putting your valuable time and effort in the right places. In supporting many nonprofits as they plan their fundraisers, we've seen a few common mistakes made that can greatly impact their results. To help ensure you're not making those same missteps, we're sharing the top 10 mistakes

Planning and hosting a fundraising event is no small feat and you need to know you're

we've noticed nonprofits make and the easy solutions to overcoming them. Discover the strategies and tools that will help you save time, boost giving and achieve your fundraising event goals.

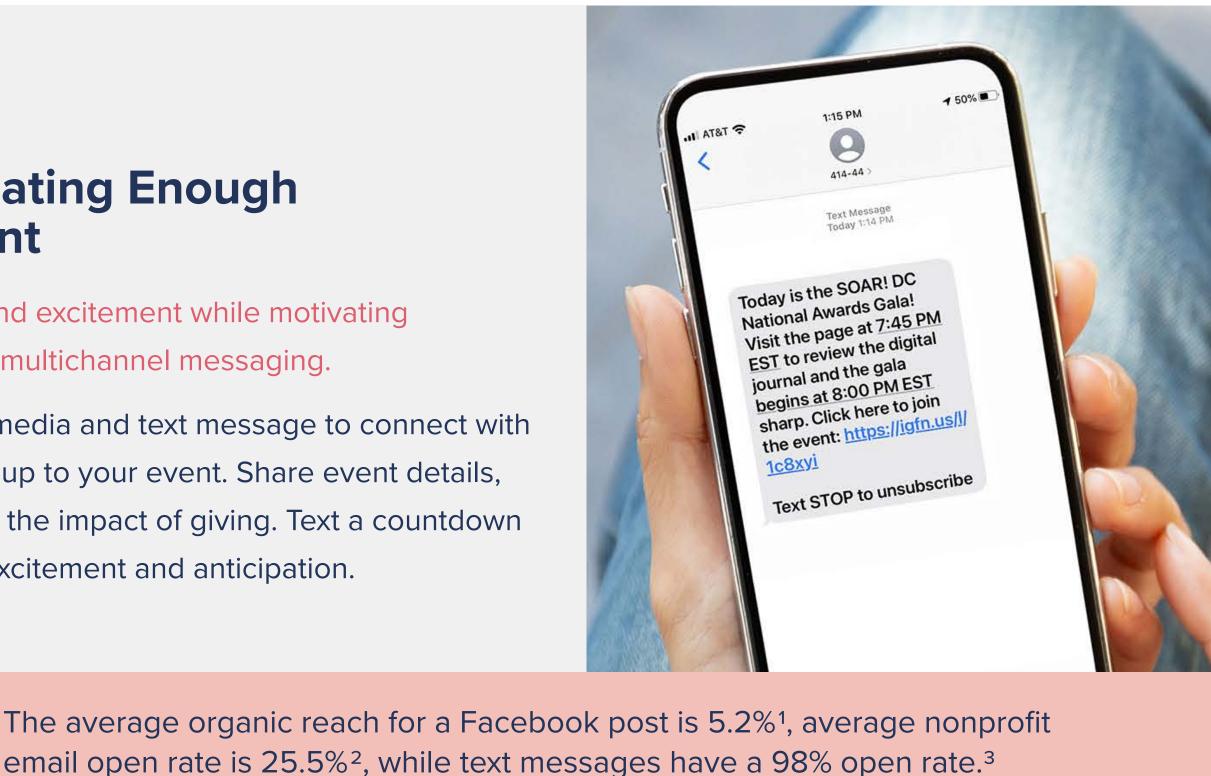
Not Communicating Enough Before the Event

Mistake #1

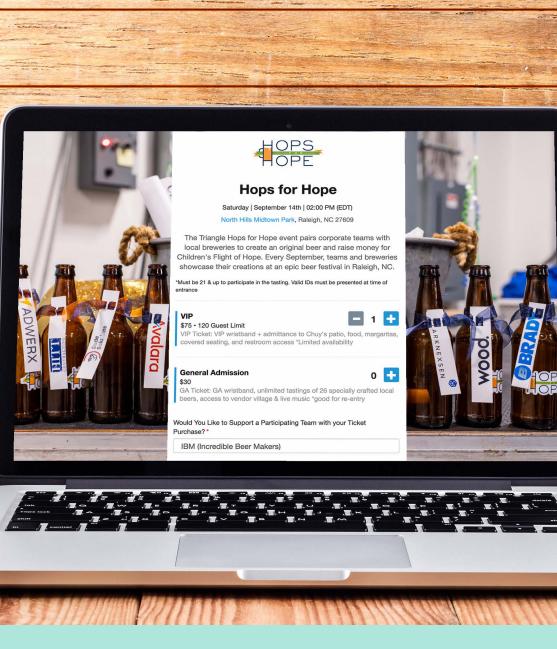
SOLUTION: Build trust and excitement while motivating donations with frequent, multichannel messaging.

