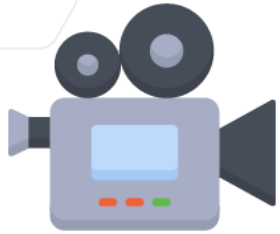


Fundraising Event Essentials: Onsite Event Management Tips & Strategies



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+ **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 to give us a follow!



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



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 the 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?





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What We're Covering Today

- + How to create the best event experience for your attendees.
- + How to prepare your volunteers to be successful.
- + How to delight and recognize your sponsors.
- + How to plan for and mitigate potential risks.
- + How Qgiv's event management tools can help.



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Before Your Event



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On-site Checklist

As the big day approaches, you'll want to pay attention to the following to ensure a smooth event:

1. Coordinate volunteers, entertainment, and vendors
 - When are they arriving? Where do they need to go?
 - Educate volunteers
2. Implement technology needs
 - Wi-fi, laptops, event apps
3. Sponsorships
 - Get signage completed and set up
 - Ensure follow through on other benefits
4. Event venue layout
 - What do check-in and checkout look like?
 - Is everything properly and strategically spaced?





+ Before Guests 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!



The Attendee Experience



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Attendee Management

It's important to create an event experience your attendees will enjoy and you need start with the basic things.

Attendees expect:

- + Short lines
 - check-in and checkout, the bathroom, food, drinks, and activities.
- + Freedom to move around the venue with plenty of space to sit down comfortably and see the main stage.
- + An inviting and engaging atmosphere.
- + Information about your mission and campaign efforts.



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Optimize Your Layout

Attendees are at your event to enjoy all aspects, including the main stage entertainment, food and beverages, and any activities.

- + Create a virtual layout of your event venue.
 - Where are the blind spots?
- + During your walkthrough, have staff/volunteers test your layout.
 - Does the flow of traffic make sense?
 - Where are people bottlenecking?
 - Where are the crowded areas?
 - Will a long line or game/activity disturb the traffic flow?
 - Are wires/cords or other technology in the way?



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Optimize Your Lines

Nothing will turn off attendees more than having to wait in line for an hour. Luckily, there are ways to mitigate potential issues.

- + Technology will streamline your lines.
 - Quick search for check-in and checkout.
 - Use credit card readers for fast purchases.
- + Coordinate with vendors.
 - How many registrants do you have?
- + Cross-train staff and volunteers.
 - Identify major bottlenecks that could be avoided with additional staff.



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Craft an Atmosphere

The final piece of the puzzle for your event is creating a positive atmosphere for your attendees.

- + Be mindful of the noise.
 - Test speakers and volume during walkthrough.
 - Does it blow your ears out at the front? Can people in the back hear?
- + Check wi-fi and power.
 - Wi-fi and/or access to data networks
 - Do you have power?
- + Determine the run of your show.
- + Have contingency plans ready.
- + Be inclusive.
- + Highlight fundraising efforts.



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Event Walkthrough

The final piece of the puzzle before the big day is to set up a practice run with your staff and volunteers.

1. Test your technology.
2. Run example scenarios so your team knows how to handle any problems on the day of your event.
3. Provide responsibilities to volunteers, including instructions on what to do, where to go, and special attire requirements.
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.
6. Do a final "run of show" check with the full group.



The Volunteer Experience



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Volunteer Management

Your volunteers are invaluable to the success of your event. Take care of them too! What do volunteers expect from you?

+ Information on their duties and the event

- What are they doing? Where do they need to go? Who do they report to? Where do they park? How long is their shift? What special details do they need to know?

+ Dedicated staff to answer questions

- Provide a list of staff and their duties so they know who to go to with questions.

+ Communication of changes

- Email is a great way to send out a blast about changes. If available, text is the fastest form of communication.





Volunteer Duties

The most important thing for volunteers is understanding what they are doing and when they need to do it.

- + Create volunteer packets based on assigned duties.
 - Venue layout, parking instructions, where to check in, their specific duties, and other important event details.
 - Include details of any priority.
- + Hold a meeting before your event.
 - Ask volunteers to come pick up their packets and address questions they may have.
 - Allow them to meet the staff.
- + Explore different scenarios with volunteers in your walkthrough.



The Sponsorship Experience



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Sponsorship Management

Sponsors are a major part of your event. Whether they are providing financial support, in-kind donations, or media/promotions, it's important they see the value of participating.

