

Fundraising Event Planning: Step-by-Step Guide to Running Successful Events



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



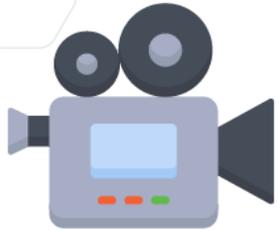
Time saving data tools

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.



+ Share your highlights and takeaways with the **#qgivwebinar** hashtag, and make sure you follow **@Qgiv!**

Meet the Speaker



Justin Cook, Director of Demand Generation

- + With Qgiv for over 4 years and a marketing professional for over 6!
- + Digital marketing and optimizing the user journey are my areas of expertise.
- + I have 3 animals: 1 dog and 2 cats.



What are we covering today?

We're going to look at the core elements of fundraising event planning and provide actionable tips and takeaways along the way for:

- + Building your event planning committee
- + Creating a communication plan
- + Planning on-site, virtual, and hybrid events
- + Increasing funds raised at your event
- + Getting the most out of your fundraising tools





Step 1: Build Your Event Committee

Create a list of people and start asking them to join your event committee.



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Tips for Building Your Event Committee

Start by identifying which positions you need on your event committee. Some positions (other than chair and co-chair) to consider: sponsorship, logistics, volunteer, and marketing chairs.

Recruitment:

1. Network through events
2. Outreach to local businesses
3. Contact past or current donors/volunteers



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Empower Your Event Committee

Empower your event committee by providing them with the necessary tools and resources to be successful.

1. Provide position training.
2. Reiterate your mission information.
3. Implement a stewardship plan for your committee





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Managing Your Event Committee

From helping coordinate logistics to creating event communications, this team will help with all aspects of your event.

Once you establish the fundraising goal and event budget, get feedback from your committee about:

1. The format of your event.
2. Where the event will be held.
3. How registrations will be accepted.

Be mindful of what decisions volunteers can make vs. what needs to be closely monitored by your staff.





Step 2: Make Key Event Choices

Follow these checklists to help cross off major items of event planning.



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Tips for Your Events

Hosting an event is a huge undertaking. There are a lot of moving pieces and sometimes it can feel like it's all chaos. Chaos can be organized with proper planning and a list of action items.

1. Start early! The sooner the better.
2. Ensure each sub-committee understands their responsibilities and create check-in points.
3. When hosting meetings, have a dedicated note taker that sends post-meeting wrap-up emails with what was discussed, what needs to be done, and who is responsible.
4. What's your rain plan?
5. Create a crisis communication plan.
6. Take time to relax.





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On-site Checklist

Planning an on-site event takes longer than a virtual event. Get started on your checklist early to avoid last minute issues.

1. Event venue.
2. Applying for event permits.
3. Finding and booking entertainment and vendors.
4. Identify and securing technology needs.
5. Item donations.
6. Securing sponsorships.
7. Online registration tools.





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Virtual Checklist

While the planning process is shorter for virtual, you still want to be well prepared with the items you need to create the best event experience for your virtual attendees.

1. Similar items as on-site:
 1. Technology.
 2. Item donations.
 3. Sponsorships.
 4. Online registration tools.
2. Identify your streaming service.
3. Deciding where you're going to host/record the event for virtual.
4. Coordinate with entertainment to either pre-record or to prepare for a live performance.



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Hybrid Checklist

Hybrid events combine in-person events with virtual components to increase the potential number of attendees. In-person is great to create memorable event experiences and virtual is great for those that can't attend in-person.

The previous checklists should be used for each component of the event. However, you need a checklist on how to handle the joint experiences:

1. How will you stream the event.
2. Create a floorplan that accommodates the streaming equipment.
3. How will you engage virtual & in-person attendees.





Step 3: Event Communications

Once you set your date, location, and are ready to tell your supporters to save the date or register, it's time to build your communications plan!



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Create Communication Plan

Getting the word out about your event should be at the top of the list for your event planning. When you're creating your plan, keep these things in mind:

1. Focus on your mission and what the event will help fund. How will you spotlight what impact the funds you raise will do in your event communications?
2. A multi-channel marketing approach will spread your event far and wide.
3. Identify the communication channels your donors prefer.
4. Use visual storytelling to connect your donors with your mission and encourage them to register.
5. Send a save-the-date ahead of time to get it on donors' calendars. You can send more details about the event once you've secured the event venue.
 1. These can be electronic too like Facebook events.



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Tips for Sending Communications

Maximize your staff's time and focus on what will generate the most engagement with your event.

1. Create donor lists and segment your audiences based on their:
 1. Preferred channel.
 2. Previous event attendance.
 3. Giving history.
2. Look at your donor data and identify your best performing channels:
 1. Direct mail, phone calls, flyers.
 2. Email, text messages, social media.



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Start Outreach to Donors & Volunteers

Start a steady cadence invites about 4 weeks out to encourage registrations and showcase your mission. Include important answers to questions ahead of time.

1. Send event invites through your multi-channel marketing plan.
2. Send out a call for volunteers to help manage your event on-site and virtually.
 1. Ensure your day-of volunteers feel prepared.
 2. Find a volunteer savvy with technology.





Step 4: Event Walkthrough

1 week ahead of your event: run tests on technology, do any practice runs of event, train staff, and volunteers



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Event Walkthrough

The final piece of the puzzle before the big day is to set up a practice run to coordinate with staff and volunteers about what needs to be done.

1. Test your technology for on-site and virtual.
2. Run example scenarios so your team knows how to handle any problems the day-of the event.
3. Provide responsibilities to volunteers and instructions on what to do and where to go and if they need to wear special attire.
4. Ensure staff members know what to do.
5. Run through key on-site functions that keep the event running smoothly: check-in, food, beverages, etc.





