
How to Safely Host an
**IN-PERSON
FUNDRAISING EVENT**

WEBINAR AGENDA



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- General Tips for Returning to In-Person Events
- 6 Strategies for Safely Hosting Your In-Person Fundraising Event
- In-Person Events In Action: Middle Georgia State University

POLL



What are your upcoming plans for hosting **in-person fundraising events**?

- a. Already hosted one this Spring
- b. Holding at least one this Summer
- c. Looking to the Fall for our next one
- d. Our donors aren't ready yet
- e. Figuring out our strategy

HOW TO SAFELY HOST AN IN-PERSON FUNDRAISING EVENT



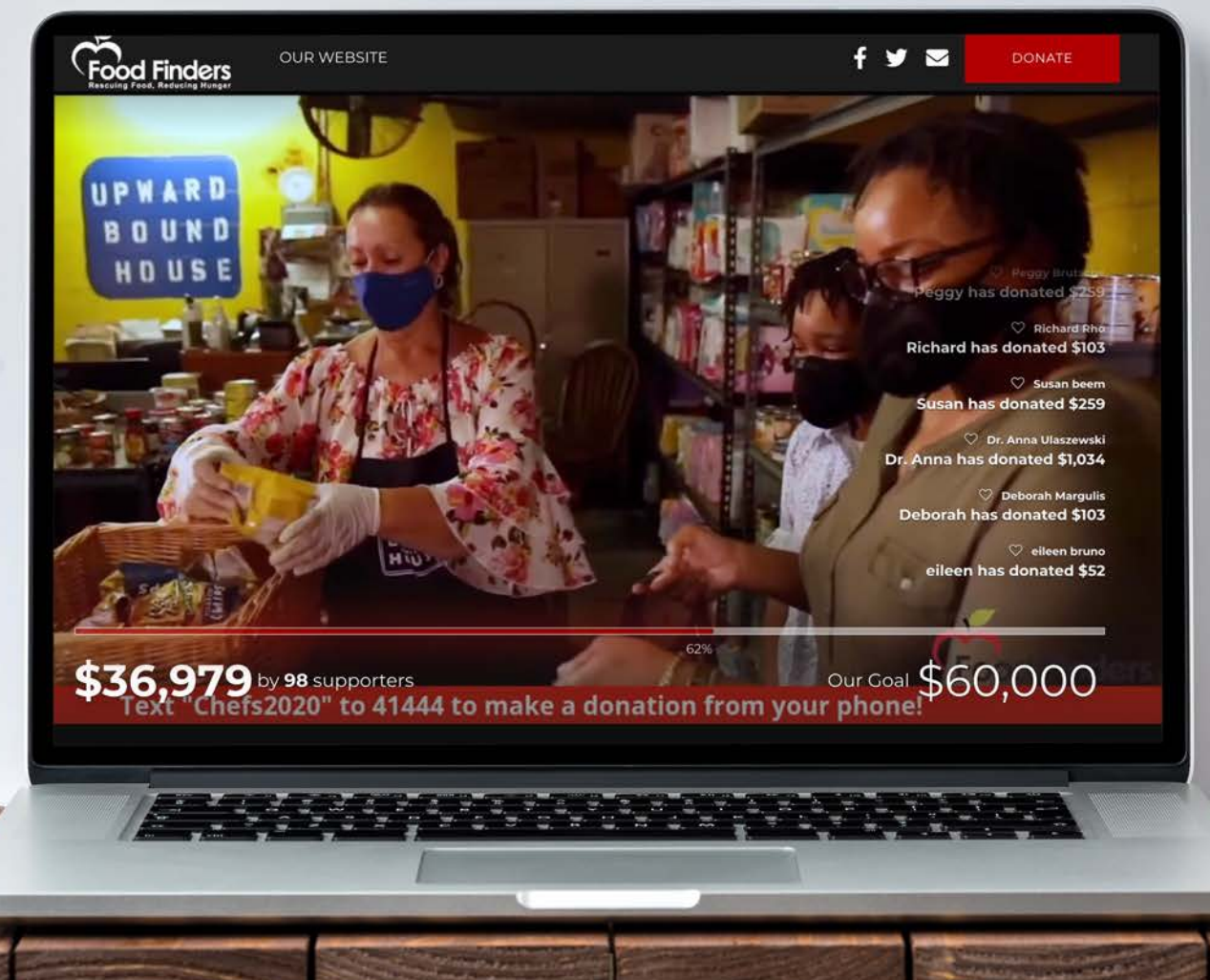
In-Person Events Donors are Attending

- Outdoor events
- House parties and dinner parties
- Outdoor receptions and mixers
- Golf tournaments
- Drive-in concert and movie nights
- A variety of small group activities over a single or multiple days



Pro Tip: Be sure to make **back up plans** for any inclement weather





General Tips for Returning to In-Person Fundraising Events

- Take a slow approach
- Add virtual elements to include those not ready for in-person
- Limit the number of in-person guests
- Section larger gatherings into small groups
- Be sure to follow state mandated guidelines
- Share your safety protocols prominently

