



How to Create a Signature Fundraising Event that Raises More from the Right Funders

Presented By: Mallory Erickson

Tuesday, January 31, 2023 | 12:00 – 1:00 p.m. EST



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.



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



Meet the Speaker



Mallory Erickson

Mallory Erickson is an executive coach, fundraising consultant, and host of the podcast *What the Fundraising*, aimed at supporting nonprofit leaders to fundamentally change the way they lead and fundraise. She has trained over 40,000 fundraisers using her unique win-win framework, which combines best practices from executive coaching, science-backed behavior design, and fundraising strategy.

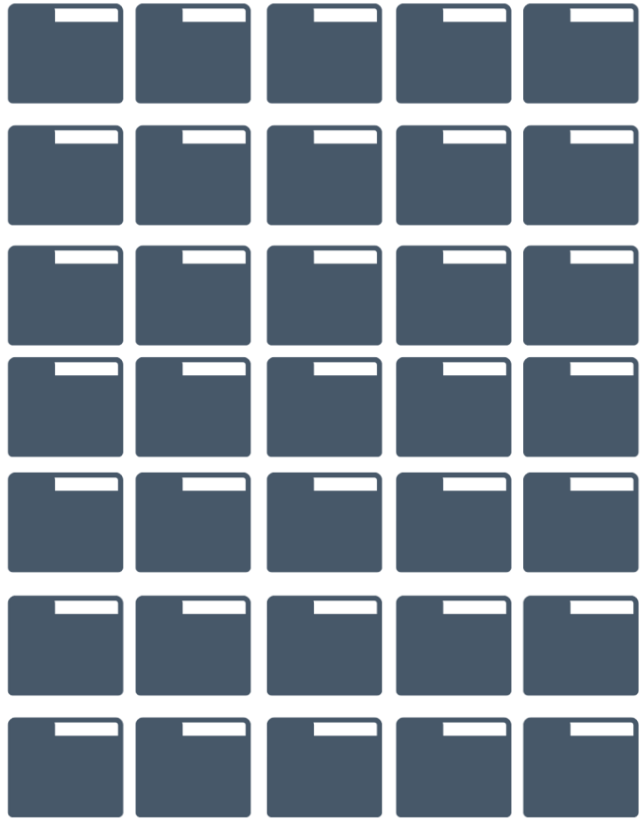
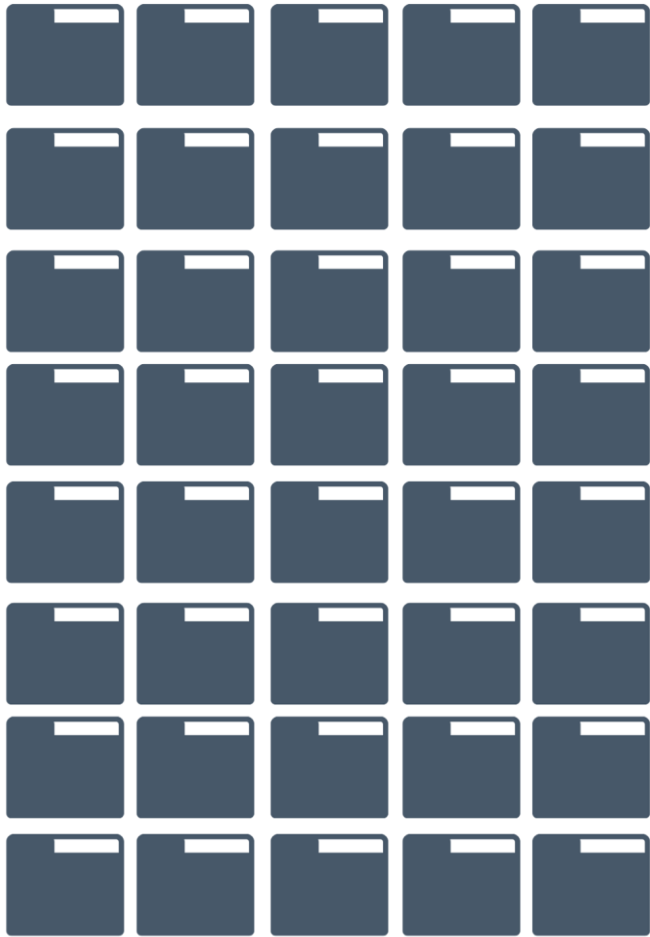


**5 SCIENCE-BACKED
STRATEGIES
TO RAISE MORE FROM YOUR
EVENTS & MAXIMIZE YOUR
IMPACT**











NICE TO MEET YOU,
I'm **Mallory.**

 Host of What the Fundraising
 Creator of the Power Partners Formula
 malloryerickson.com

Say hi on IG [_malloryerickson!](https://www.instagram.com/_malloryerickson/)



*I became an
accidental fundraiser*

*as a nonprofit
Executive Director....*



IMPACT REPORT FAKE
pretending like everything was great



BUT IN REALITY...
this is how i felt at the end of every day

SO | DECIDED TO CHANGE.





