
10 COMMON MISTAKES TO AVOID

at Your Next Fundraising Event

AGENDA



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- Event Planning Mistakes
- Event Execution Mistakes
- Event Mistake Solutions

POLL



What are your biggest fundraising event concerns?

- a. Having the event go smoothly
- b. Getting donors to attend
- c. Hitting our fundraising goals
- d. Engaging with donors
- e. Bringing in new donors



EVENT **PLANNING** MISTAKES

Optimizing Your Fundraising Event

Why it's so important

- One of the biggest drivers of nonprofit revenue
- Maximizing your event is crucial to its success
- Each event type (in-person, virtual or hybrid) presents its own advantages and challenges
- Staying flexible with plans to address any ongoing changes

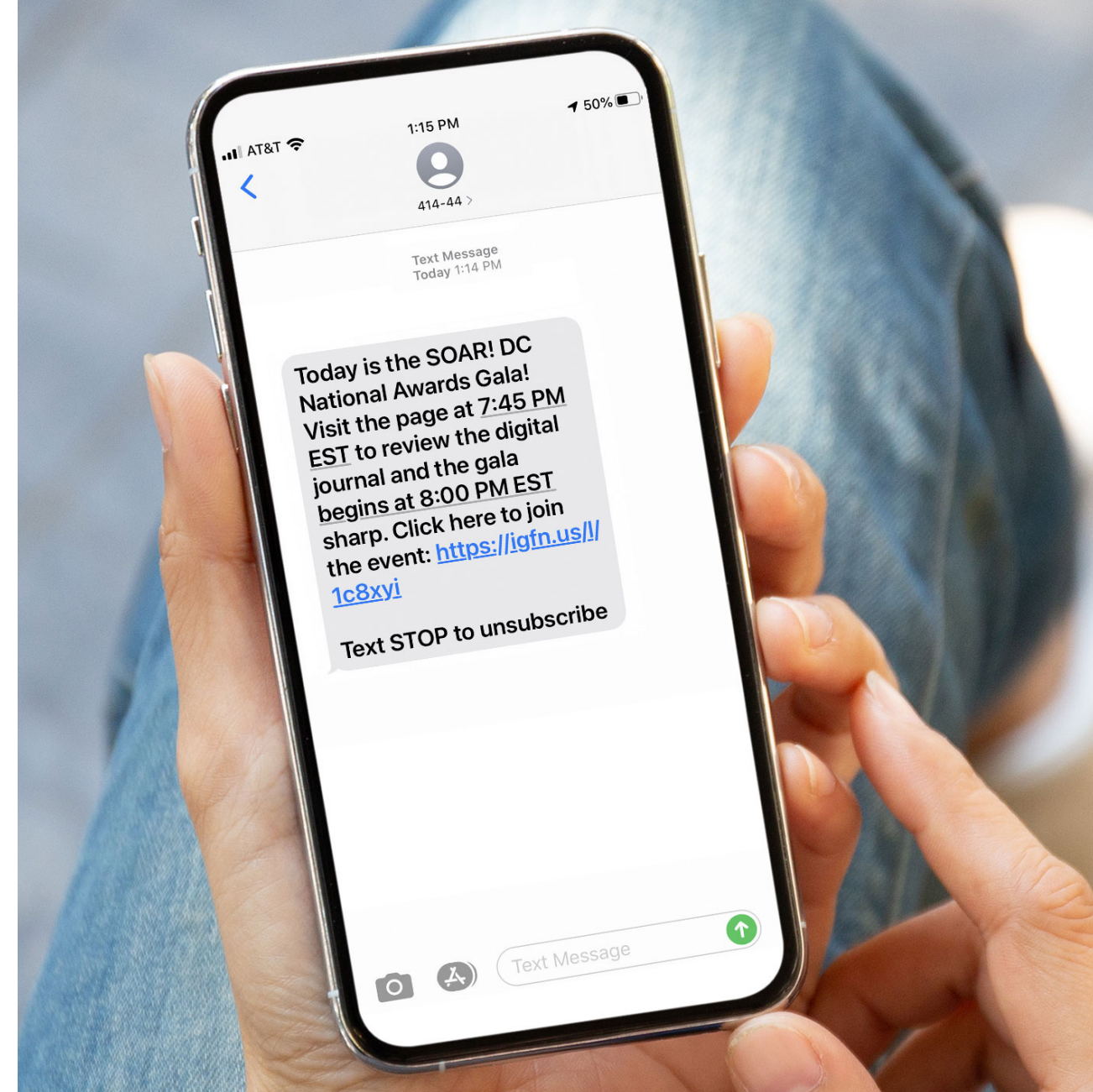


Mistake # 1

Not Communicating Enough Before Event

Solution: Build connection and excitement while ensuring promotions are seen with frequent, multichannel messaging.

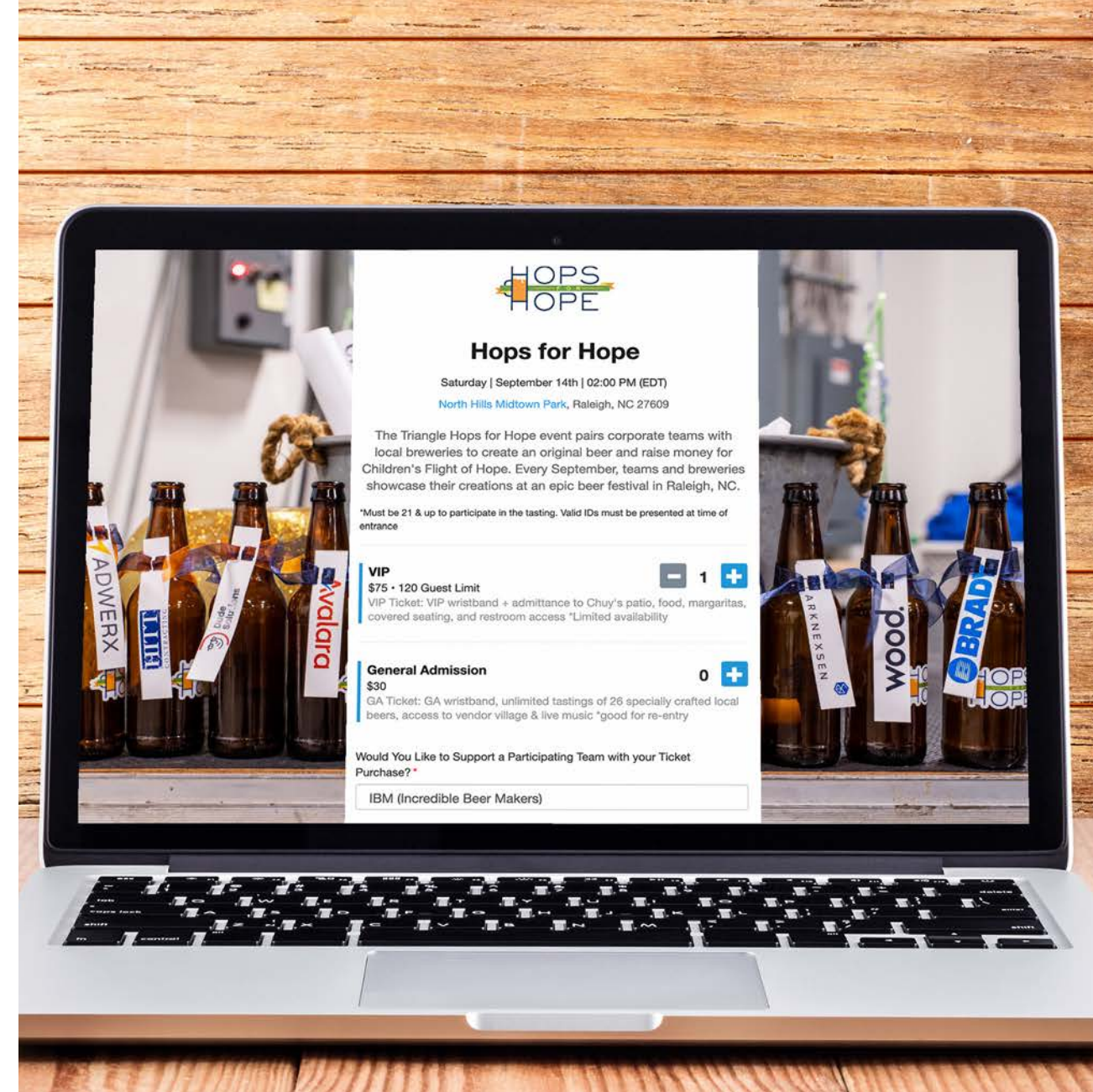
- Share event details, speakers and program information leading up to event
- Include information on the impact of giving
- Make phone calls to invite key donors
- Send event countdown text messages to build event anticipation