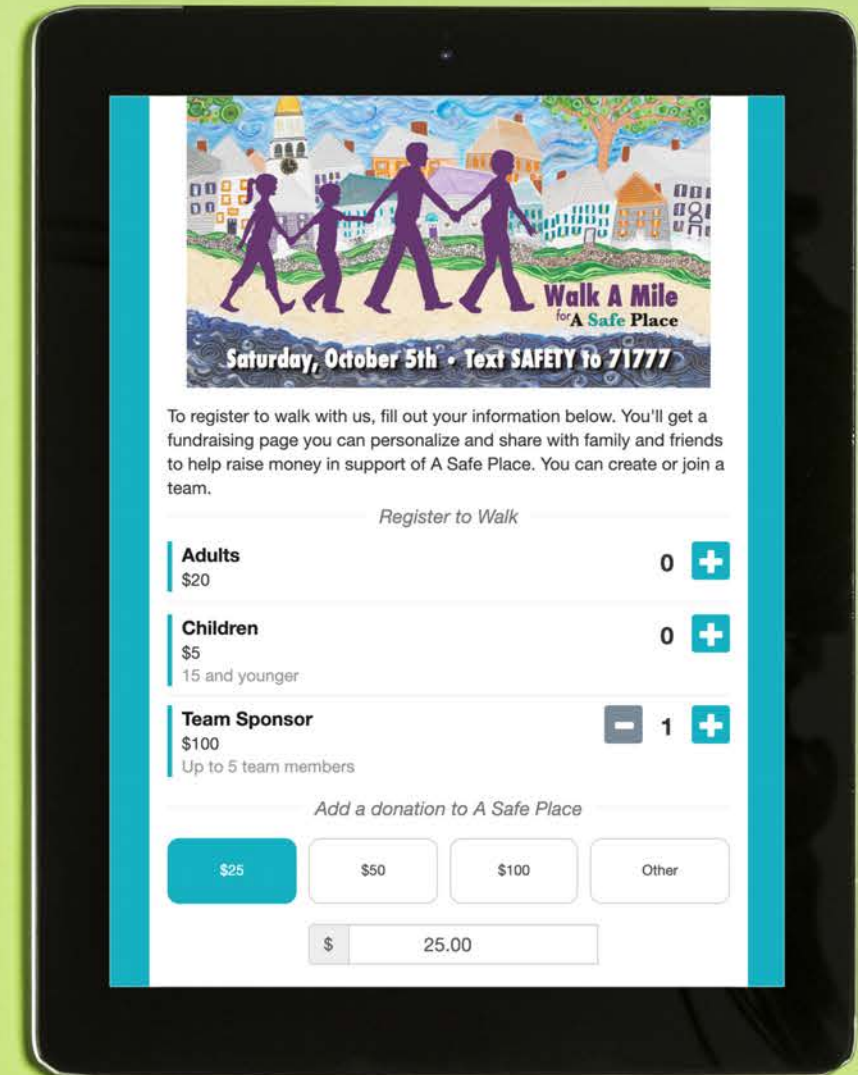


6 STRATEGIES FOR REDUCING POINTS OF CONTACT WHILE ENHANCING GUESTS' EVENT EXPERIENCE

Online Registration & Ticketing

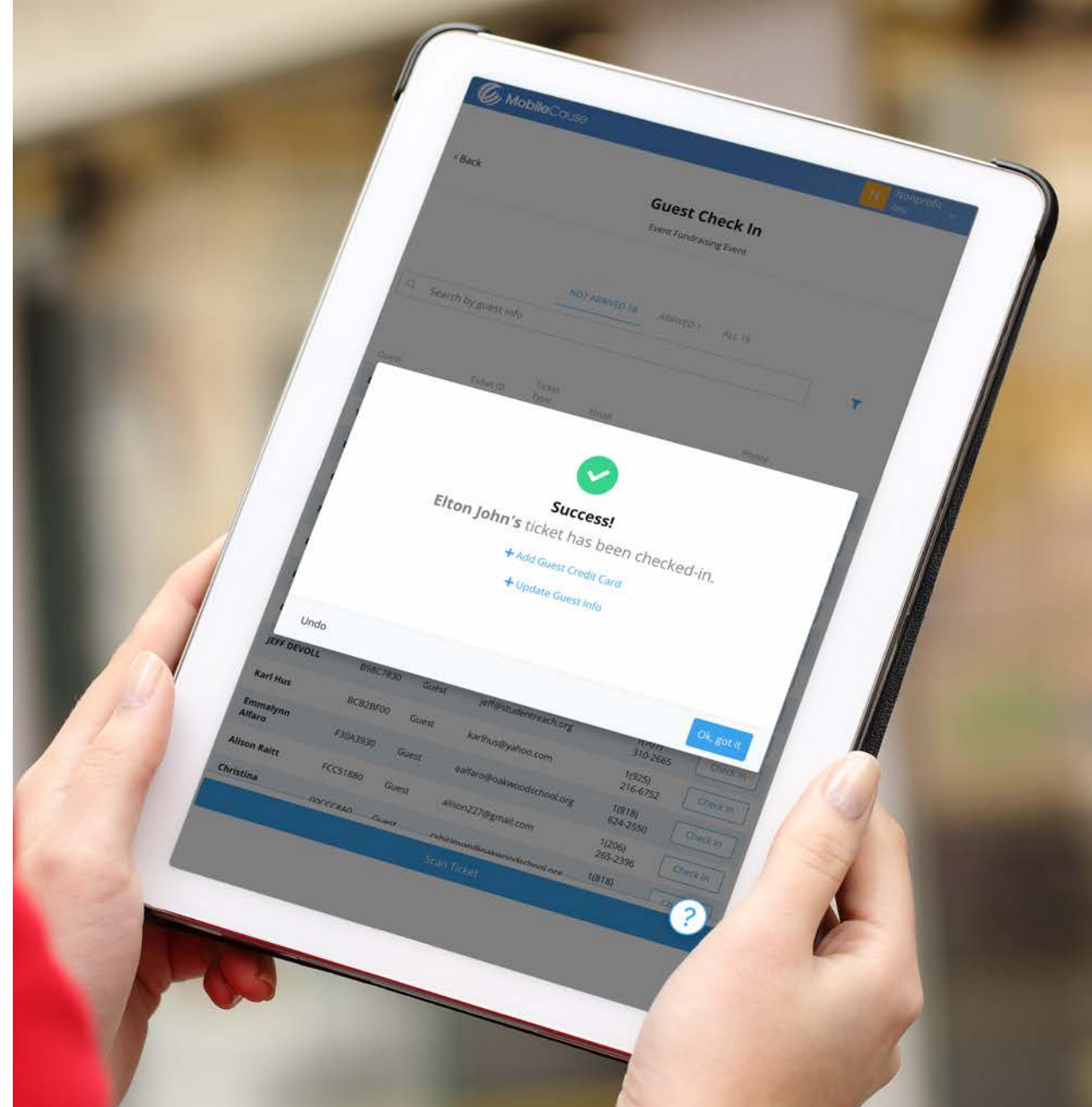
Have guest registration and ticketing on your website or Event Page