**THE POWER
PARTNER
METHOD WAS
BORN.**

Power
partners
FORMULA™



**5 SCIENCE-BACKED
STRATEGIES
TO RAISE MORE FROM YOUR
EVENTS & MAXIMIZE YOUR
IMPACT**

#1: BE AWARE OF THE ASSUMPTIONS YOU HOLD ABOUT EVENTS

HOW DO YOU FEEL ABOUT FUNDRAISING EVENTS?



The Core of Coaching



**GREAT
FUNDRAISING IS
NOT AN ASK, IT'S
AN OFFER**

#2: UNDERSTAND YOUR ORGANIZATION & EVENT ASSETS

*What are
your assets?*

Note: This is not a
comprehensive
list.

Volunteer
Opportunities

Marketing
Opportunities

Board Giving/
Engagement/
Network

Program-
specific
fundraising
needs

Thought
Leadership

Great
Impact
data

10k plus
donor
base

Following/
Traffic

WHAT ARE DIFFERENT TYPES OF EVENT ASSETS?

...WHAT ARE THE DIFFERENT VALUE PROPOSITIONS THAT WE OFFER?

- Education
- Networking Opportunity
- Staff Skills
- Advertising Space
- Impact Numbers
- Brand Alignment
- Storytelling
- Audience Alignment
- Volunteer opportunities
- Community building opportunities
- Shared meals
- Tickets
- Shared Tables

#3: LEVERAGE DIFFERENT ASSETS FOR DIFFERENT CONSTITUENTS

START WITH THE CORE VALUE ALIGNMENT & EXPERIENCE YOU WANT PEOPLE TO HAVE....

Individual brainstorm....

1) People contribute to my organization because _____

2) I want _____ (constituent segment) to feel _____ when they come to this event.

WHAT DO YOUR DONORS REALLY WANT?