- + Create a sponsorship packet.
 - Clearly defines benefits, including different sponsorship levels
- + Follow through with defined benefits at your event.
 - Signage, sponsorship announcements, and other exposure
- + Craft a sponsorship receipt.
 - An itemized summary of the donation for tax purposes
- + Thank sponsors at the event.



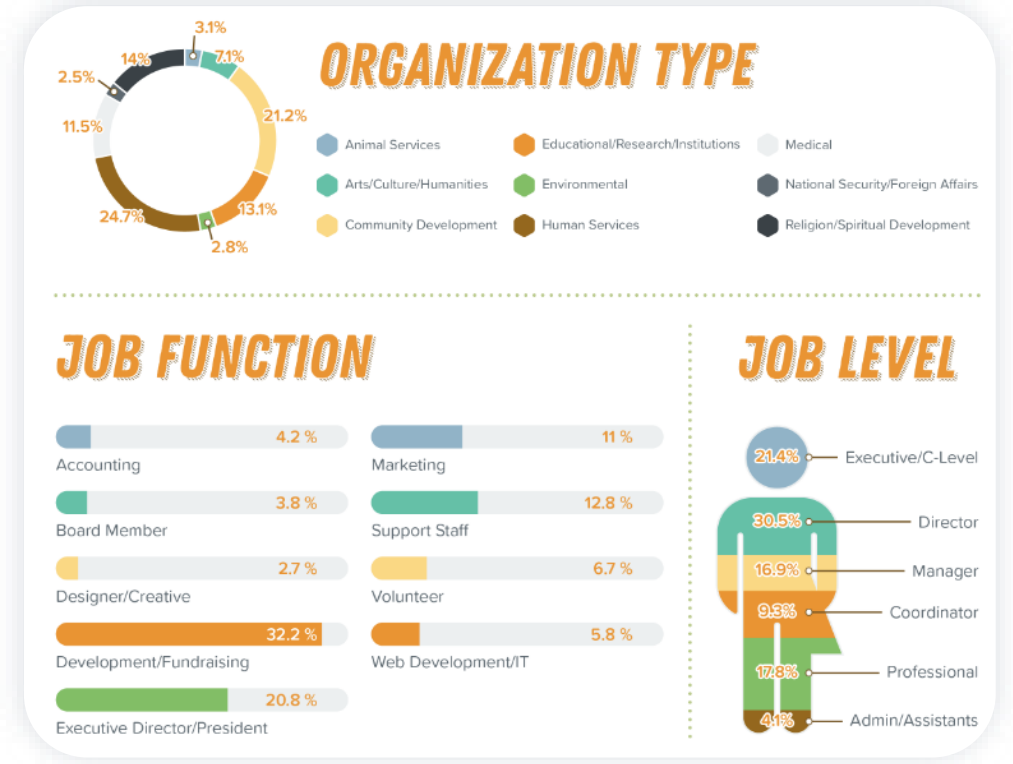


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Sponsorship Packet

Your sponsorship packet is the best way to describe the benefits of your event to potential sponsors. To create the best packet possible, you want to include the following:

- + Information about your organization
- + Your mission, event details, fundraising goal, and the audience
- + A response deadline and contact information
- + Sponsorship levels with associated benefits
 - Basic: bronze, silver, diamond, platinum
 - Get creative! Theme your levels based on your event theme.
- + An easy way to purchase the sponsorship
 - Create a form to sign up online



+ Sponsorship Benefits

The most important part of the sponsorship is to deliver on the benefits you promised. Use the tactics below to monitor the status of each benefit.

