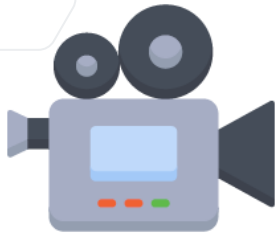
Fundraising Event Tools to Surpass Your Goals



+ 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.

+ Share your highlights and takeaways on your favorite social media channel and make sure go give us a follow!

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.

Common Event Challenges

- Reaching Registration Goals
  - How are you accepting registrations?
  - How are you communicating with donors?
- Ensuring Registrants Show Up
- Managing On-Site Logistics
  - Check-in & checkout lines
  - Seating arrangements & venue layout (avoid bottle necks)
  - Creating an experience attendees enjoy
- Staying Organized
  - Agenda, volunteers, attendees, staff, oh my!
- Reconciliation
  - How is data tracked? Is it on an Excel file or on paper?
  - Are receipts accurate?
  - How quickly are you sending out thank yous?

Event Solutions

+ Reach Registration Goals
  - Offer a great online registration experience.
  - Segment your donor base & tailor your communication based on their preferences.
+ Ensuring Attendees Show Up
  - Focus on experience-based events that highlight your mission & engage attendees.
+ Managing On-Site Logistics
  - Improve your check-in and checkout process.
  - Create intuitive event layouts.
  - Assign table and seats to attendees.
+ Staying Organized
  - Use digital calendars and shareable document platforms to help get information to the people you need and keep physical copies with you at the event.
+ Reconciliation
  - Keep all your data organized using software to help reconcile your event quickly.
  - Send post-event thank-you's to steward your attendees the day after your event.

Thanks for your time! Happy fundraising!

If only it were that easy!

