

# Ultimate Event Fundraising BEST PRACTICE GUIDE

Learn how to increase registrations and donations with mobile solutions while making it fun and exciting to give.



Building better lives.  
One job at a time.

**Goal**  
**\$25,000**

**Raised**  
**\$25,163**

**Total no**  
**12**



**\$100**  
**Jeff McConnell**

**\$36**  
**Marci Maniker**

**\$50**  
**Tamara Branch**

**\$100**  
**Matt Paul**



# Engaged supporters equal event success.

Smartphones are just that—smart. So why not use them to your full advantage? From registration and ticketing to event giving and follow up, implementing mobile solutions is the key to successful event fundraising.

Using the right mobile technology allows your organization to have the capacity to streamline event planning and execution, even with the smallest of staff. Whether your nonprofit is just starting out or long established, read on to learn the proven keys to making your org's next event its best one yet.

# The Six R's of Fundraising Events

01

**Registrations:** Invite supporters to sign up for your event and spread the word across social and personal networks.

02

**Reminders:** Keep your event top of mind with supporters to boost attendance and participation.

03

**Revenues:** Focus on how you'll get people to give, and figure out key ways to inspire them to maximize donations.

04

**Results:** Create an exciting moment of giving that inspires audiences to give and join the community.

05

**Recognition:** Thank donors and honor your supporters with personalized messages and follow up.

06

**Realization:** After every campaign, take the time to realize how you can increase success and reduce failure.

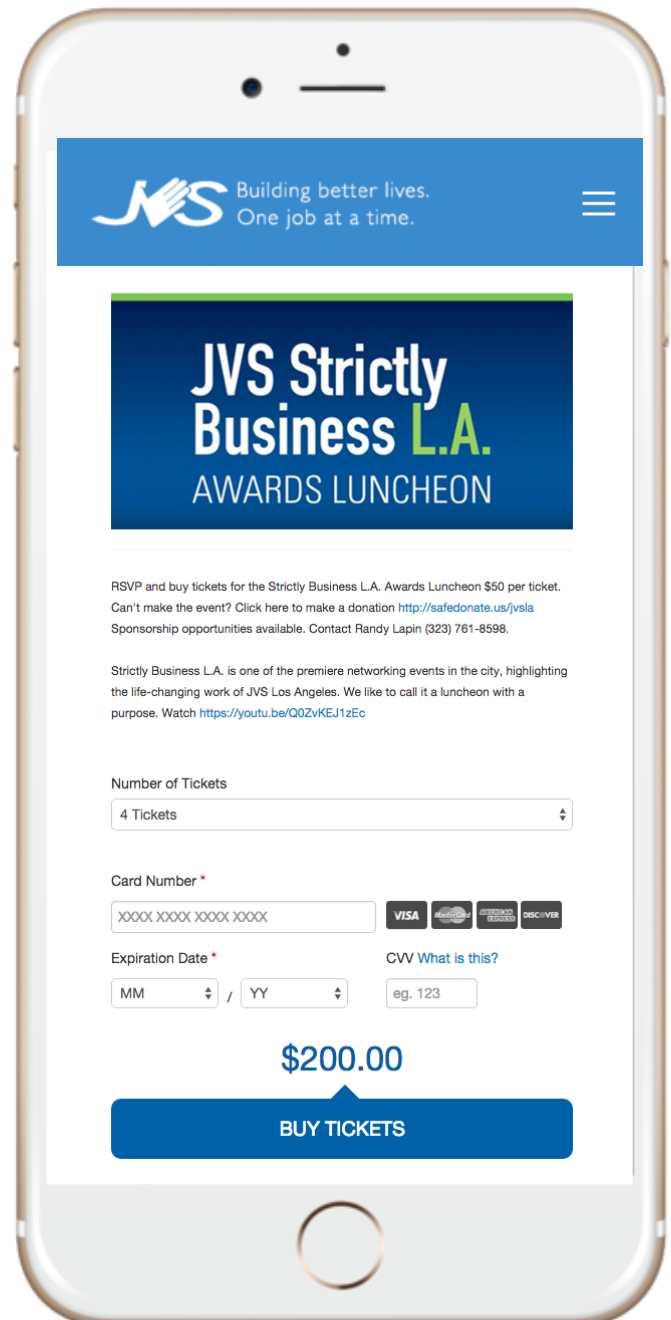
# Step 1: Registrations

## RSVPs, Ticket Sales, Sponsorships & More

Sign-ups are the most important part of nonprofit fundraising events. After all, what's an event without attendees? Give yourself plenty of lead time in order to maximize RSVPs and ticket sales, plan any sponsorships, and set the tone for the event.