Not Utilizing Event Tickets or Registration

Solution: Track who's coming (or not) for targeted communications, invitations, outreach and follow-up.

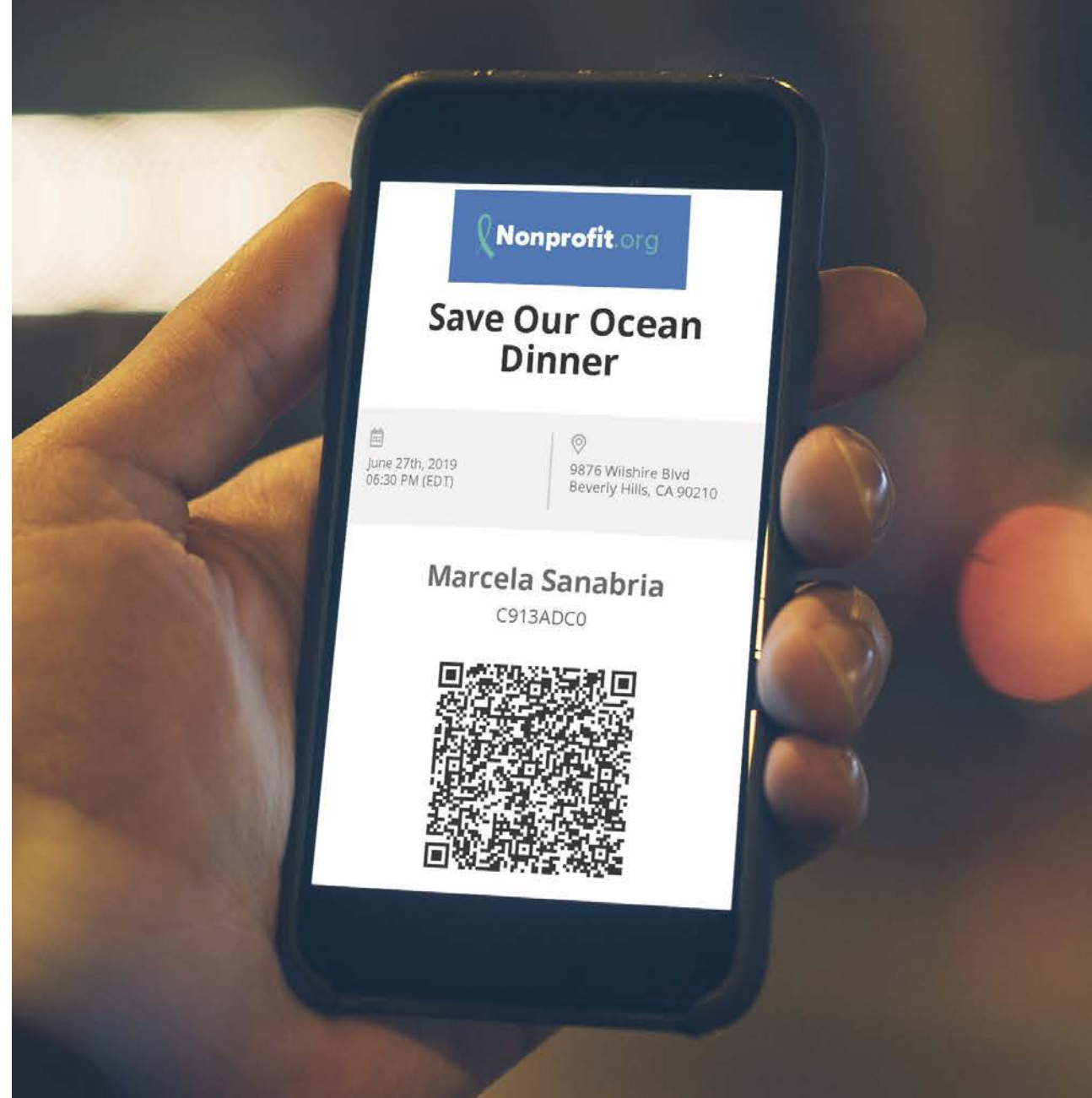
- Even for free and virtual events, registration and tickets simplify guest management and provide valuable attendee insight
- Automate sending email and text with event tickets and details: easy for guests to use and keeps event top of mind
- Limit number of registrants to keep events small
- Offer paid tickets to boost fundraising and create exclusivity