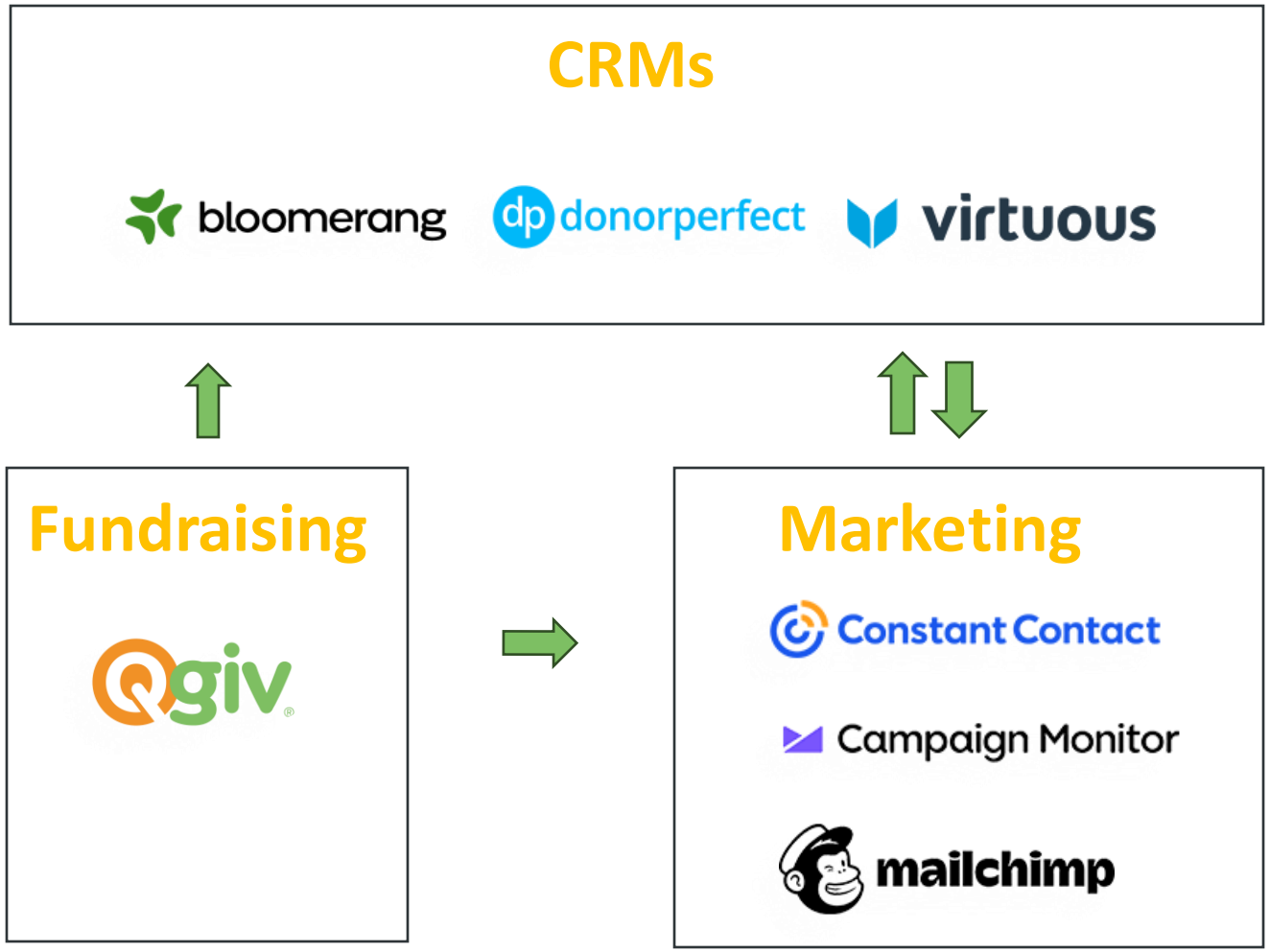
What We're Covering Today

There are a variety of different tools your organization can try, so let's explore which might be best for you.

Today, we'll take a look at:

- The nonprofit event tool landscape
- The top 3 event tools you need & why
- Supplemental event tools
- How these tools help with on-site & virtual events
- Qgiv's event fundraising tools

Nonprofit Tools Landscape

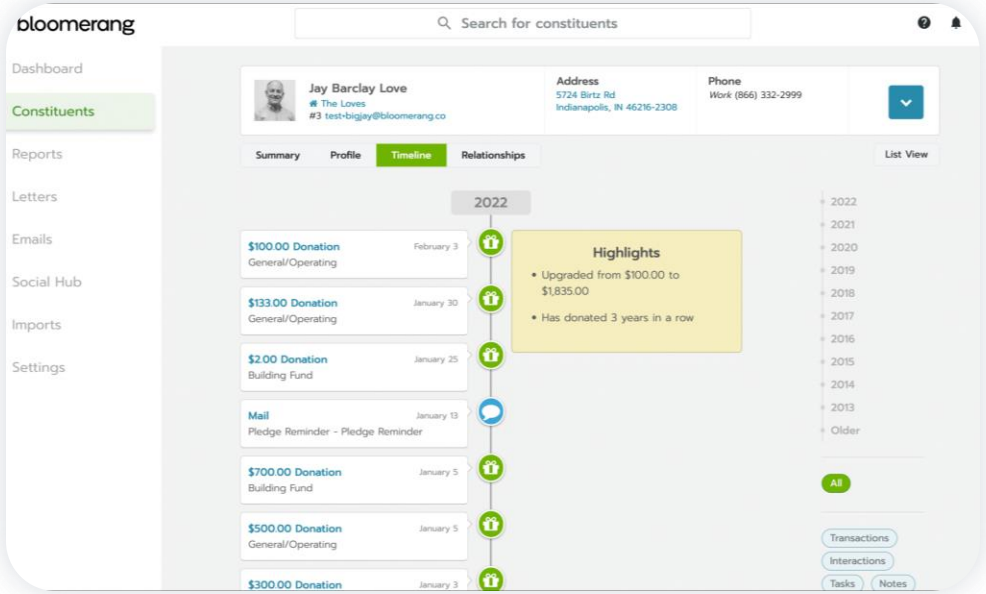


Supplemental tools

- Design
- On-site management apps
- Virtual venue tools
- Project management
- Budgeting tools

Nonprofit CRMs

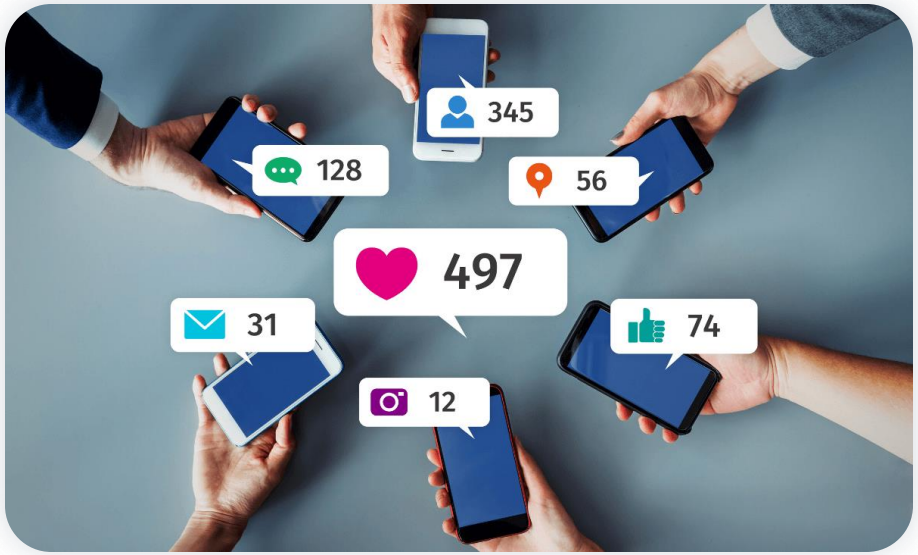
- Full view of donor
  - Donor history – donations, event registrations, communications, etc.
  - Personal information – phone number, age, location, wealth indicators, etc.
  - Internal notes – team activity & tasks, notes about donor.
- Benefits of having a CRM
  - Donor retention is much easier.
  - Build relationships with more information tracked on the donor's profile.
  - Place to start when inviting donors to events and ensuring you're recognizing donors who have previously attended an event or given to your organization.



https://bloomerang.co/

Marketing Tools

- Communicate with donors
  - Use email tools to send outbound event invites.
    - Set up a stream of emails that remind donors of the event.
  - Use social media tools to post about your upcoming event to your followers.
  - Use design tools to create beautiful promotions and save-the-date graphics.
- Benefits of having marketing tools
  - Spread the word about your event by sending invites based on your donors' preferred channels.



