people should be able to register, buy tickets, donate, and share.

- Your goal should be to make it as easy as possible for people to connect with your organization before, during, and after the event.
#3 Cross Promotion

Promote invitations, sponsorship opportunities, and donation forms across email, SMS, social media, and direct mail.

- Each touchpoint should be consistent with event branding.
- Each communication channel should reach a different demographic of donor with multiple touchpoints to increase awareness, participation, and donations.
- Measure the effectiveness of each channel using shortlinks, landing pages, and QR codes and adjust your strategy mid-campaign based on the data you see.
Empower and equip Table Captains to fill up tables and collect donations from supporters who cannot attend your event.

- Target business leaders and persons of influence to be event ambassadors and make it as easy as possible for them to sign up registrants and collect online donations.

- Create a toolkit of videos, photos, and testimonials that ambassadors use to promote the event to their friends, family, fans, and/or employees.
#5 Create Community

Make it fun and easy for event attendees to share their participation on social media.

- Create photo opportunities at your event.
- Encourage attendees to include your #hashtag in posts.
Make your donation call-to action when you have the undivided attention of attendees and they are most captivated by the impact of your mission.

- Keep your ask concise and do a live giving demonstration.
- Compel all attendees to make a donation of any amount.
- Donating should be as easy as texting a word, writing a check, or raising a hand.
- Seed fundraising results with ticket sales, auction revenues, sponsorship totals, etc.
- Shout out donor names in real-time to create excitement until the goal is surpassed.
#7 Donor Cultivation

Think of fundraising events as a launching point for long-term donor relationships.

- Send personal notes to donors and post thank you messages on the social media walls of attendees.
- Have a plan to engage event attendees with compelling follow up communications and campaigns.
- Have a plan to convert individuals who make one-time gifts at events into recurring donors.
Step-By-Step Digital Setup Best Practices for Events

Christy Noel
VP of Digital Marketing Services
Registration/Ticketing Form Setup

Set up mobile-friendly registration/ticketing form including:

- Event branding and video
- Entertainment details and dates
- Sponsor logos
- Link to donation page
- Custom data collection fields
- Secure ticket payment option
- Trackable shortlink for sharing
- Embed code for website
- QR code for print

Ticket confirmations can be CC emailed to your staff as well as populated/downloaded in a report.

Did you know? Mobile-friendly forms receive 38% more submissions than generic online forms.
Payment Confirmations Setup

Set up automatic ticket confirmations including:

- Automatically email ticket details as well as an official tax receipt
- On-screen confirmation with thank you video and social follow links
- SMS payment confirmation

Did you know? Event registrants can easily print off emailed ticket confirmations or show them on their handheld device upon arriving at the live event.
Donation Page Setup

Set up mobile-friendly donation page with:

- Event video, branding, and call-to-action
- Suggested donation amounts
- Recurring gift options
- Custom data collection fields
- Secure credit/debit card donation fields
- Easy to remember text-to-donate keyword with automatic reminders
- Shortlink for trackable SMS, email, and social media promotion
- Website embed code
- QR code for direct mail and print

Did you know? Text-to-donate keywords increase donations 35% at live events.
Each table captain gets their own personalized event page with:

- Event branding and details
- Personal photo, video, and message
- Registration link
- Donation link
- Share link

Organizations can set up pages for table captains or send them a link so they can customize their own page from a smartphone.

Did you know? Millennials (under the age of 37) are 4 times more likely to donate on a friend's crowdfunding page than on a generic donation page.
Upload mobile numbers you already have and use text-to keywords and online forms to build your list of mobile subscribers.

Send real-time text messages with links to:

- Event videos
- Registration forms
- Donation forms
- Date and time reminders
- Fundraising progress
- Pledge reminders
- Thank you videos

Did you know? 90% of SMS is read within 3 minutes.
Set up mobile-friendly payment forms that can be displayed on a tablet at the live event for:

- Sponsorships
- Raffles
- Silent auctions
- Talent show votes
- And more

**Did you know?** Mobile payment forms can be completed in seconds from any smartphone, tablet or PC.
Fundraising Thermometer Setup

Set up fundraising thermometer to display goal, raised, remaining, donor count, donation amounts, and donor names.