- Simplifies the process for both attendees and organization
 - Automatic email and text sent with event details and tickets
 - Can limit number of registrants to keep groups small
 - Registration and free tickets simplify guest management
 - Use paid tickets to boost fundraising and create exclusivity
- **Bonus:** Include donation option on form for additional gifts



Touchless Guest Check-In

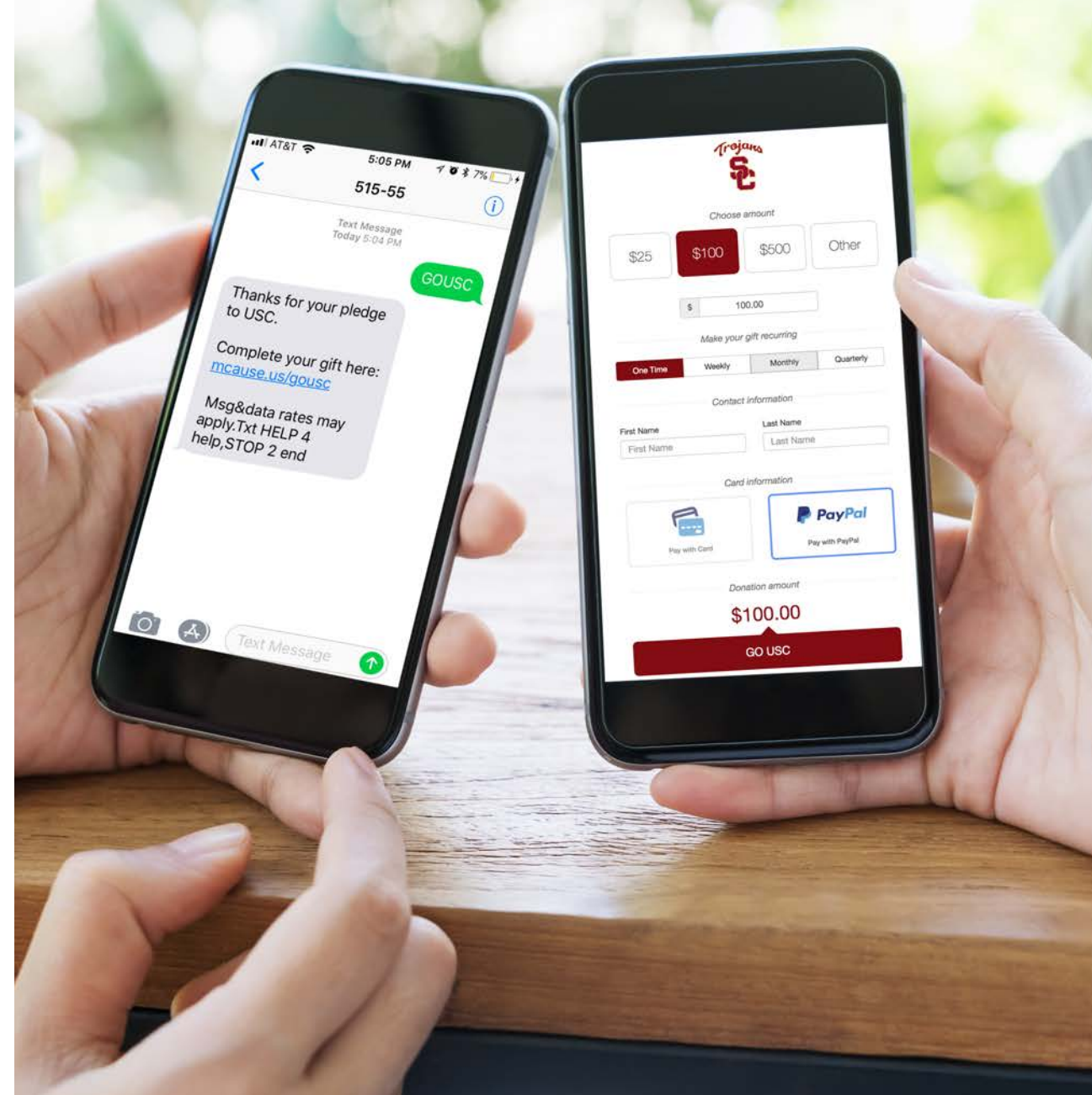
- Scan e-tickets from mobile device
- Removes any physical exchange or contact
- Speeds up check-in
- Attendees can provide and update guest information
- Guest information and attendance captured for tracking



Contactless Giving

Forgo checks and swipers by:

- Creating an online donation page
- Providing text-to-donate option
- Sharing links and text-to-donate in all promotions
- Featuring how to give prominently when in-person



Take Other Event Tools Online

- **Sponsorship Opportunities** – package options and sales
 - **Online Auction** - in-person and virtual bidding
 - **Items for Sale**
 - Raffle tickets
 - Food and beverage tickets
 - Merchandise
- **Fun Fact:** Digital auctions generate **120%** more bids per item and **60%** increase in revenue per item when compared to paper-based auctions