Communication Tools

Email Tools

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

Social Tools

- Hootsuite
- Sprout Social
- Loomly
- Buffer

Design Tools

- Canva
- iStock
- Adobe stock images
- Photopea
- Adobe Spark Video

Why Fundraising Tools are Important

Managing campaigns and events without fundraising technology is inefficient.

- ✖ Offline collection of donor information and money takes a ton of time, which could be better used to provide services to donors and beneficiaries.
- ✖ Donors want diverse ways to donate or register online.
- ✖ Manual data entry increases the risk of error and results in poor data integrity.
- ✖ File sharing services like Google Drive can be security risk.

Fundraising technology enables you to be more efficient and to:

- ✓ Automatically capture donor information and payments through a secure platform.
- ✓ Track and compare fundraising results year-over-year.
- ✓ Leverage donor data to improve the giving experience for donors and engage with one-time and sustaining donors.
- ✓ Identify and cultivate major donors.
- ✓ Expand online presence to reach more donors.

Fundraising Event Platforms

Fundraising event platforms make collecting registrations a breeze for us (and our donors!). Donors don't have to bring cash to the event or mail in checks. They can simply complete the entire registration process online whenever and wherever.

Why is an event platform important for your donors?

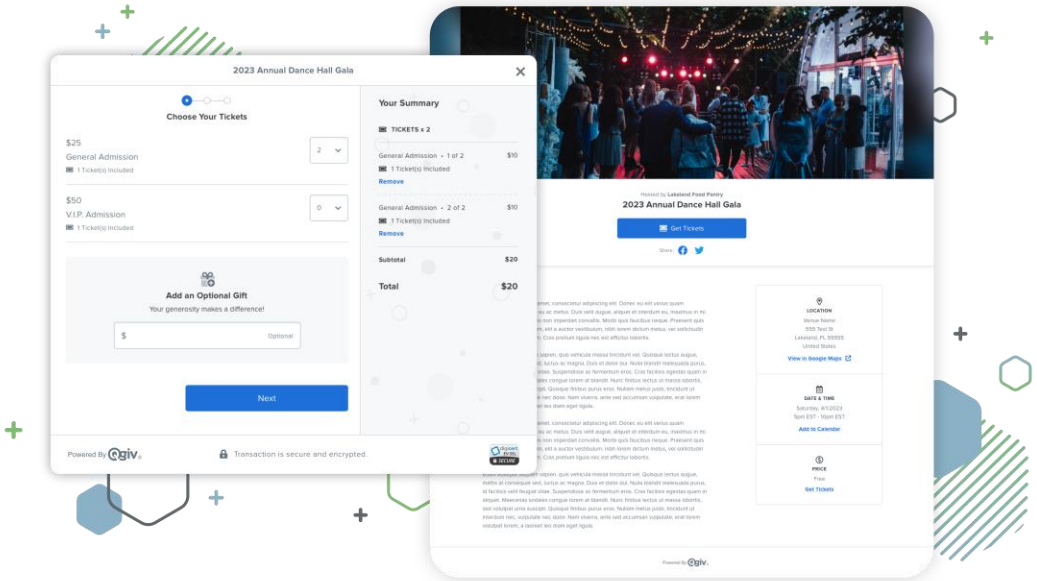
- ✓ Donors can register online and receive their tickets quickly.
- ✓ You can send donors reminder emails with important information about the event.
- ✓ Improved check-in, checkout, and online payments give your donors a better event experience with shorter lines.
- ✓ You can collect donations directly from your registration form.

Why is an event platform important to your team?

- ✓ Automatically capture registration information online, making event reconciliation a breeze. Your team won't have to spend time manually entering data before or after the event.
- ✓ Have on-site event management capabilities to handle check-in and checkout and make purchases easier.
- ✓ Have access to your event performance online to measure your success.

Fundraising Tools

- Create exceptional experiences before, during, and after your event to raise more funds.
  - Build custom event pages with great looking registration forms.
    - Add information about your event, including images or videos to highlight the importance of your event.
    - Incentivize sales with promo codes, discount codes, and multi-ticket discounts.
  - Raise more money during your event with happy attendees & fundraising tools that encourage donations.
    - Quickly check in guests to your event.
    - Use text fundraising and a live display to encourage donations on-site.