Display totals from:

- Ticketing forms
- Donation pages
- Table captain pages
- Payment forms

Did you know? Fundraising thermometers update in real-time as revenues are collected and can be linked to from all digital communications to display progress.
Content and Communication Schedule

Set up a multi-channel content and communication schedule with videos, images, and links for pre and post event communications to be sent via:

- SMS
- Email
- Direct Mail
- Social Media

Promote ongoing event videos, content, and details in bite sized digestible chunks strategically across all channels.

Did you know? The most lucrative fundraising campaigns send 3 pieces of compelling content before/between each ask for donations.
Day-of and Post-Event Strategies for Maximum Donations

Xanika Covington
Digital Strategist
Event Timeline: The Storytelling Build Up

Set the stage for a powerful call-to-action:

1. Make opening remarks and be sure to thank sponsors, table captains, donors, and guests.

2. Give an update from the field by a staff member, volunteer, or honoree that has passionately advanced your mission.

3. Share the personal testimony of a program recipient who has been transformed by the work of your organization (most organizations bring a recipient on stage or play a video here).

4. Reinforce specifically what donations will accomplish.

**Best Practice:** Tell stories of individual accounts rather than speaking in generalities to touch the hearts of attendees and compel them to make a donation.
Clear instructions should be displayed on-screen and on tabletops, and a live text-to-donate demonstration should be made and described by the speaker onstage. Remember... your text-to-donate keyword should be easy to spell and remember!

- Ideally, the speaker will make the first mobile pledge and their donation amount and name will appear live on-screen.

**Best Practice:** Table captains should help individuals make pledges by showing them how to text the event keyword followed by a donation amount and name.
Share Check/Cash/Swipe Giving Instructions

Provide additional verbal instructions at fulfillment tables for event attendees wishing to make check and cash donations, which are added manually to the thermometer using an offline donation form.

- Credit/debit card donations can also be made at the fulfillment table with a swiper. These donations also automatically appear on-screen.

**Best Practice:** Give attendees the opportunity to raise their hand or to go to a donation fulfillment table for assistance.
Shout Out Donations Until Goal is Reached

The event host should call out donor names in real-time as donations roll in.

- Pledge totals should be added to all revenues collected leading up to the event.

- Every attendee should be encouraged to make a donation of any amount to be represented on the thermometer.

**Best Practice:** Keep the giving momentum going during the live event by strategically adding in per-determined seed pledges committed to by large donors.
Instruct Attendees to Fulfill their Mobile Pledge

Once the goal has been reached, the host should clearly explain to event attendees that they must click the link in the reply text message they received to fulfill their event pledge with a credit/debit card.

- Speakers should recommend that attendees fulfill their pledges before leaving the event venue.

**Best Practice:** Incentivize attendees to pick up free swag when they complete their donation before leaving the event.
Send Pledge Reminders

Unfulfilled mobile pledges receive 3 text reminders with links to fulfill their pledge.

- Attendees can also receive a follow up phone call from a staff member to complete their pledge over the phone.

**Best practice:** Your goal should be to collect every dollar pledged at your event.
Continue Storytelling After Your Event!

Continue to share with event attendees what their donations are accomplishing:

- Send thank you messages via SMS, email, social media and handwritten note.
- Showcase videos, photos, and testimonials that illustrate the good your organization is accomplishing.

**Best Practice:** Be sure to announce your next campaign in post-event messages and videos.
Questions and Answers
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MobileCause
MobileCause provides all-in-one mobile and online software for a new generation of fundraising. To speak directly to an expert about your upcoming campaign please call (888) 661-8804 or go to mobilecause.com/free-consultation.