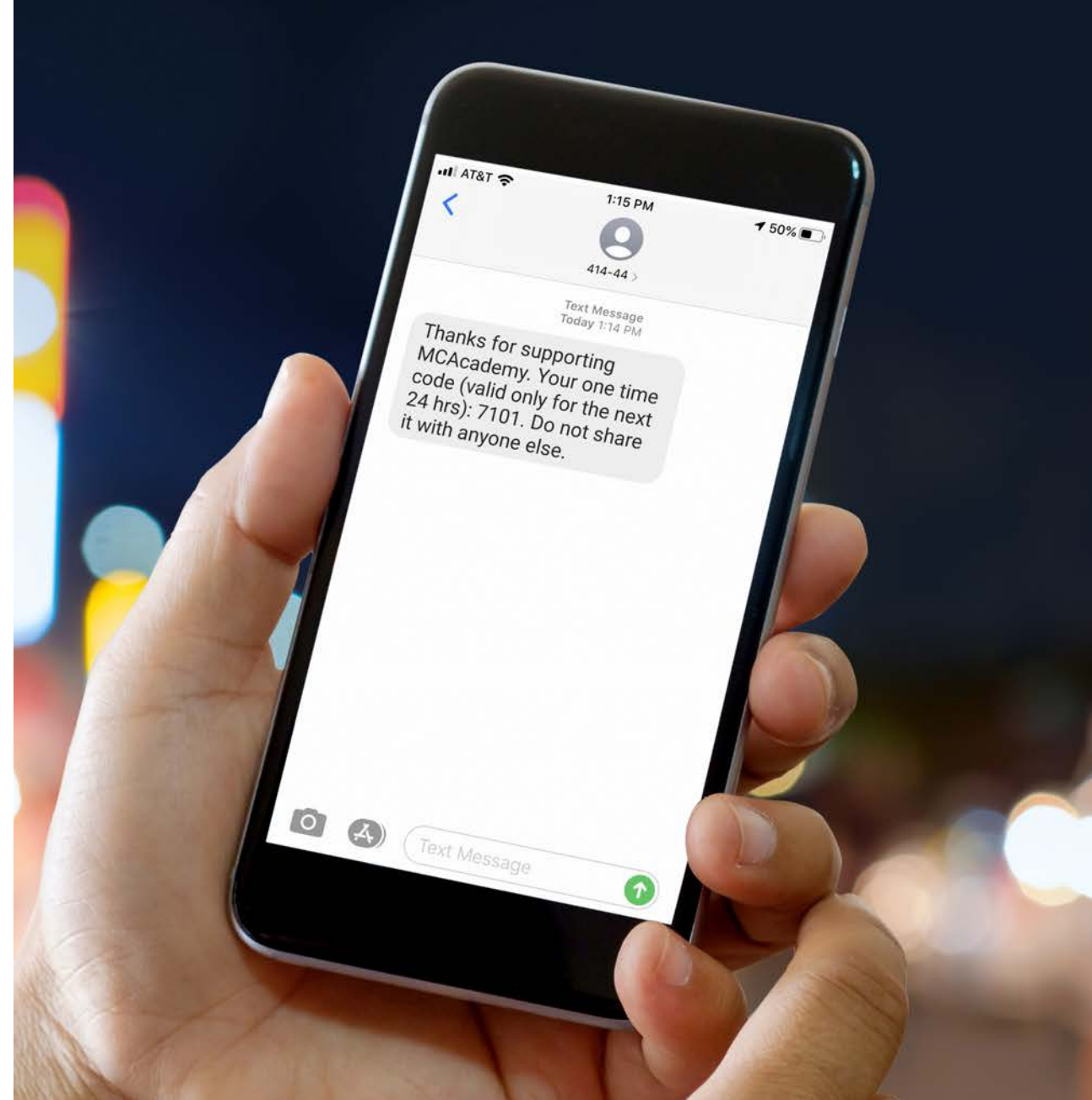
Source: Handbid



Card on File

Provide continuous use of a guest's credit card throughout the event without ever needing to touch or swipe it.

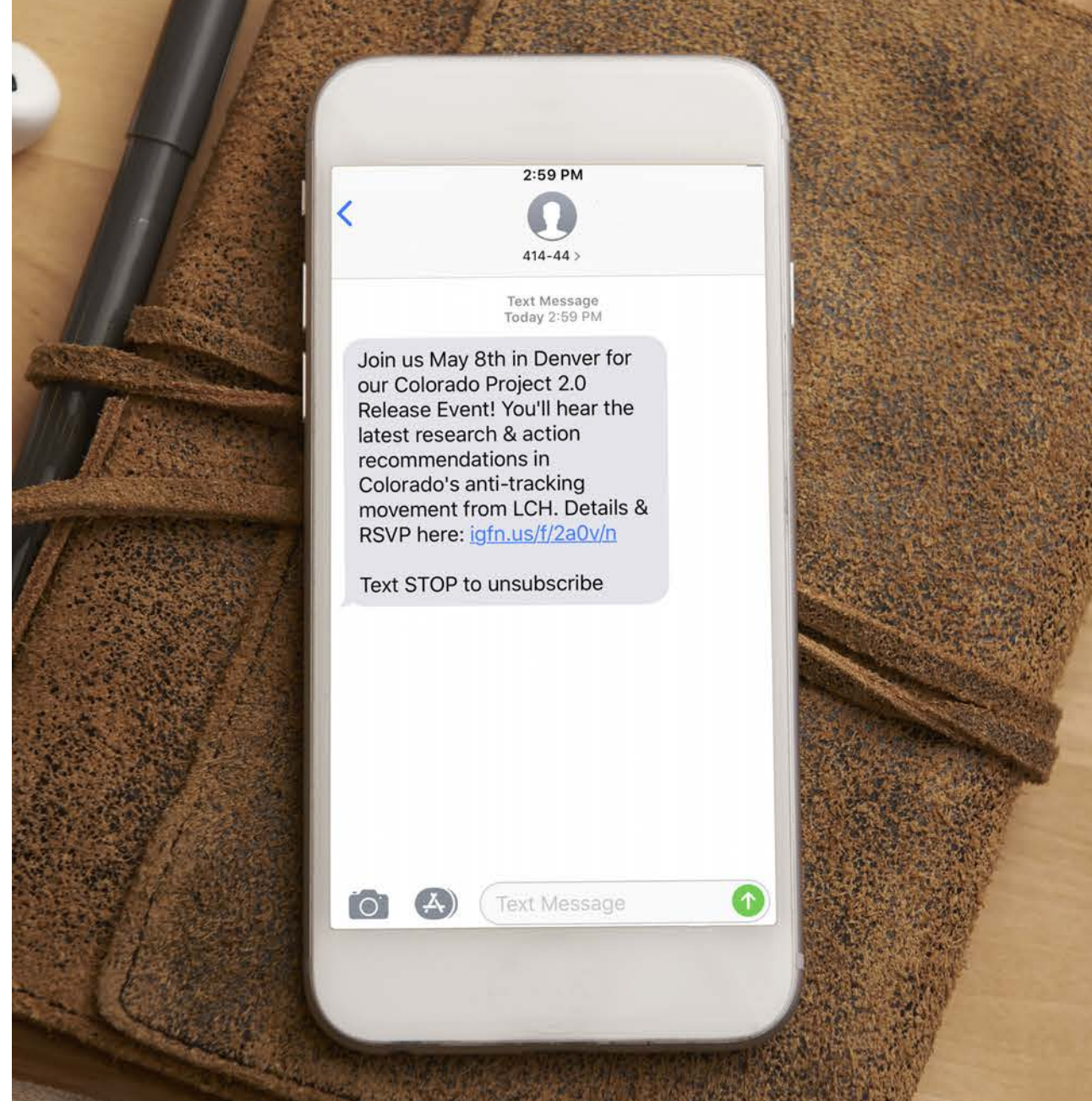
- Guests register credit cards at check-in
- They receive a numeric code
- Numeric code is then used to make purchases at event
- Completely secure no credit card data can be retrieved