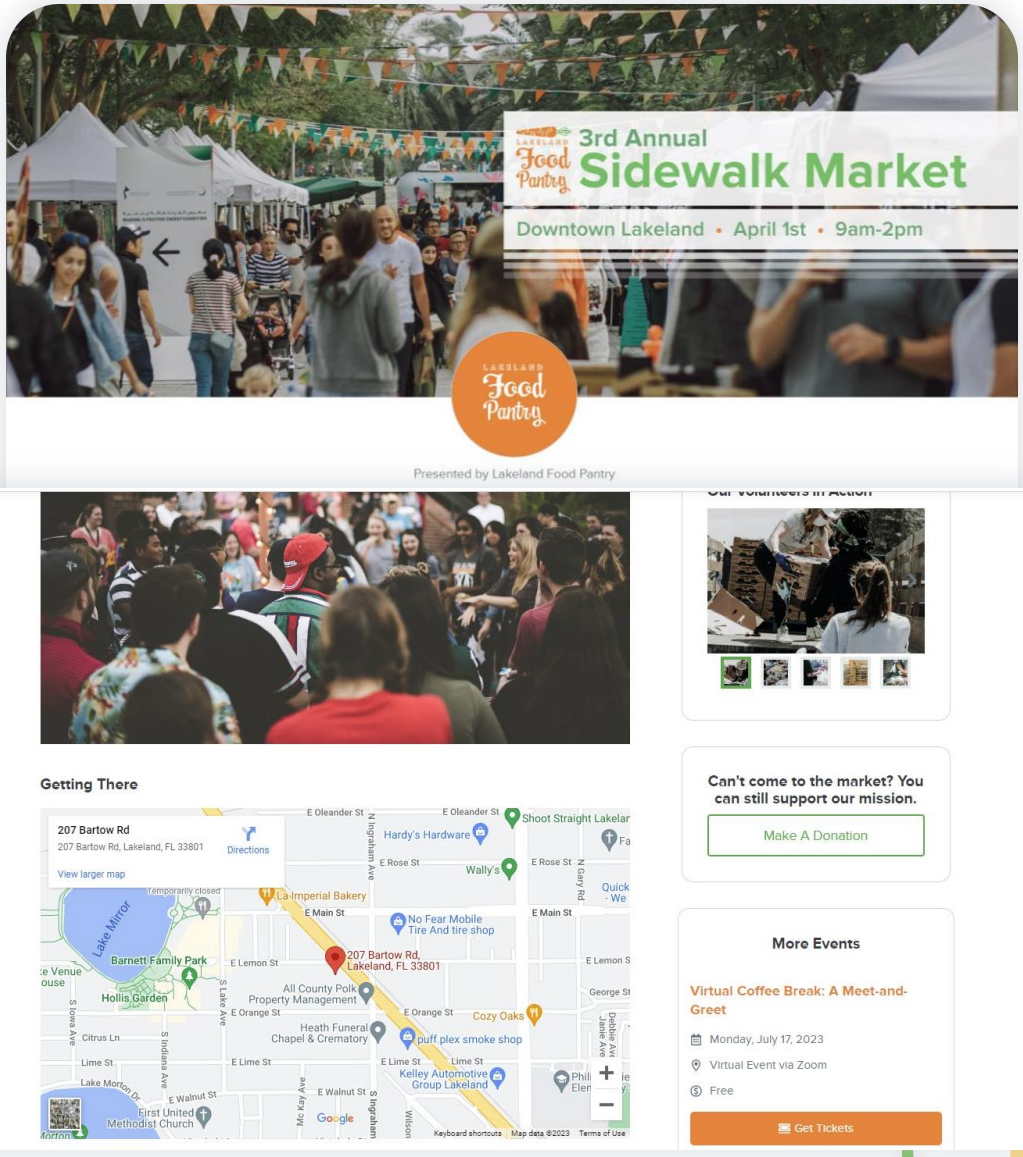


The Registration Experience

Event Page

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

+ Date, time, venue, location
+ Images/videos
+ Details about your mission
+ Donate button to accept donations
+ Interactive map and add to calendar features



The Registration Experience

Keep registrants focused on registration with a distraction-free form.

- Create ticket packages for individual attendees and VIPs.
  - If supported, you can add sponsorships too.
  - Organize your packages into sections.
- Display promo codes, early bird discounts, and multi-ticket purchases to incentivize ticket sales.
- Capture additional information on your form, including dinner or drink preference.

Speed impacts conversion rates

Speed directly correlates to improved conversion rates and more registrations for your event.

Page speed has a major impact:

-4.42%

For **every additional second** of load time, **conversion rates drop by 4.42%** on average.

0-2 seconds

The highest conversion rates occur on pages that load between 0-2 seconds.