Not Offering Contactless Check-in When In Person

Solution: Efficient contactless event check-in that makes donors feel confident and safe.

- Scan e-tickets from a mobile device for easy check-in and tracking that speeds up the entire process
- Removes any exchange of items or personal contact for safe entry
- Enable attendees to directly provide and update their guest information for all-around efficiency
- Guest information captured for tracking and follow up



Mistake # 4

Neglecting Non-attendees at In-Person Events

Solution: Add virtual elements to increase reach and engagement beyond your immediate community.

- Allow participants to join all or parts of the event virtually to increase participation
- Livestream special segments or behind the scenes of your event to add excitement
- Broadcast the keynote speaker and big appeal to boost giving
- Hold a multi-day online auction to increase fundraising revenue

Check out our our ebook for more ideas:
[Adding Some Virtual Into Your Fundraising:](#)
[How and Why to Continue This Key Strategy](#)



Not Including Your Volunteers

Solution: Volunteers help spread the word of your cause and are a valuable event resource.

- Create Table Captain programs to recruit attendees and broaden guest list
- Have volunteers man onsite donation stations and provide text-to-donate assistance to support more giving
- Use volunteers to livestream behind the scenes or post play-by-plays on social media
- Create a volunteer form for simple registration and to indicate their interests





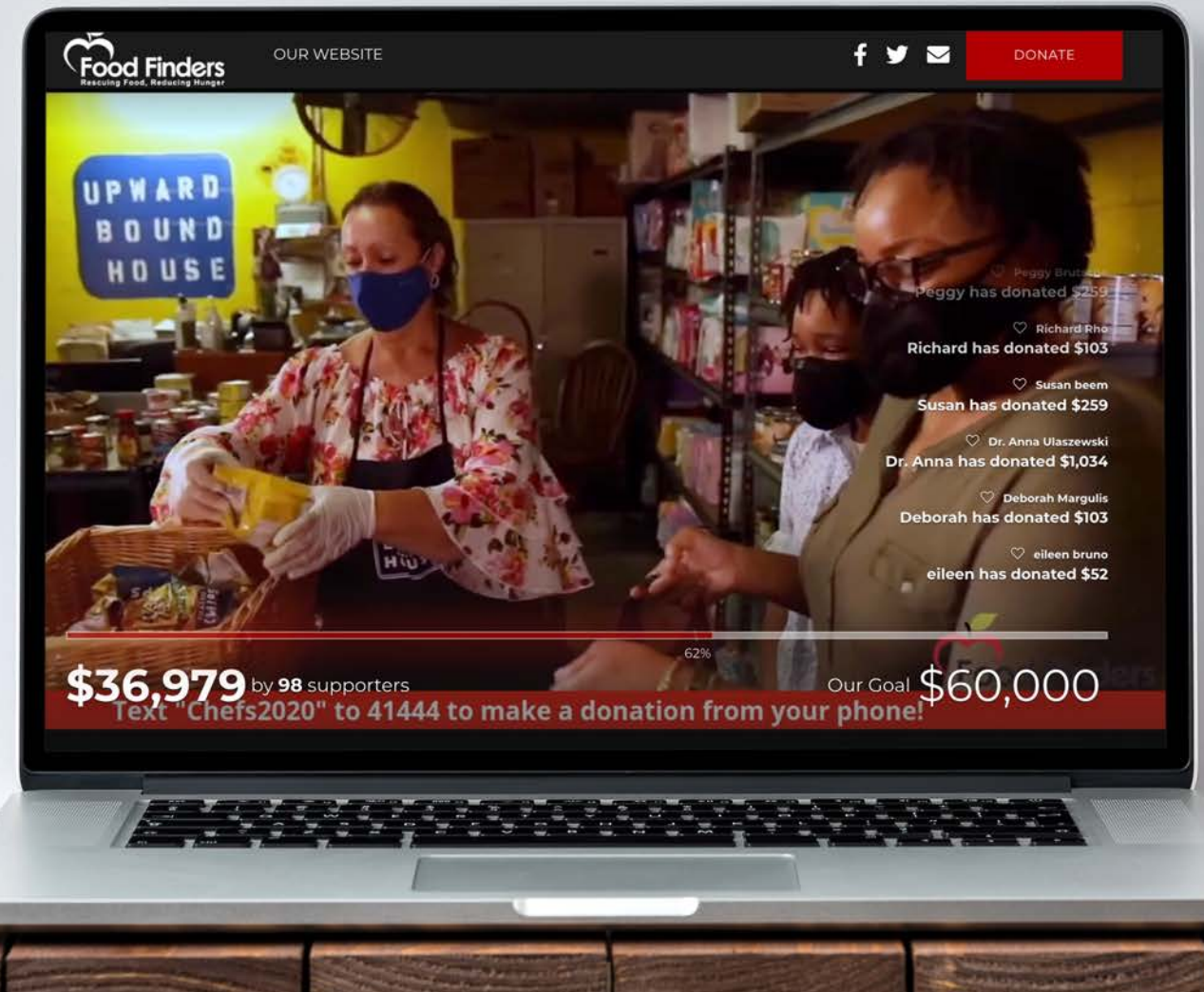
EVENT EXECUTION MISTAKES

Mistake # 6

Forgetting to Share Impact During Event Presentation

Solution: Create trust and transparency by letting guests know how their donation makes a difference.

- Create an event program outline to stay on track and on point
- Include clear messages to give and calls-to-action
- Share impact metrics, stories and videos of how funds raised will be used
- Share progress towards goal and how that helps beneficiaries



#1 Way
Nonprofits
Can Increase
Event Giving!