Mobile Messaging

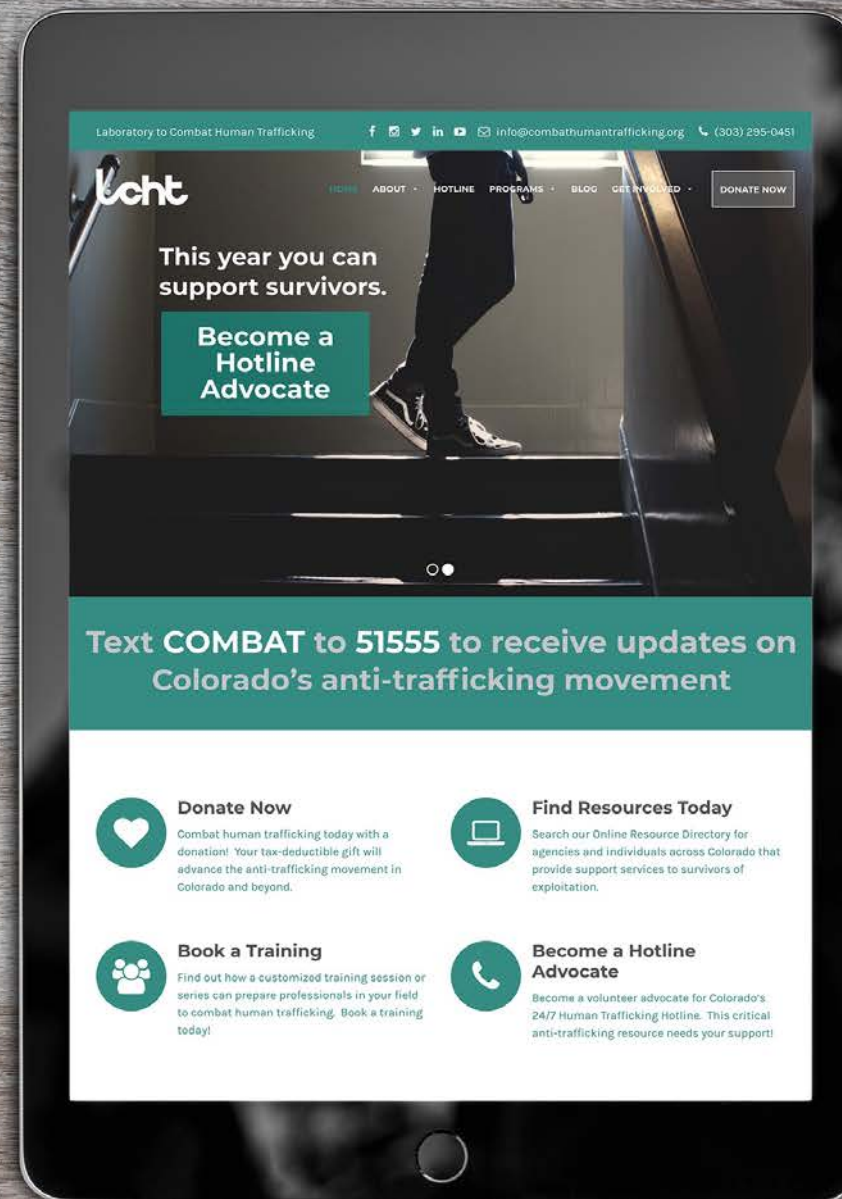
- **Send event updates** before, during and after your event
 - Event reminders, details, information and schedule
 - Fundraising progress and updates
 - Thank yous and donor acknowledgments

Did You Know? **98%** of text messages are read and **45%** are responded to?



Mobile Messaging

- **Enable sign ups** via text-to-request
 - Brochures, handouts, videos, more information
 - Sign petitions
 - Participate in surveys
 - Register to volunteer
- Eliminates the need for flyers, handouts or signup sheets



Reducing points of contact while enhancing guests' event experience makes for a **successful in-person event** that everyone can enjoy.