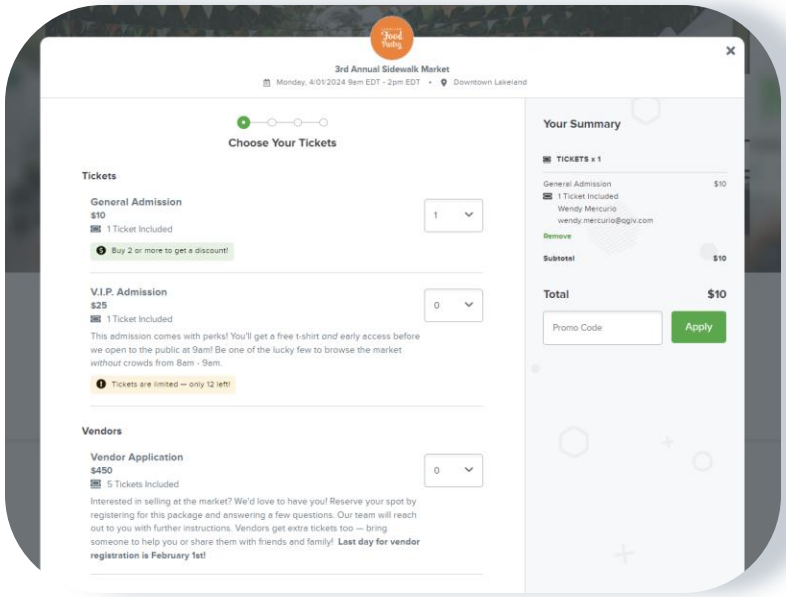
The length of your form matters too:

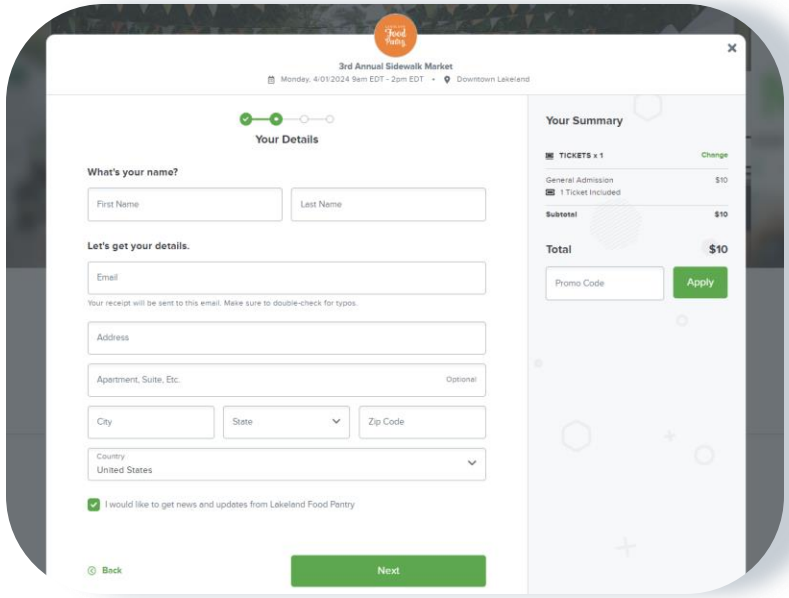
Long forms are visually overwhelming.

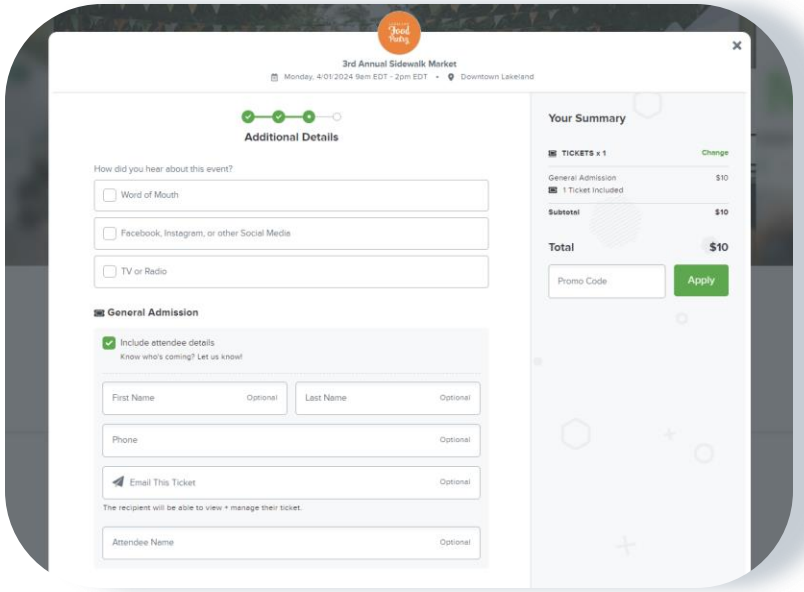
Splitting the process into pieces makes it easier for people to **stay focused.**

https://blog.hubspot.com/marketing/page-load-time-conversion-rates

Chunking improves conversion rates







Finishing one "step" before moving onto the next **solidifies a donor's decision** to give.