Mobile solutions allow you to easily announce and promote your event across channels and encourage digital registrations and ticket sales with minimal admin time and resources.

The sign-up process should be seamless and accessible from any device—especially a smartphone. Nearly 20% of event registrations come from mobile devices. Without a mobile solution, you'll miss out on potential RSVPs and donations! Mobile solutions allow you to easily streamline event registration and ticketing to allow your supporters to sign up in seconds from any PC, tablet or smartphone.



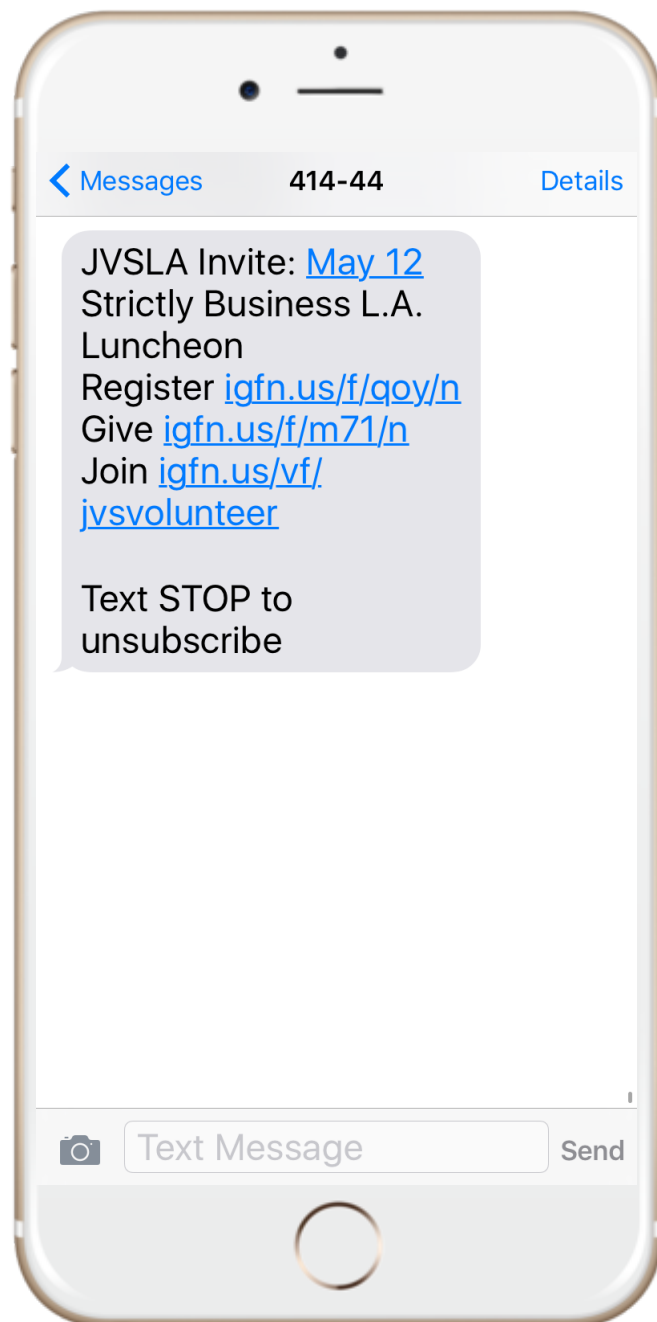
# Step 2: Reminders

## Email, Text, Social Media and Direct Mail

Promote event registration and details across channels with reminders and calls-to-action on all marketing materials and social networks. Will there be special giveaways? Surprise guests? Tiering your event marketing efforts by releasing bits of information along the way keeps your supporters engaged and interested, and your event top of mind. You can even encourage out-of-towners to make donations that will be displayed on-screen at the event.

→ Increase your response rates by 400% when you couple text reminders with event emails and direct mail.

This is the magic formula for digital donor engagement. The more people hear about an event, the more likely they are to register for it! By utilizing text reminders and more traditional promotional channels, you'll boost participation—the first step in guaranteeing the success of your event.



# Step 3: Revenues

## Donations, Ticket Sales, Sponsorships Matching Funds, Auctions and More

The purpose of hosting an event is clear: to raise money for your cause. But the way you do that can greatly affect your fundraising success. Instead of relying on one source of revenue, it is best to vary your approach and collect funds from ticket sales, corporate and personal sponsorships, auctions, out-of-towner gifts, event donations and matching funds. This tactic empowers supporters with a variety of ways to give before, during, and after the event.