EVENTS IN ACTION: IN-PERSON MIDDLE GEORGIA STATE UNIVERSITY



About Middle Georgia State University

Middle Georgia State University offers doctoral, bachelor's degrees and associate's degrees with the only 4-year aviation program in Georgia.

- Currently enrolls 8,400 students across multiple campuses
- Prepares students to address challenges of the workforce with nearly 90% of graduates remaining in the region to live and work.



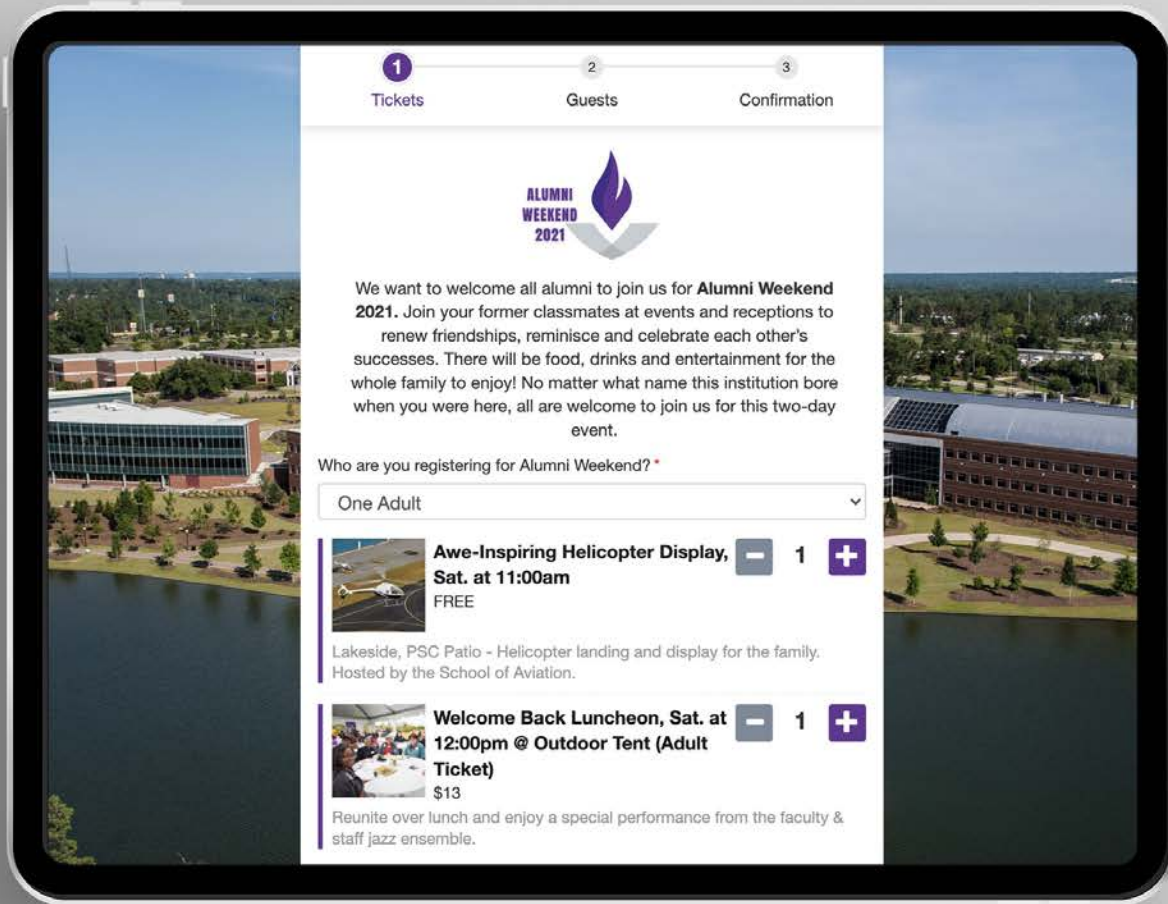


MGSU Alumni Weekend 2021

- Two day event March 27-28th
- Multiple activities for alumni to participate:
 - Helicopter Display
 - Welcome Back Luncheon
 - Drone Race
 - Sip & Paint
 - Art & Cocktails
 - Cherry Blossom Tunes and Balloons Concert with Hot Air balloons
 - VIP Reception
 - Online: Your Digital Profile