Moving from one step to the next helps build **"cognitive momentum."**

Convenient payments improve conversion rates

When visitors see their preferred payment method, they are more likely to complete the checkout process.

1-2

Donors typically have 1-2 preferred payment methods.

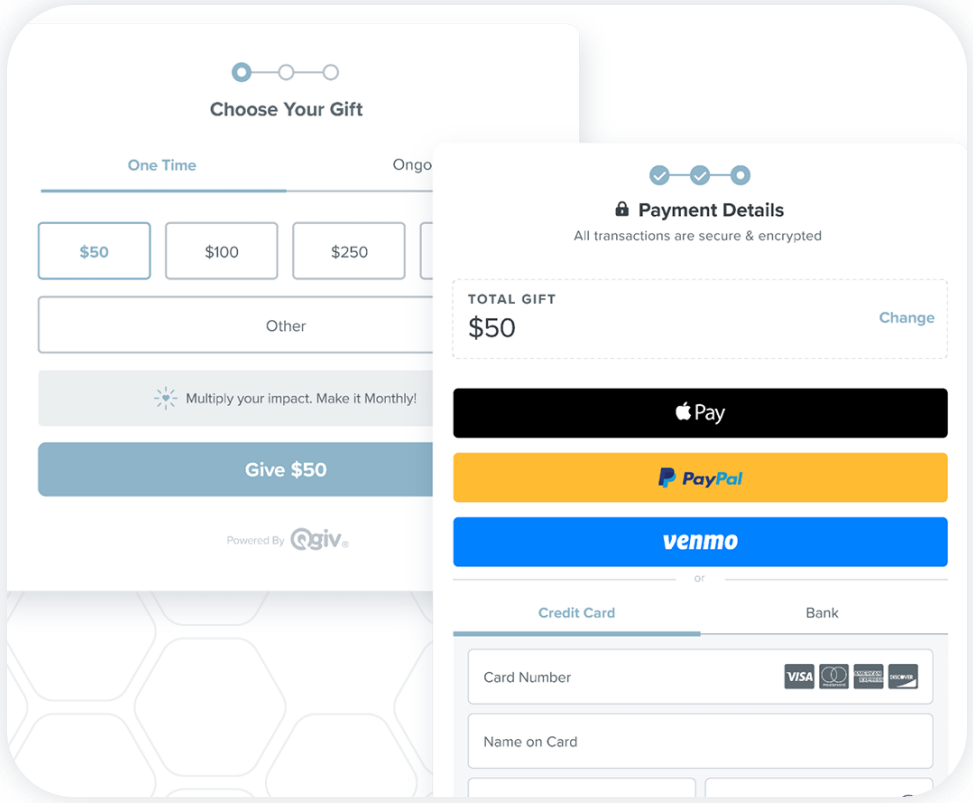
+30%

Adding top payment methods can increase conversion rates up to 30%.

https://www.aciworldwide.com/blog/what-is-the-link-between-payment-methods-and-conversion-rates

Multiple payment options

Empower donors to give based on their preferences with multiple payment options.



Flexibility **empowers donors to choose** how they pay, no matter where they are.

Digital wallets, like Apple Pay and PayPal/Venmo, **make the payment step fast.**

Donors are **more willing to complete their transaction** when they see their preferred payment options.

Use trust indicators

These are very small details, but they're huge for your donors. Why?

- Many donors worry about handing out **personal information** online.
- Data leaks are a thing, and **they are a pain** for everyone (and expensive).
- It's a great way to **alleviate skepticism** and doubt.

The On-Site Experience

Before Attendees Arrive

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.

+ Send important updates leading up to your event:

  - Send parking instructions, check-in information and what they need to get in quickly, and event timeline.
  - **Tip:** provide an incentive for attendees checking in early (extra raffle ticket or free drink).
  - **Tip:** Re-send instructions to those that haven't opened or taken the action you need!

Attendee Management at Your Event

It's important to create a seamless check-in experience for your attendees. The happier they are with the event experience, the more likely they are to enjoy your event.

- Shorten lines with a check-in and checkout tool.
- Optimize the flow of your event with a table & seating management tool.
- Accept offline and credit card donations or purchases with a virtual terminal & card readers.

On-site Engagement

Keep attendees engaged and focused on your mission.

- Display a thermometer and live feed of donations that automatically refreshes as new contributions come in.
- Use text fundraising to send important messages to attendees about your event.
- Raise more with text fundraising tools that make it easy to accept donations or pledges quickly at your event.

How to Do This Virtually

- Add your livestream to your event page and link to the hosting platform (such as YouTube).
- Communicate with your virtual attendees where they need to go on the day of the event.
- Use text fundraising and live display to encourage donations.