+ Signage, banners, and logo placements

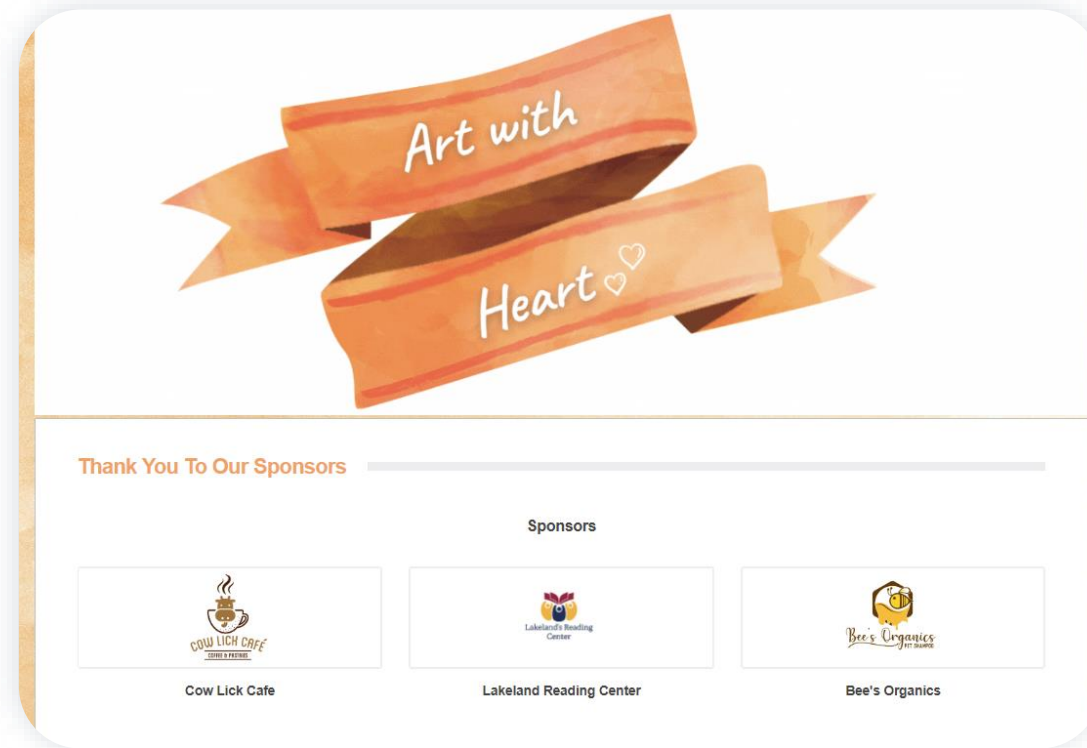
- Build in ample time for design, print, and delivery.
- Establish logo placements for marketing communications and give staff instructions.
- Highlight them on your event page.

+ Sponsorship announcements and callouts

- Add them to your event agenda and create scripts.
- Remind your emcee about important times on the agenda.

+ Personally thank sponsors at your event

- Your VIP list and meet and greets need to include attending sponsors.



Crisis Management



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Common Risks

You'll never be able to eliminate all problems, but you can address and plan for major issues. Identify and create plans for each of the following:

- + Inclement weather
- + Vendor, entertainment, or emcee delays or cancellations
- + Emergencies
- + Unruly attendees
- + Loss of power



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Create a Plan

Risk is involved with every campaign or event. It's important to identify what potential issues can arise and have a backup plan.

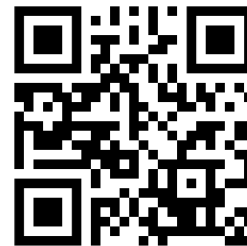
- + Create a contingency plan to mitigate potential issues.
- + Brainstorm different scenarios.
 - Write contingency plan communications.
 - Plan how you'll communicate changes.
 - Establish staff responsibilities.
 - Identify backups.
 - Plan for potential issue with the venue, vendors, entertainment, emcees, volunteers, staff, and technology.



Download the Ultimate Event Guide

Download *The Ultimate Event Guide* for more information on pre-event planning, event operations, and post event wrap up. The guide includes:

- + How to identify the objective of your event and create a budget.
- + How to recruit volunteers and secure sponsorship.
- + Checklists for on-site and virtual events.
- + What you need to do to mitigate potential disasters.
- + How to evaluate your event afterwards for continued success.



Day-Of Event



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Day-Of Event

You've planned for everything at this point so now it's just making sure that you're keeping on top of things and activating plans as necessary. Here are some event planner tips:

- + Create a checklist of to-dos and an event schedule to ensure nothing gets missed.
- + Have a volunteer or staff member dedicated to pick up last minute supplies.
- + Create an event day binder to keep track of everything.
- + Network at your event and steward major donors.