Mistake # 7

Only Asking Once for Donations

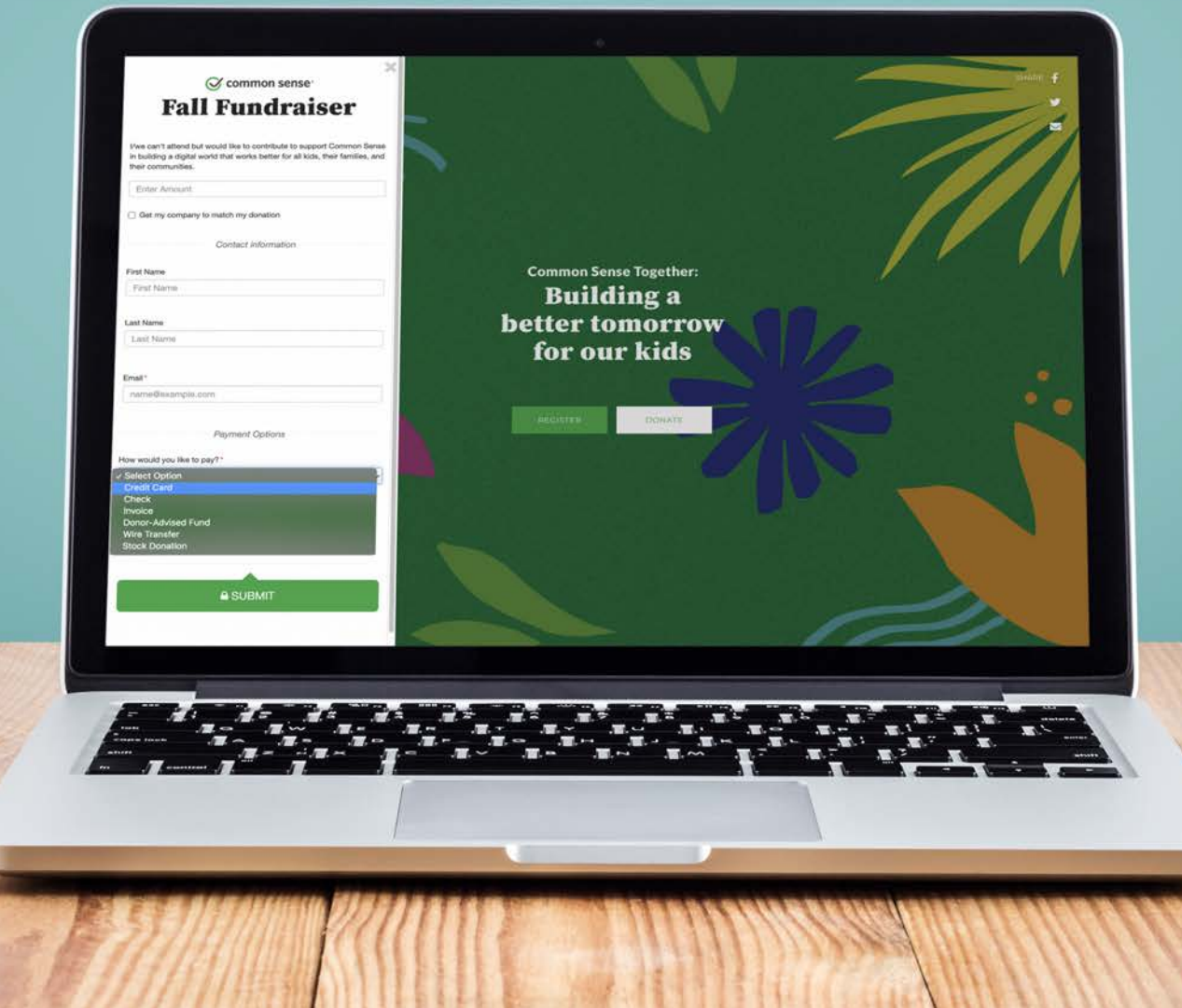
Solution: Keep your fundraising goals the forefront of donors' minds amidst the fun.

- Don't wait until the very end of your event to make your appeal
- For in-person events, build to a main ask in your presentation, but make several "smaller" asks throughout the event
- For virtual events, make several asks throughout the program
- Keep sharing fundraising progress toward your goal so people can help you achieve it
- Do make one final ask at end along with a progress update to receive those last important gifts

Offering Only One Way to Give

Solution: Multiple giving options enables donors to give in the way they feel most comfortable and drives more giving.

- Text-to-donate allows contactless giving anytime from a mobile device
- Utilize volunteer “donation stations” with swipers and tablets to help guests give
- Display QR codes for additional easy contactless giving
- Support accepting donations by check, credit and debit cards, PayPal, Apple Pay and more



Not Recognizing Donors During Event

Solution: Sharing gratitude makes donors feel valued and inspires more in-event giving.

- Shout out donors in real-time as they appear on donor wall for extra recognition
- Acknowledging donors creates friendly competition and social persuasion for more giving
- Celebratory animation displays for major donors increases giving amounts
- Appreciate donors at all levels so everyone can celebrate being a part of your success