Connection to Their Personal Identity

Sense of Belonging to the Right Group

Belief That Their Involvement Matters

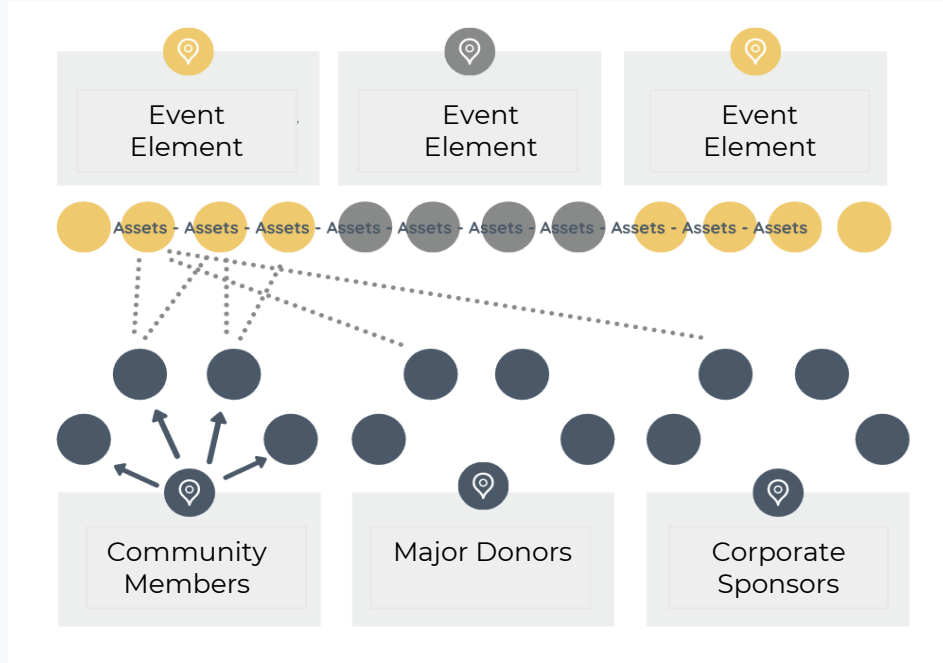
Positive Memories with the Organization

**PEOPLE LIKE US
DO THINGS LIKE
THIS.**

SETH GODIN



FOCUS ON THE WIN-WIN, CEMENT MEMORY, & BUILD A DEEPER RELATIONSHIP



#4: BUCKET YOUR TIME & OPTIMIZE YOUR OUTREACH



**MOST EVENT
PLANNING
FEELS
SCATTERED**



**WE SPEND WAY
TOO MUCH
TIME**

**CONTEXT
SWITCHING**

FIVE & DIVE

**PROSPECT
5 FUNDERS AT A TIME
AND THEN
OUTREACH TO THEM**

BUCKET YOUR TIME

- By type of funder
- By program interest area
- By assets (when applicable)



**USE THE SAME
STRATEGY
FOR ALL EVENT
PLANNING
ELEMENTS**

**#5: BUILD KNOW,
LIKE, TRUST
THROUGH
TRANSPARENCY
AND INTEGRITY**

2 WAYS TO CULTIVATE A DONOR

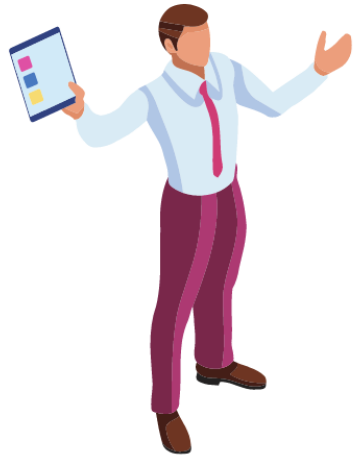


**#1 THE CAR
SALESMAN WAY**



**#2 THE POWER
PARTNERS WAY**

CAR SALESPERSON WAY



WHY DO
CAR SALESPEOPLE
MAKE US
UNCOMFORTABLE?

THE POWER PARTNERS WAY



KNOW = REAL STORIES & REAL PEOPLE



LIKE = VULNERABILITY & RESPECTING THE
RELATIONSHIP



TRUST = SHARING CHALLENGES & MISTAKES

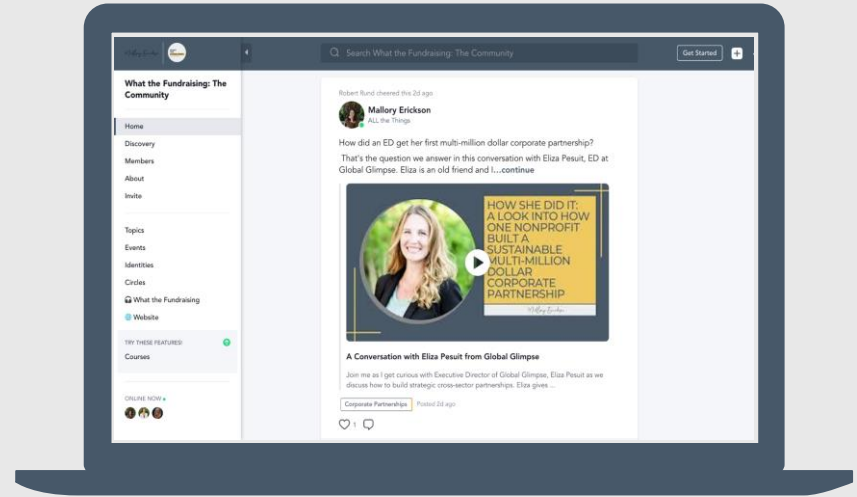
QUICK RECAP:

- Bring awareness to the way the cognitive behavior loop relates to event planning and fundraising
- Identify your organization and event assets
- Focus on alignment and differentiate assets by funder type
- Optimize your time to build momentum and overcome fear
- Build deeper relationships through transparency and integrity

COMMUNITY

WHAT THE FUNDRAISING

The Community



whatthefundraisingcommunity.com



**THANK YOU FOR
HAVING ME!**

 Host of What the Fundraising
 Creator of the Power Partners Formula
 malloryerickson.com

Say hi on IG [_malloryerickson!](https://www.instagram.com/_malloryerickson/)

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, contact:

contactus@qgiv.com | 888-855-9595



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