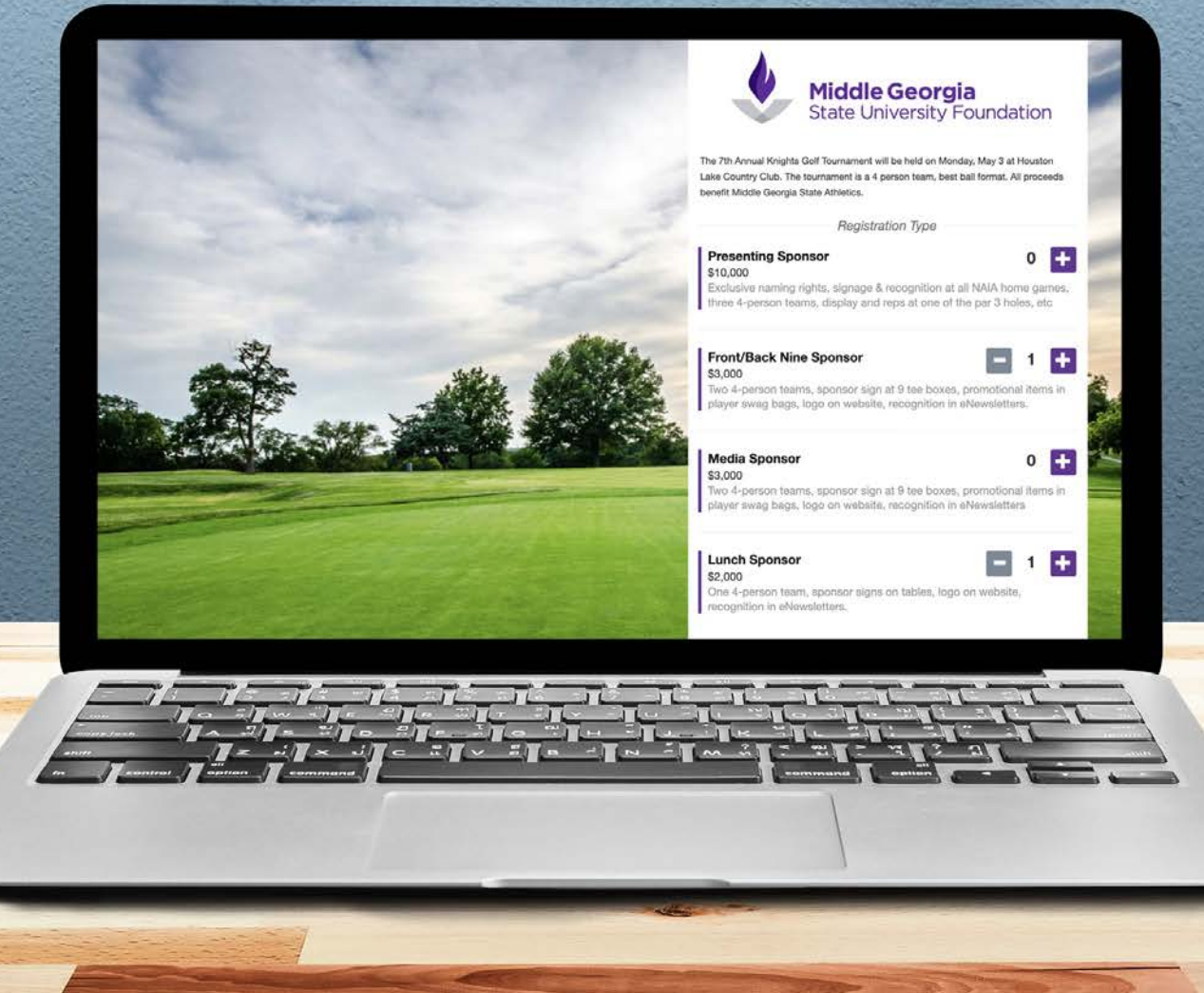
MGSU Alumni Weekend 2021

- Events held primarily outside, masks optional
- Indoor events naturally distanced, masks requested
- Used buffets where food was served to guests
- Offered one virtual activity
- Online ticket ordering and managing of guests' information
- Email sent instantly with ticket and event details
- Contactless check-in



7th Annual Knights Golf Tournament

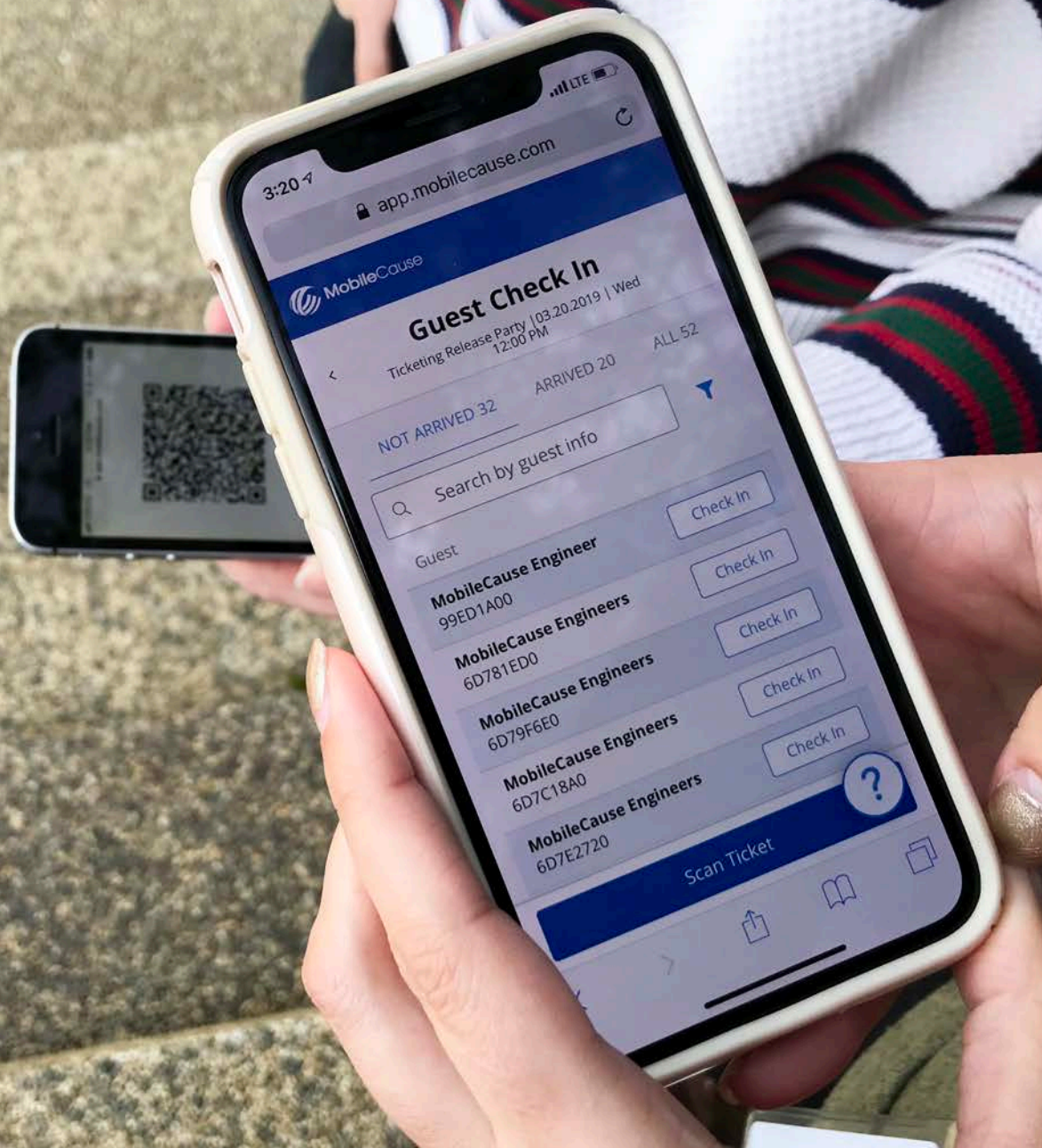
- Held May 3rd at the Houston Lake Country Club
- Online registration for sponsors, individuals, teams and young alumni
- Showcased sponsorship levels on registration form
- Used online, contactless check-in
- Promoted text-to-donate for additional gifts during tournament





