

# Marketing Your Fundraising Events: Tips and Tools to Increase Registrations



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



## FUNDRAISING TECH

# Made for you



### Designed with you in mind

Designed for fundraisers by fundraisers through customer-led development input



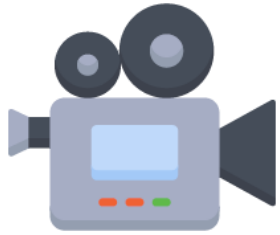
### Time saving data tools

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



+ **We're recording this webinar!** We'll send you a copy after the webinar is complete.



+ **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.

# Meet the Speaker



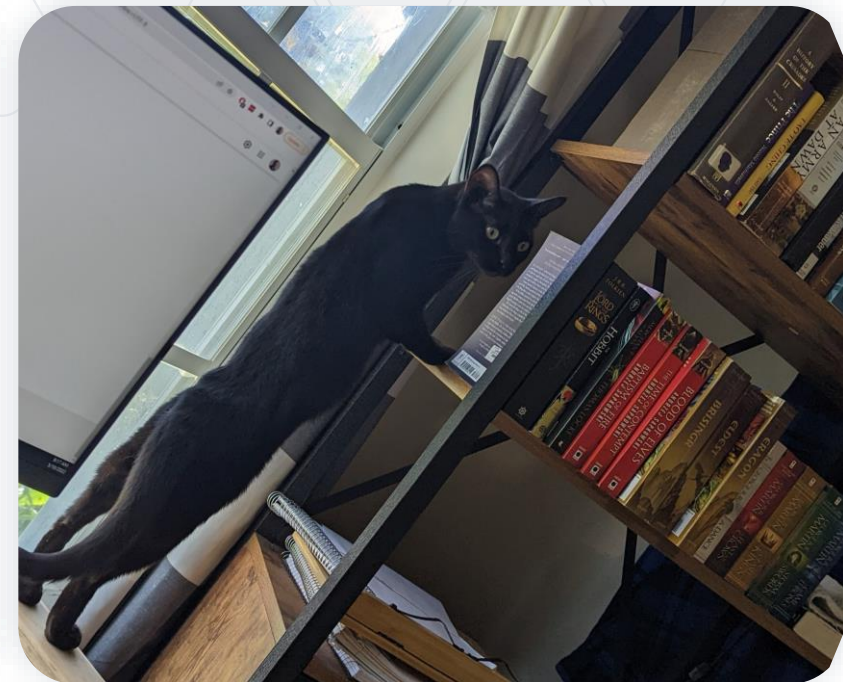
## Justin Cook, Director of Demand Generation

- + With Qgiv for over 4 years and a marketing professional for over 7!
- + Digital marketing and optimizing the user journey are my areas of expertise.
  - + I have 3 animals: 1 dog and 2 cats.





# Meet the Family



# What are we covering today?

We're going to look at how to promote your fundraising event and provide actionable tips and takeaways along the way for:

- + How to use **storytelling in your event promotions** to engage donors
- + How to **segment your donors** based on their communication preferences
- + How often you should **send promotions about your event**
- + What you should **add to your event registration page and form**
- + What **free and paid tools** are available to your organization



# How to Use Storytelling in Event Promotions



# The Secret to Promotions



People forget what you say but not how you made them feel.





# Inspire Action through Storytelling

Storytelling is powerful because it helps donors connect with your mission. We can use this to inspire donors to register and attend events.

**Powerful storytelling** involves asking key questions:

1. Why are we hosting an event?
2. What are we celebrating?
3. How are we tying our event back to our mission?

Usual visual storytelling to help donors connect to your message!





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# Storytelling Examples

Julie lost her job and could no longer afford her rent. She needs help getting back on her feet. See how you can help by joining us at our Annual Rally.

Julie was living on the streets but with your support, she was able to get back on her feet. Learn more about Julie's story and how you can help thousands more just like her.



