



# 5 Steps to Optimize & Sell Out Your Large-Scale Events

Presented By: Leila Adnani, Philanthropy United  
Tuesday, May 17, 2022  
2:00–3:00 p.m. Eastern Time



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



# A little housekeeping...



*We're recording this webinar!*

All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!



*Feel free to ask questions!*

Use the Questions chat box to ask your questions. We will have a Q&A session at the end of the presentation.



*We will be live-tweeting!*

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



## 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 know the value of relationships and are proud to connect you with Philanthropy United, a member of our partner network.

Powerful Fundraising Technology + Major Gift Fundraising



**Raise More, Manage Less**

**Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions  
Integrations & Data**



**Helping Nonprofits Thrive Through  
Digital Strategy + Amazing Events**

# Meet the Speaker



## Leila Adnani | Founder, Philanthropy United

Leila Adnani began her fundraising career in politics in Washington, D.C. in 2012 at the age of 24. Her firm grew quickly, garnering features in The Washington Post, CBS, US News & World Report, PBS & NPR. In 2018, she relocated her firm to Scottsdale, Arizona with a new intention: changing the world by optimizing nonprofit fundraising. She spent two years as an executive director of a prominent MLB nonprofit, has worked with hundreds of organizations and runs The Philanthropy United Podcast which shares nonprofit impact stories from organizations around the world. She works with clientele nationwide and loves making a positive impact on the world.

# **TOP 5 METHODS TO OPTIMIZE + SELL OUT YOUR LIVE EVENTS**

and raise more money.

**Leila Adnani**  
Founder  
Philanthropy United

May 17 2022



# ABOUT US

[www.philanthropyunited.com](http://www.philanthropyunited.com)



**01.**

11 years of nonprofit event planning experience

**02.**

we offer a free nonprofit podcast & we'd love to have you as our guest

**03.**

developed a nonprofit event auditing system to help organizations raise more money

**04.**

our goals are simple: help nonprofits raise more money while creating unique donor experiences

Our Optimization Checklist

# WHAT WE WILL COVER IN THIS SESSION

<b>when</b> to start planning a large event (over 200+)	the <b>structure</b> needed to get you to an event sell out	event <b>value</b> proposition: what is the impact of your event and why is it critical donors show up to support	mapping donor <b>pathways</b>	communication + <b>promotion</b> & planning  + residual value strategy
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# 01. TIMING IS EVERYTHING

**When should you begin planning your large scale event?**

the ideal time to begin planning for a large scale event (over 200 guests) is to announce the next year's event date/time/theme at the event itself.

1 year out — if you can't hit that, 10 mo. is ideal.

Can I do it in less? YES, but under 8 months makes for a tough step 2...



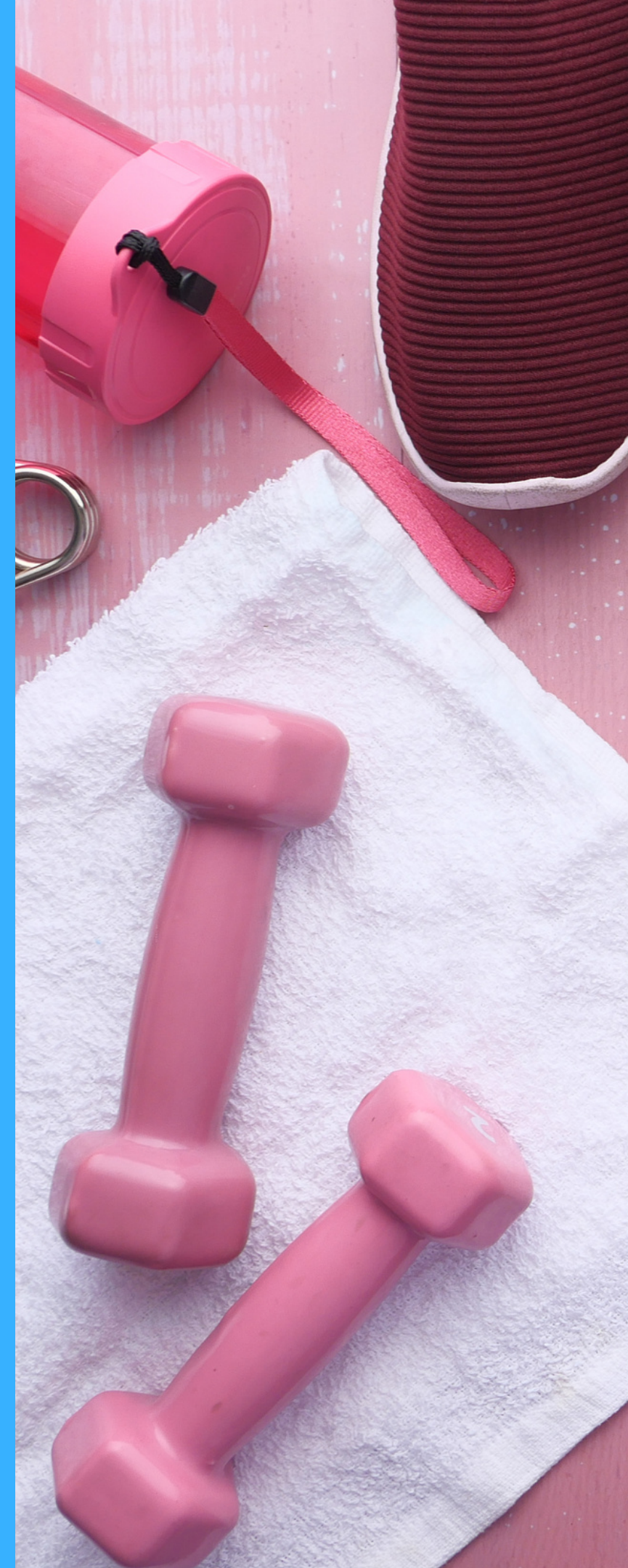


# 02. MICRO EVENTS

micro events are small, low cost, intimate events that lead into your large event