Qgiv's Event Management Tools

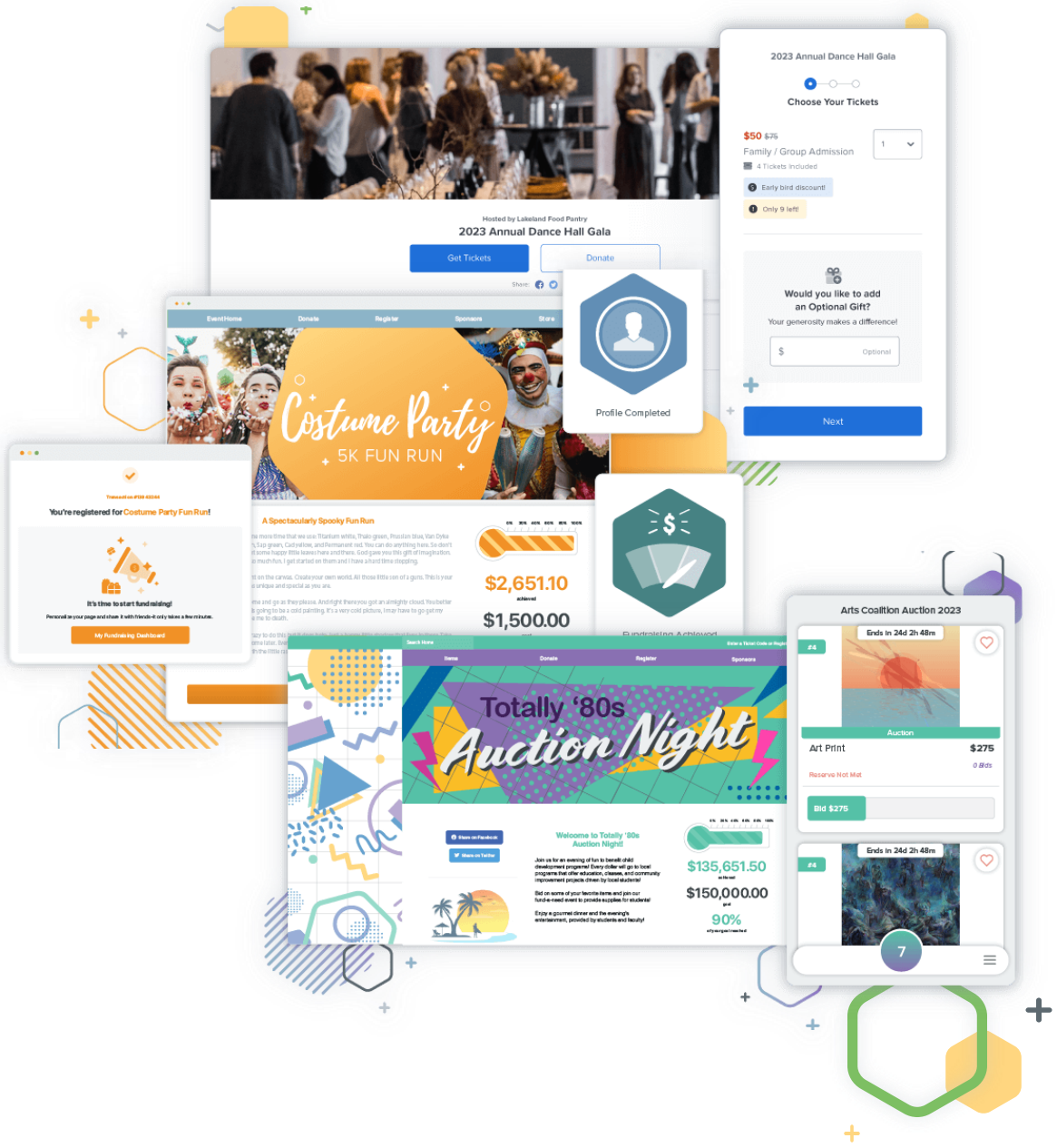
Online Event Registration

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 beautifully 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.