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# Storytelling Example

**fresno MISSION EVENTS** **What if?**

*What if these three items could help provide life transformation here at the Mission?*

For years, the Fresno Mission has held its annual banquet in the fall to raise funds and awareness for the homeless of Fresno. It was a single night event around a single cause. But **WHAT IF**, instead of a 3-hour banquet of sitting at a table and listening to a speaker, we did three MONTHS of festivities? Three months of celebrations? Three unique, challenging, and exciting events?

**WHAT IF** we created a single event that was dedicated to celebrating graduates who finish our challenging programs?

**WHAT IF** we broke a world record in the process?

**WHAT IF** we created the longest table in Fresno?

**WHAT IF** this year, after 3 months of events, we shared Jesus with more people than ever before?

Learn more and get involved below!

[Get Involved](#)





# How to Segment Communications



# + Common Segmentation

Segmentation relies on you knowing your audience. Here are some common segmentation best practices:

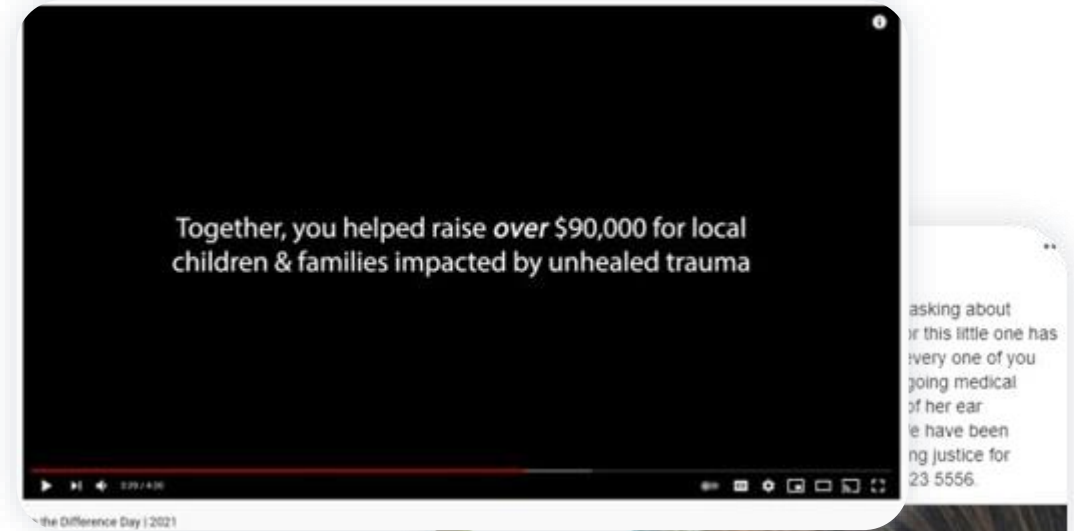
- + Donors vs. sponsors vs. volunteers
- + Previous event attendance, volunteer work, or sponsorship
  - Previous fundraising participants
- + Small, mid-level, and major donors