MGA Alumni Night with Macon Bacon

- Watched local minor league baseball season opener from party deck
- Entrance included all you can eat/drink, baseball hat and fireworks
- Held outside
- Attendees chose where to sit or stand
- Tickets sold online
- Special code for discount ticket (\$21) for 2021 Graduates - used student ID to confirm graduation year
- Sent text messages to registrants with information on where to check-in



Going Forward with In-Person

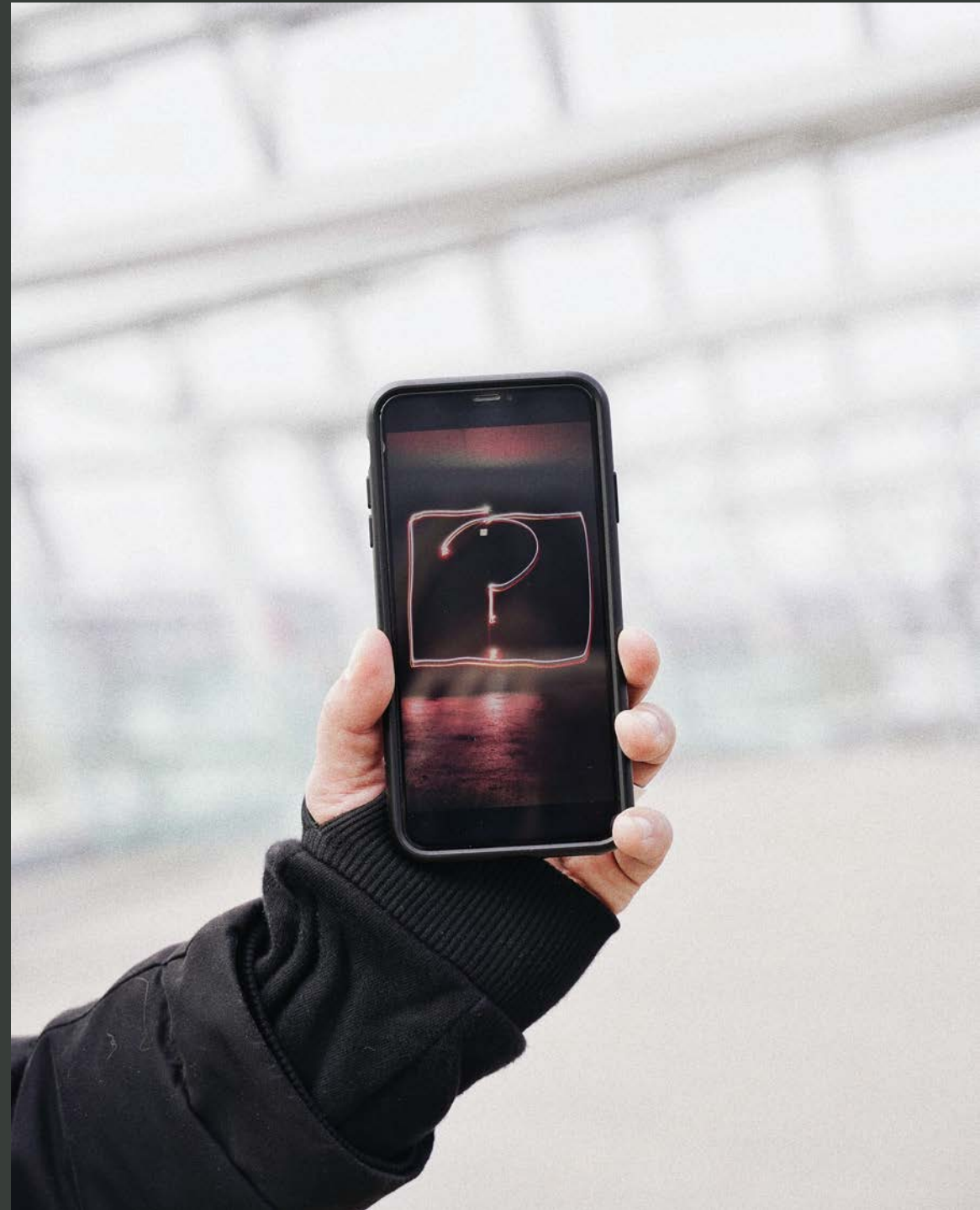
- Will keep using online ticketing and contactless check-in
- Using digital tickets for:
 - 2021 Gala
 - Fall Oyster Roast
 - Fall Graduation
- Will continue to send text messages about events to assist supporters before, during and after events

We hope these ideas for adding contactless elements and easing back into in-person fundraising helps **inspire your next event and brings great results for your nonprofit.**

QUESTIONS & ANSWERS



mobilecause





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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