Donations increase by 35% when pledges are displayed in real-time on a fundraising thermometer.

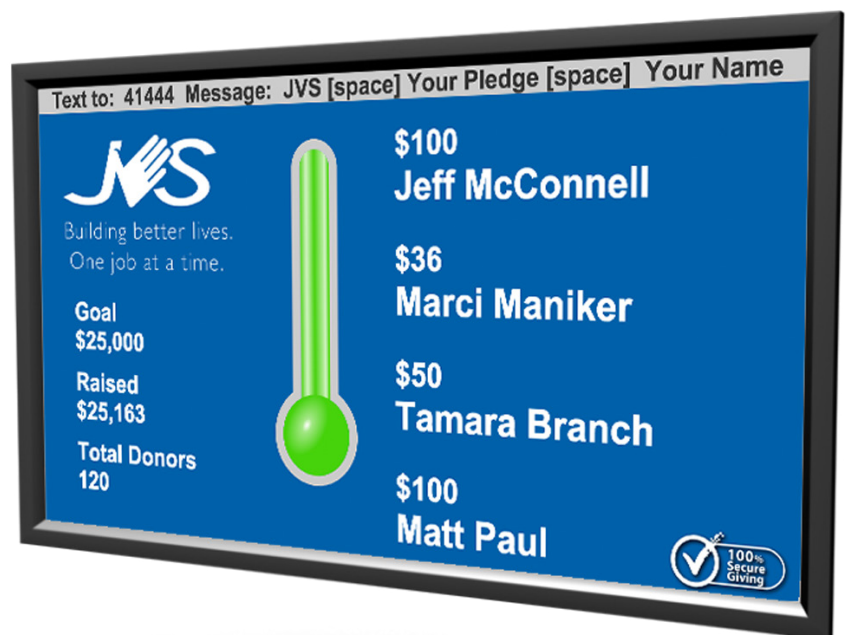
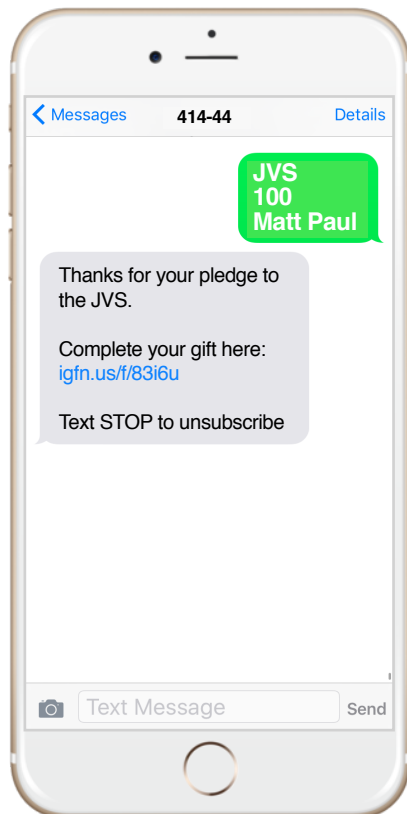
In addition to a variety of revenue types, a live event thermometer creates a moment of excitement that inspires even more donations. Instruct participants to text a keyword to a shortcode to display their name, donation, and message live on-screen right from their smartphones.

The image shows a smartphone screen with a donation form for JVS. At the top is the JVS logo with the tagline "Building better lives. One job at a time." Below this is a thank you message and a link to a video. The form has tabs for "One Time", "Monthly", "Quarterly", and "Annually". The "One Time" tab is selected, and the amount is set to "\$ 100.00". There are input fields for "Card Number" (with a placeholder "XXXX XXXX XXXX XXXX"), "Expiration Date" (with dropdowns for "MM" and "YY"), and "CVV" (with a placeholder "eg. 123"). There are also fields for "First Name", "Last Name", "Mobile Number" (with a placeholder "Mobile (xxx) xxx-xxxx"), and "Email" (with a placeholder "name@example.com"). At the bottom, a large blue button says "SUPPORT JVS".

# Step 4: Results

## Reach Fundraising, Donor Acquisition & Recurring Gift Goals

Setting a fundraising goal for your event and showing progress ensures attendees have a clear-cut idea of what you're looking to accomplish. The event emcee should recognize donors in real-time and reinforce how meeting that fundraising goal will impact your organization. Encourage attendees to give by mobile pledge or cash or check. Keep the giving momentum by manually entering revenues from out-of-towner donations, sponsorships, ticket sales, auctions items, and matching gifts.