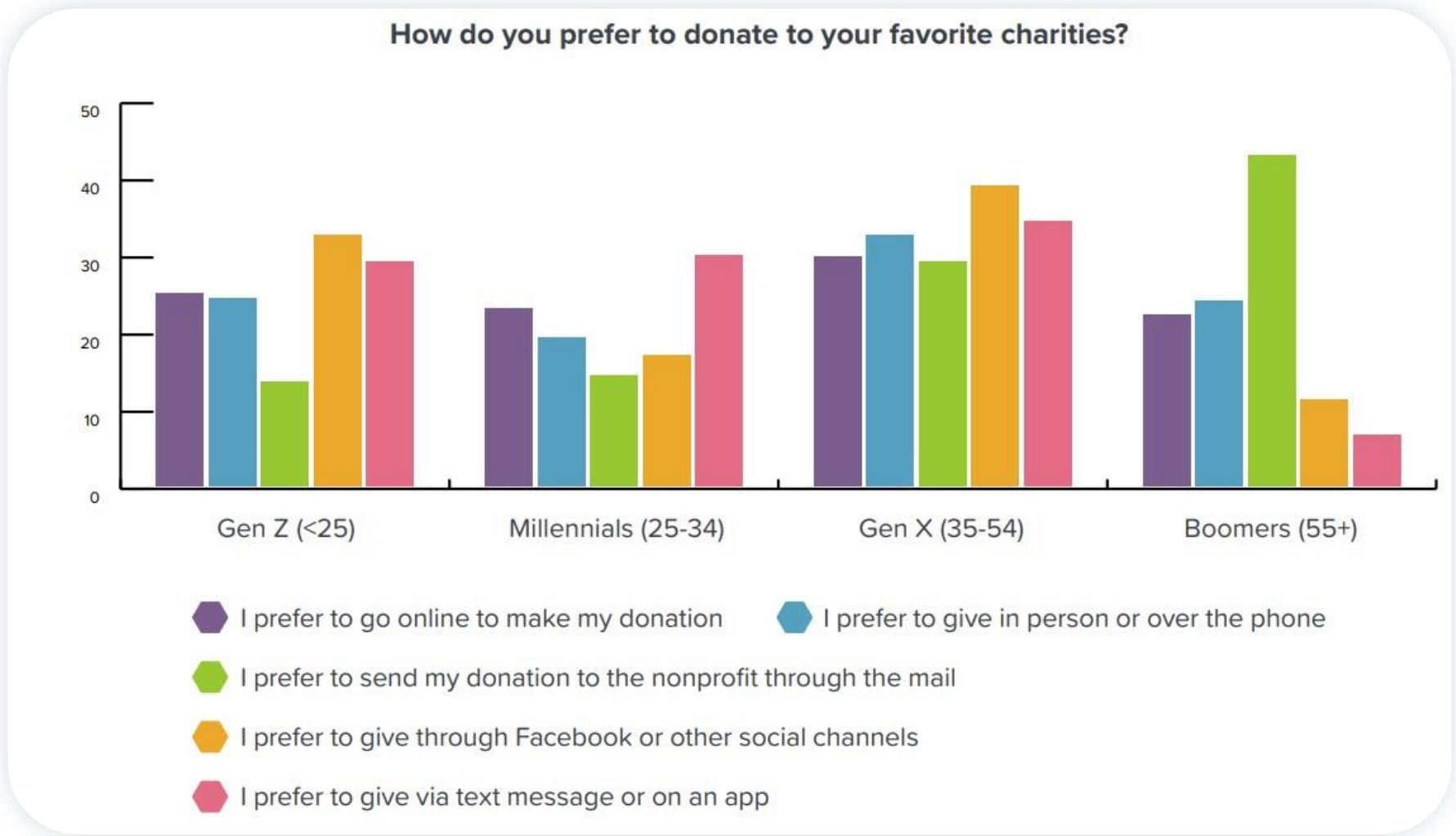
# + Communication Channels

- + Email
- + Social
- + Blog posts
- + Paid advertising
- + Direct mail
- + Phone Calls
- + Text messages
- + News outlets





# Donor Preferences



# + Targeted Donor Outreach

There are a lot of ways to decide how to target your donors for communications, you'll need to choose what's best for your organization based on your unique needs.

+ Can my nonprofit tools help me accomplish this?

- Email marketing
- CRM
- Fundraising tools





# How Often Should You Send Communications



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# Save-the-Dates

Save-the-date communications are important to get events on your donors radar so they can plan accordingly for your event (if they want to attend).

- + 6-8 months before: a simple communication with date, time, city and/or how to attend virtually
  - Direct mail and email
- + 2-3 months before: a more detailed communication with data, time, venue location, entertainment, etc.
  - Direct mail, email, social post, digital event (FB)
  - Use QR codes that links to your event landing page







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# Communication Calendar

Leading up to the event, create a communication calendar to monitor all communications. Include the message, where it's going, and what time.

Major milestones to communicate:

- + Registration is open (include any discounts)
- + When discounts are about to expire (ex.: early bird discounts or promo codes)
- + Commitments from entertainment or speakers
- + Tease auction items (if hosting a gala)

DEADLINE	PROJECT	OWNER	STATUS	NOTES





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# Communication to Registrants

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.

- + Right after registration: send a thank you message with additional details about the event.
- + Send important updates during the month leading up to the event to build excitement:
  - Announce major speakers and entertainment.
  - Event schedule and important on-site details.