Day-of Event

Remain calm! You can do it.



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Day-Of

Don't worry, you've practiced for this day! Everything you've done to this point has been in preparation to run a smooth event. Everything will not go perfectly, just be prepared to handle any issues that pop up. Stay calm under pressure, be flexible. A few tips:

1. Create a checklist of to-dos and an event schedule to ensure nothing gets missed.
2. Have a volunteer or staff member dedicated to pick up last minute supplies.
3. Network at your event and steward major donors.
4. You won't be able to plan for everything.



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Tips to Raise Money at the Event

Not all organizations run fundraising appeals during the event but if you do, here are a few tips to help you raise additional funds for your organization:

1. Ask a beneficiary to speak on behalf of your organization.
 1. If this is not possible, ask a board member or long-term donor.
 2. A video is a good back up.
2. Celebrate fundraising milestones through the event with live updates.
3. Use fundraising tools like text fundraising and live screencasts to promote easy giving.



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Step 5: After Your Event

Send post-event communications thanking your attendees and wrapping up your event.



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Post-Event

Focus on retention! Keep the momentum going by sending out a few thank you notes to those that attended and worked hard to create your event.

1. Send out thank you notes to attendees.
2. Send a separate communication to donors that didn't register or attend.
3. Provide a conclusion to the event – how much did you raise, important themes of the night, and attendance numbers.
4. Thank your staff, volunteers, and sponsors.
5. Set up an event committee meeting for a post-event analysis.





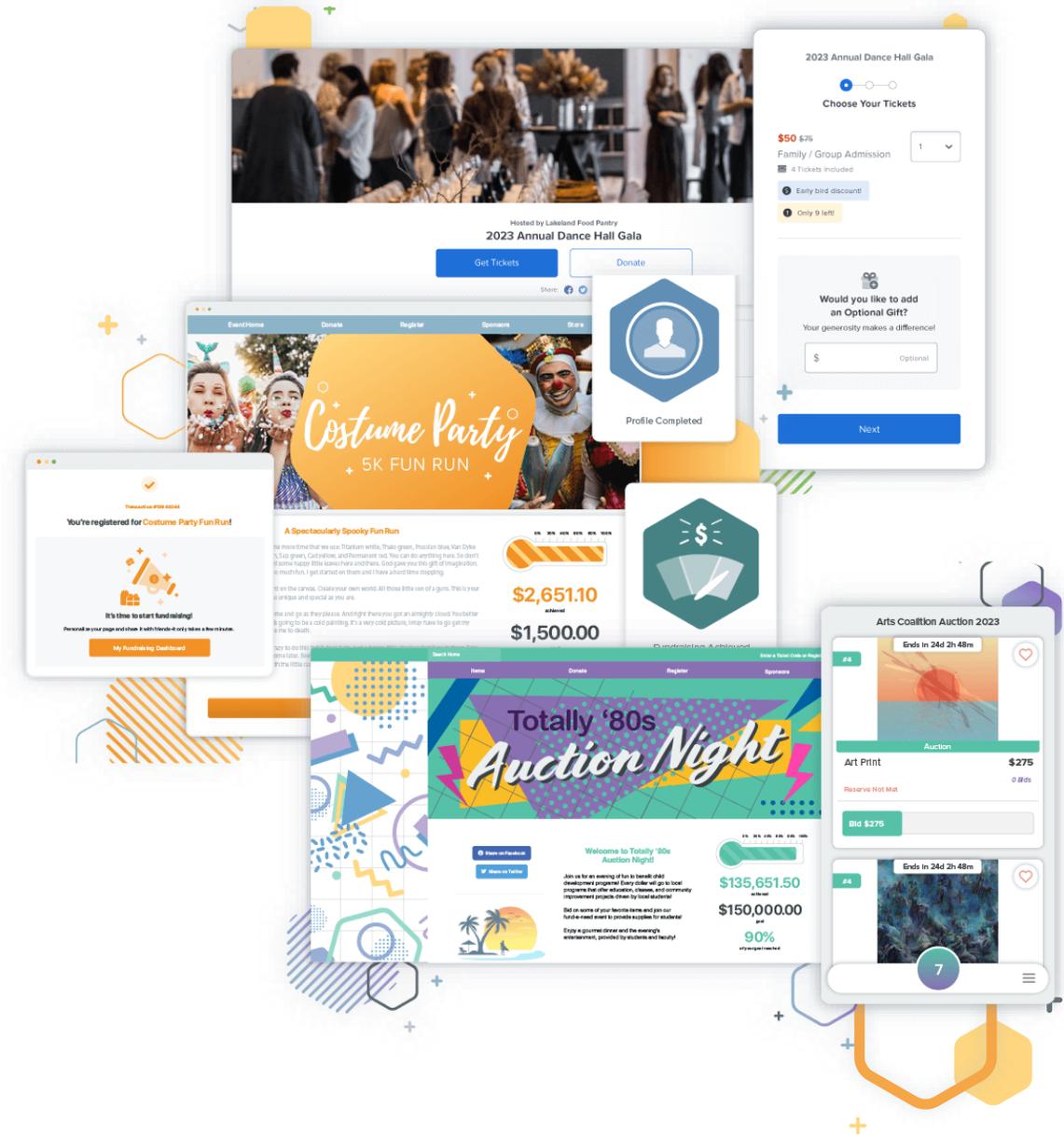
Event Fundraising Tools

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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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.



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Questions?