Neglecting to Follow Up After Your Event

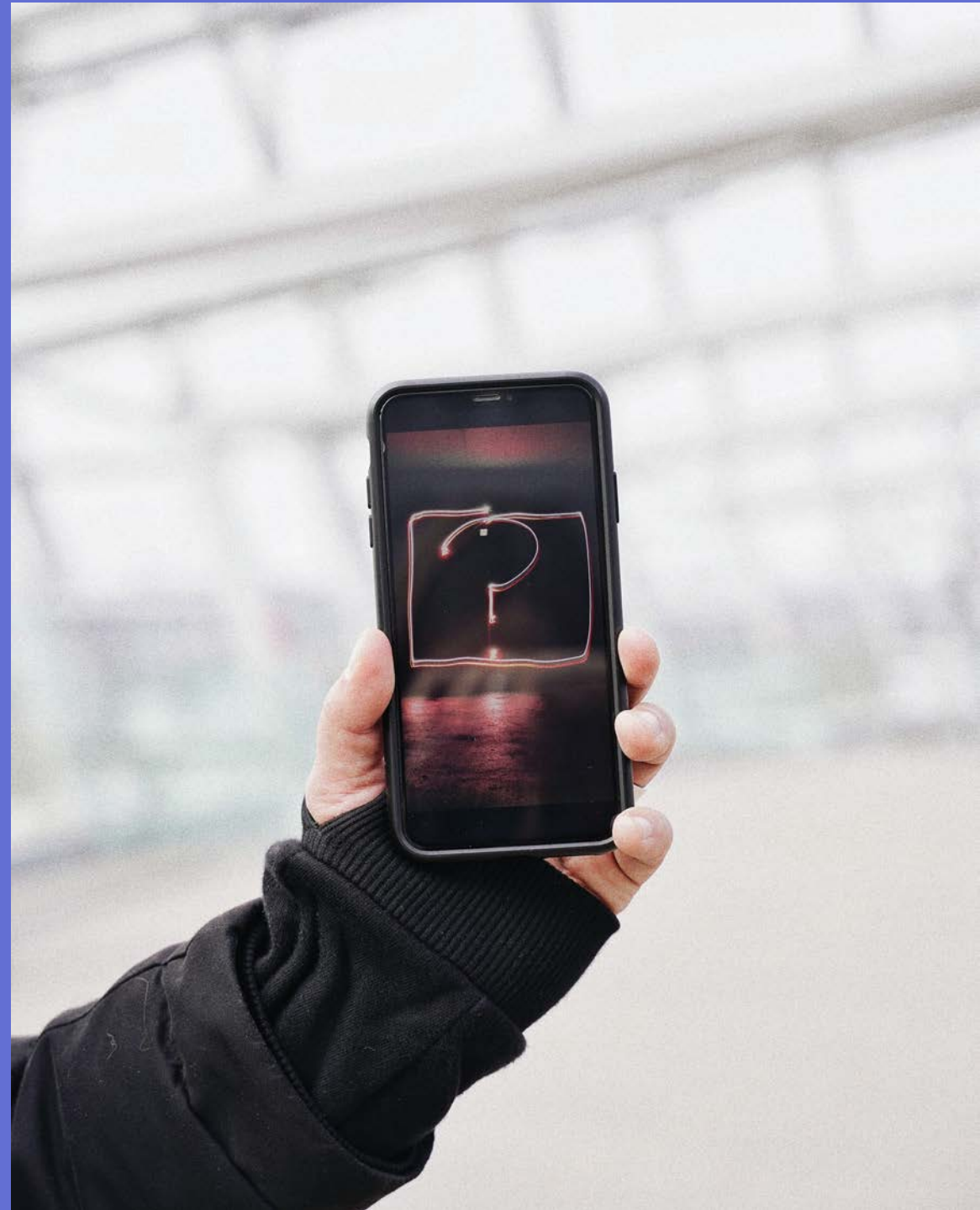
Solution: Steward one-time guests into life-long donors with well-timed and regular post-event communications.

- Send reminders to fulfill pledges
- Share thank yous, tax receipts, progress and updates
- Follow up with how money raised is being used
- Segment donor list for follow up: first-time donors, long-time supporters, major donors, non-givers



We hope these strategies, ideas and tools help you avoid any fundraising event missteps so you host a flawless and **successful fundraising event.**

QUESTIONS & ANSWERS





Work on your campaign with our Digital Fundraising Strategy team: <http://mobilecause.me/dfsinfo>



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Customer Support Team:
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