# What to Add to Your Event Page and Registration Form



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# Event Page

Add important event details to your event page and weave in your storytelling to convince donors to register.

- + Date, time, venue, location
- + Continue to tell your story with images/videos
- + Details about your mission
- + Donate button to accept donations
- + Include an interactive map and add to calendar



Presented by Lakeland Food Pantry



### Getting There



Can't come to the market? You can still support our mission.

[Make A Donation](#)

### More Events

**Virtual Coffee Break: A Meet-and-Greet**

Monday, July 17, 2023

Virtual Event via Zoom

Free

[Get Tickets](#)



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# Event Registration Form

Keep registrants focused on registration with a distraction free form.

+ Create ticket packages for individual attendees and VIP

- If supported, you can add sponsorships too.
- Organize your packages into sections.

+ Display promo codes, early bird discounts, multi-ticket purchases to incentivize ticket sales

+ Limit the number of fields, less is more

The screenshot shows a mobile-optimized registration form for the '3rd Annual Sidewalk Market' on Monday, 4/01/2024, from 9am EST to 2pm EST in Downtown Lakeland. The form is titled 'Choose Your Tickets' and features a progress indicator at the top. It is divided into three main sections: 'Tickets', 'Vendors', and an optional gift section.

**Tickets Section:**

- General Admission:** \$10, 1 Ticket Included. A dropdown menu shows '0'. A green callout box says 'Buy 2 or more to get a discount!'.
- V.I.P. Admission:** \$25, 1 Ticket Included. A dropdown menu shows '0'. A text box describes perks: 'This admission comes with perks! You'll get a free t-shirt and early access before we open to the public at 9am! Be one of the lucky few to browse the market without crowds from 8am - 9am.' A yellow callout box says 'Tickets are limited - only 14 left!'.

**Vendors Section:**

- Vendor Application:** \$450, 5 Tickets Included. A dropdown menu shows '0'. A text box explains: 'Interested in selling at the market? We'd love to have you! Reserve your spot by registering for this package and answering a few questions. Our team will reach out to you with further instructions. Vendors get extra tickets too - bring someone to help you or share them with friends and family! Last day for vendor registration is February 1st!'.

**Optional Gift Section:**

Headed 'Add an Optional Gift' with the subtext 'Your generosity makes a difference!'. It features a text input field with a dollar sign (\$) and the word 'Optional' to its right.

At the bottom of the form is a large green 'Next' button. The footer includes 'Powered By Qgiv', a security notice 'Transaction is secure and encrypted.', and a 'digicert EV SSL' logo.





# Event Fundraising Tools

Qgiv can help you with all of this!

# Online Event Registration

No matter what type of event you're looking to run, Qgiv can help you every step of the way:

- + Accept registrations online and create beautiful branded landing pages with Qgiv's **event registration tools!**
- + Empower donors to raise funds on your behalf with **peer-to-peer fundraising.**
- + Create and manage your **auction events** through Qgiv's auction app.



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# On-site Tools

Highlight your event progress on-site and accept donations with:

- + Customizable **fundraising thermometers** to show fundraising progress.
- + Accept payments on site through a **virtual terminal**.
- + Accept **text pledges** and **create a live-screencast on site** with your campaign thermometers through the Text Fundraising package.

**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%



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# Communication Tools

## Email Tools

- + Constant Contact
- + Mailchimp
- + Campaign Monitor
- + Emma
- + Klaviyo
- + HubSpot

## Social Tools

- + Hootsuite
- + Sprout Social
- + Loomly
- + Buffer

## CRM Tools

- + Bloomerang
- + DonorPerfect
- + Virtuous
- + Salesforce
- + Raiser's Edge





Questions?

# Support and resources

You're at the center of everything we do and we're here to help you succeed.

- + Personal, one-on-one customer support at no extra cost.
- + Explore hundreds of free webinars, eBooks, blog articles, and other fundraising resources.
- + Access to a Help Desk and Qgiv User Community.
- + Be part of the development process! Our clients guide our platform development, which means your feedback is heard and incorporated into the system.