# Step 5: Recognition

## Recognize Donors, Donations & Volunteers

You always want to show your appreciation for your donors and event attendees, but to guarantee long-term success you must give them more than just a simple thank you. Showing attendees the direct impact that their donations and volunteer hours have on your cause is vital. Let them know how valuable they are in a tangible, heartfelt way that will inspire them to stay involved and giving long after your event has ended.

The key to keeping donors engaged and giving lies not in their wallets but in their hearts. Follow up is key!

After making a gift or attending an event, donors should be sent a text message with a personal thank you and a link to a short video that shows the direct impact they have on your cause. When donors see the impact they are making, they are likely to give more and more often.



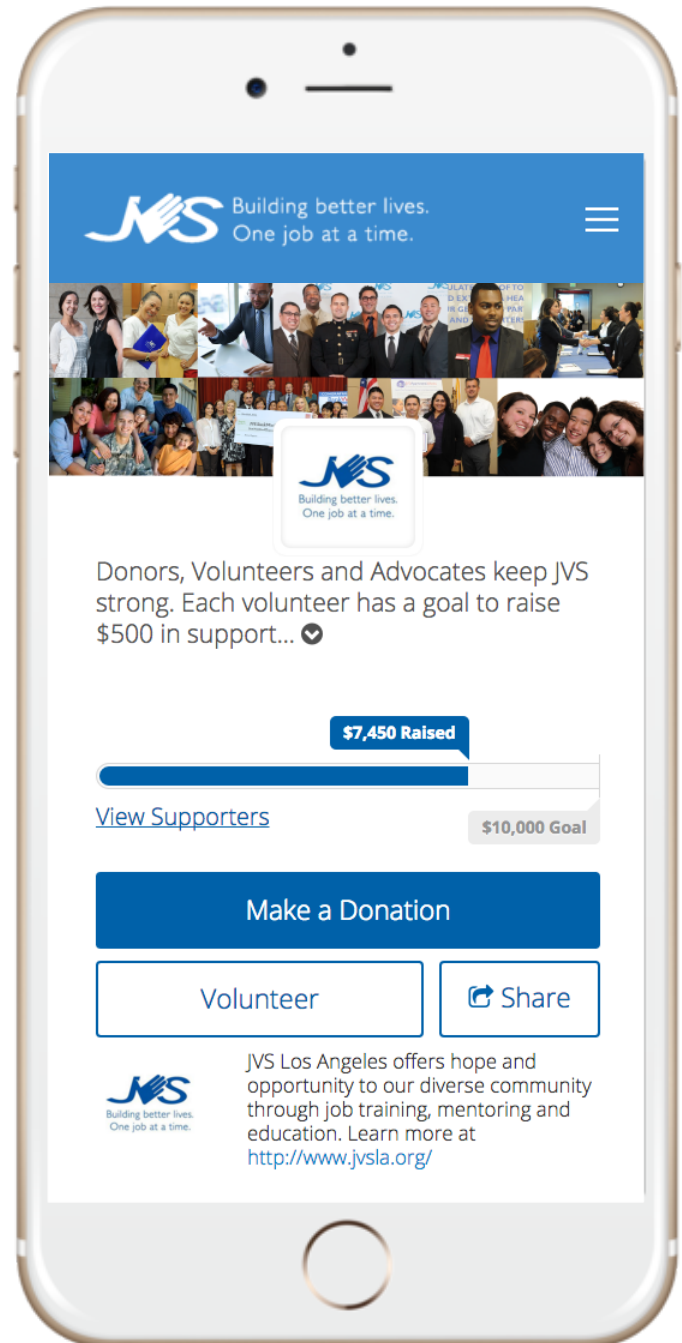


# Step 6: Realization

## Relationships are the Lifeblood of Your Mission

Reaching fundraising goals is important, but cultivating donor, volunteer, and advocate relationships is the real key to success.

Take time after every event to realize what worked and what didn't. Try to figure out what motivates those who are most passionate about your cause. Then, take the steps necessary to empower supporters with the tools they need to make a difference.





Mobile solutions are the easiest and most effective way to engage supporters and cultivate lasting personal relationships with your donors to increase event participation and giving. Get started today to see how MobileCause can make your next fundraising event a success!

**MobileCause is the leading mobile-first fundraising and communication platform for nonprofits.**

Please call **(888) 661-8804** to speak to an expert and visit [mobilecause.com](http://mobilecause.com) to learn more.