You need **one every other month** UNTIL you are 2 months out from your large event

These serve as “friendraisers” as well as opportunities to engage in a lower cost setting and a way to personally extend the invitation to your LARGE, high budget event — ex. (shopping day givebacks, food collaborations: chipotle, MOD pizza, holiday giving parties/events, happy hours, volunteer events, fitness classes)





# 03. EVENT VALUE PROPOSITION

**it has to be more than a rubber chicken dinner invite with a hefty price tag.**

While we know that has worked for years for many established nonprofits, the time to reinvent and engage in a more creative way is now.

Take the gala and flip it on its head — create a one of a kind donor experience and be able to sell that experience at these micro events.

Selling the IMPACT of your large event must be key in all communications.

**Where will these funds go?**

**Who will they help?**





## 04: MAPPING YOUR DONOR PATH

from the moment someone lands on the event page, to walking in the front door, what path are you leading them down?

Communication structure must be locked in.

**TECH MUST BE USED.**

Create the experience you want your donor to have AT the event.

Create the hype you want them to feel before and continue afterwards with the impact you achieved, together.





## **05:** **PROMOTION** **PLANNING**

### **Communication structure/social media promotion.**

The exact blueprint for offering early bird pricing, email strategy, social media promotion, before and after event. This isn't something to create as you go, it needs to be clearly laid out in your initial planning meetings so it can be executed to it's full potential.





## **06: RESIDUAL VALUE STRATEGY**

We know that most nonprofits don't know how to utilize all the content they captured from their event.

We offer strategies to nonprofits to take their content and re-purpose it for continuing PR of the event, company, and impact to keep their brand and mission top of mind.

We strategize blog posts, PR submissions, social media campaigns, and ads. All of this content lends itself to donor relationship building, and can be utilized in presentations that bring in additional partnerships and sponsorships. All of this has to have a strategy and concept behind it.

**This is separate from social media, as it extends beyond that into more real conversations in the public.**

# LASTLY, DON'T FORGET TO SAY THANK YOU!

FREEBIE: Download our free 3 part thank you email template.

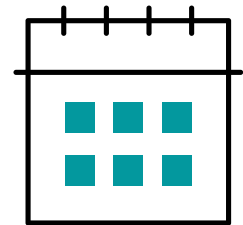
#1: Day after the event, with the ability to donate still intact (people like to be associated with successful campaigns and you WILL receive donations post event)

#2: The day after your event donation portal has closed, a major thank you stating impact, thanking sponsors, etc.

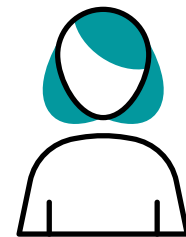
#3: Once you've received your event photo album + recap video — if you have your date for the following year set, this is another great opportunity to announce/promote it.

**\*\*handwritten thank you cards via snail mail are a great touch if your organization has the bandwidth and budget\*\***

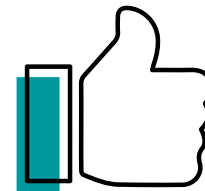
# TAKEAWAYS



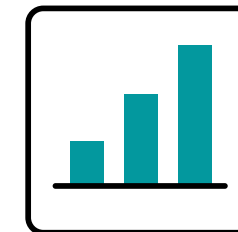
plan AHEAD!  
12mo. is best  
practice



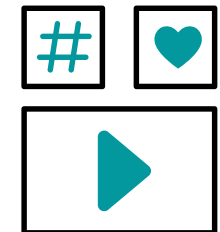
use micro events  
as mini  
fundraising tools +  
in-person  
promotion of your  
large upcoming  
event



communicate the  
value proposition  
of the event  
effectively



map your donor  
pathway



create a strong  
promotion plan +  
residual value  
strategy

**THANK**  
**YOU!**

**Any questions, email me directly:**  
**[leila@personalizedsolu.com](mailto:leila@personalizedsolu.com)**

**for the podcast + everything else**  
**visit**

**[www.philanthropyunited.com](http://www.philanthropyunited.com)**

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# Questions?



This webinar program qualifies for 1 point of continuing education toward maintaining the Certified Fundraising Executive Management (CFRE) credential.



# Thank you for joining!

For more information on Qgiv's fundraising platform,  
contact:

[contactus@qgiv.com](mailto:contactus@qgiv.com) | 888-855-9595

For more information on Leila Adnani, email her:

[jessica@personalizedsolu.com](mailto:jessica@personalizedsolu.com)



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