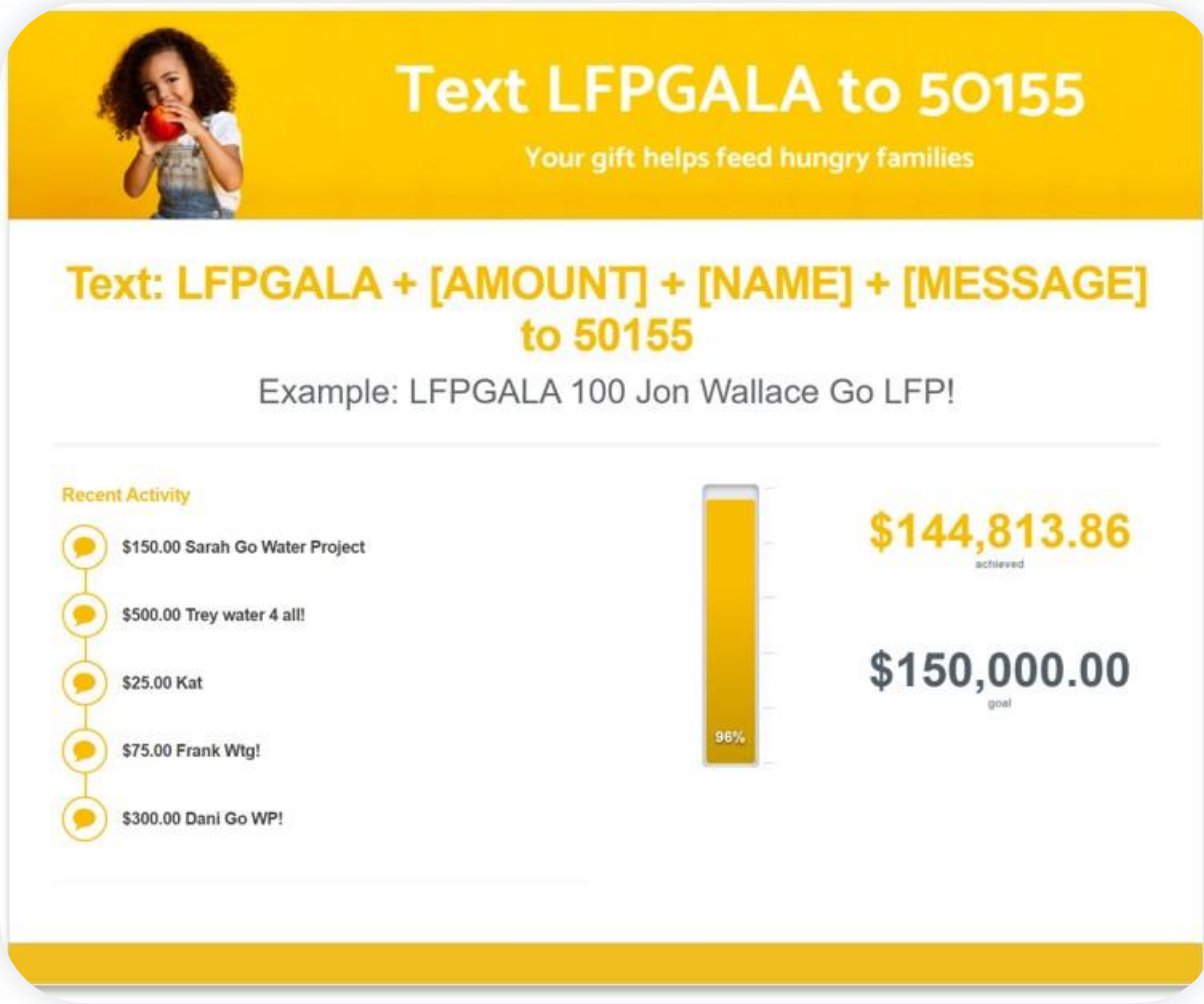
On-site Tools

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.



Giving Essentials

$25/MO OR $60/QTR Save $15

+ Integrations & Reporting
+ Offline Donations & Registrations
+ Fundraising Hub Aggregated Thermometers
+ Donation Forms
+ Event Registration & Management
+ World-Class Customer Experience

✓ PROCESSING FEE:
- 3.95% (Qgiv + Merchant)
- $0.30 per transaction
- Add 1% for American Express

✓ ECHECK FEE:
- 1.95% (Qgiv + Merchant)
- $0.95 per transaction

+ Text Fundraising

$159/MO OR $387/QTR Save $90

✓ PROCESSING FEE:
- 3.95% (Qgiv + Merchant)
- $0.30 per transaction
- Add 1% for American Express

✓ ECHECK FEE:
- 1.95% (Qgiv + Merchant)
- $0.95 per transaction

+ Peer-to-Peer

$259/MO OR $687/QTR Save $90

✓ PROCESSING FEE:
- 4.95% (Qgiv + Merchant)
- $0.30 per transaction
- Add 1% for American Express

✓ ECHECK FEE:
- 2.95% (Qgiv + Merchant)
- $0.95 per transaction

+ Auctions

$259/MO OR $687/QTR Save $90

✓ PROCESSING FEE:
- 3.95% (Qgiv + Merchant)
- $0.30 per transaction
- Add 1% for American Express

✓ ECHECK FEE:
- 1.95% (Qgiv + Merchant)
- $0.95 per transaction

Just starting out?

Get your feet wet with online fundraising!

Starter

(Best for organizations processing less than $50,000 annually)

$0/MO

+ Donation Forms
+ Event Registration & Management
+ World-Class Customer Experience

✓ PROCESSING FEE:
- 3.95% (Qgiv + Merchant)
- $0.30 per transaction
- Add 1% for American Express

✓ ECHECK FEE:
- 1.95% (Qgiv + Merchant)
- $0.95 per transaction

Have Questions?

Are you a Qgiv customer?

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support@qgiv.com

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qgiv.com/demo-request

Have questions about best practices?

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Questions?