Event Management with Qgiv

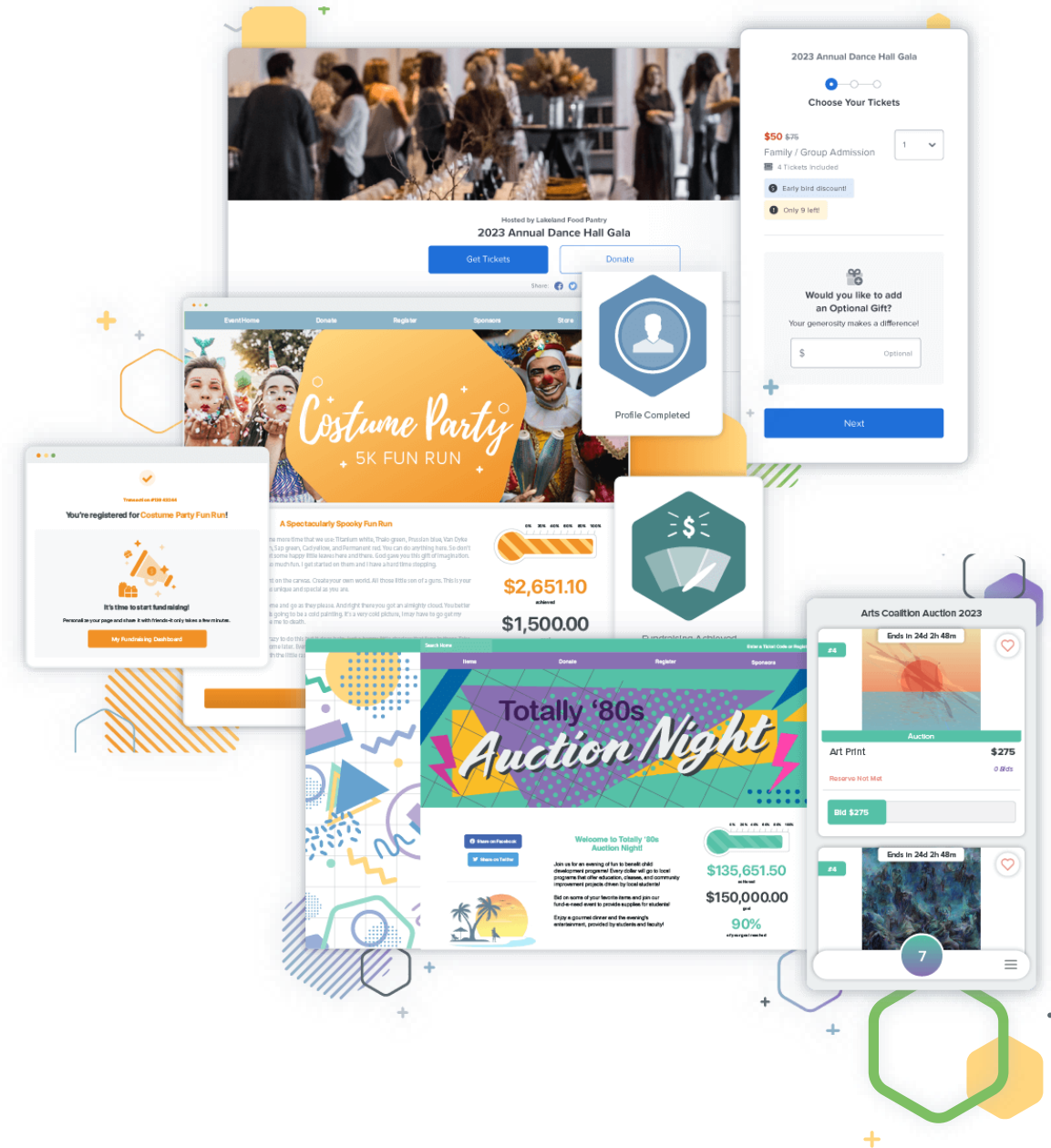


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Online Event Registration

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 Engagement

Manage your attendees before and on-site at your event with these tools.

- + Quickly search, check-in, checkout, or add purchases/donations with a **virtual terminal**.
 - Available in an app or online. It's easy to train staff and volunteers!
- + Accept purchases quickly with **card readers**.
- + Create a **virtual layout of your table and seating** to optimize the flow of your event.





On-site Engagement

Highlight your event progress on-site with:

- + Customizable **fundraising thermometers** to show fundraising progress.
- + A **live screencast** to show off your thermometer, highlight donation activity, and more!
- + Use text fundraising to accept **pledges and send event updates**.

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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Q&A



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