HOW: Use email, social media and text message to connect with donors regularly leading up to your event. Share event details,

program information and the impact of giving. Text a countdown to your event to create excitement and anticipation.



Mistake # 2



Fun Fact

SOLUTION: Track who's attending (or not) and simplify guest management for any type of event with required ticketing or

Not Utilizing Ticketing or Registration

registration. HOW: Set up registration and ticketing on your Event Page, then send an automatic email or text message with tickets and event

details. Use guest information to communicate with attendees ahead of time and reach out to those who don't attend. Add the option to donate on your ticketing form

Not Offering Contactless Check-in

to help encourage additional giving.

When In Person

Mistake #3

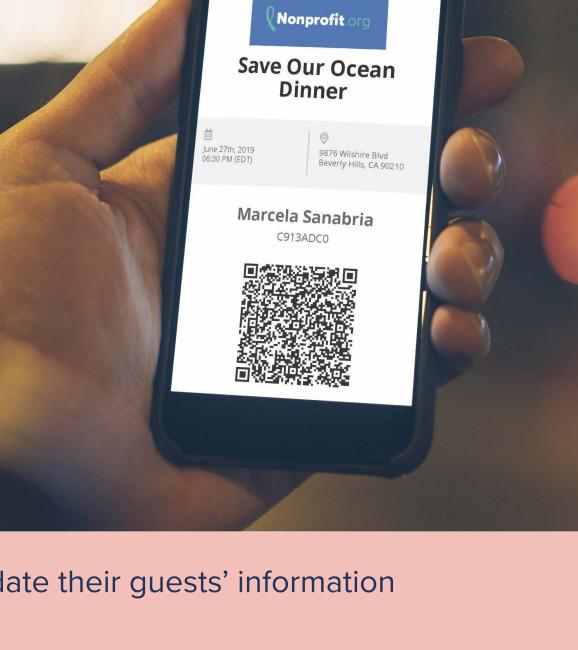
removes points of contact so donors feel confident attending. **HOW:** Scan guests' e-tickets from a mobile device for speedy

SOLUTION: Provide an easy, efficient check-in process that

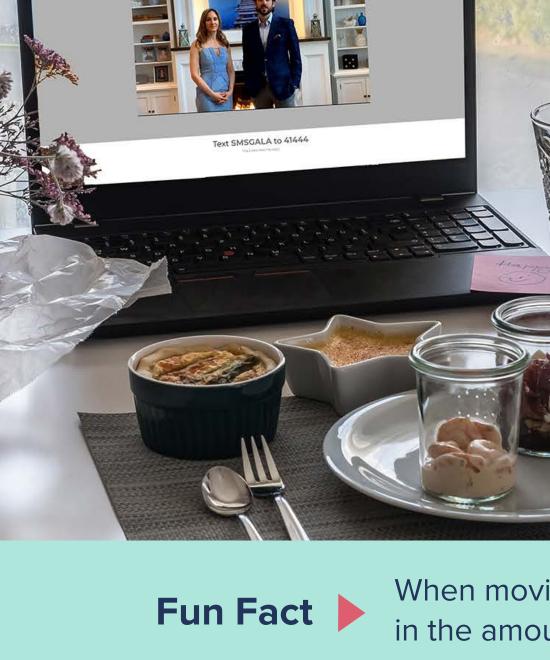
Pro Tip

check-in. Guests' contact information is then captured for simplified tracking and future communications.

Enable attendees to provide and update their guests' information Bonus online for ease of use and efficiency.



Neglecting Non-attendees at In-Person Events



fundraising event.

Mistake # 4

HOW: Allow guests to join virtually by livestreaming, using

remote performances, providing exclusive content for virtual attendees or allowing remote participation. Accelerate reaching your goal by holding an online auction along with your event.

SOLUTION: Increase reach outside your immediate community

by adding virtual elements and options to your in-person

When moving to mobile bidding, nonprofits see an average 30% increase in the amount raised when compared to paper-based auctions.4

Not Including Your Volunteers SOLUTION: Volunteers are a valuable event resource for setting

HOW: Send text messages with volunteer sign up, forms and event information. Use volunteers at in-person donation stations

Mistake # 5

to help donors text-to-donate, post on social and livestream behind the scenes. Volunteer table captains will help bring new

Did You Know?

up, spreading the word and executing a successful event.

supporters to your event in-person or virtual.

Mistake # 6 **Your Event Presentation**



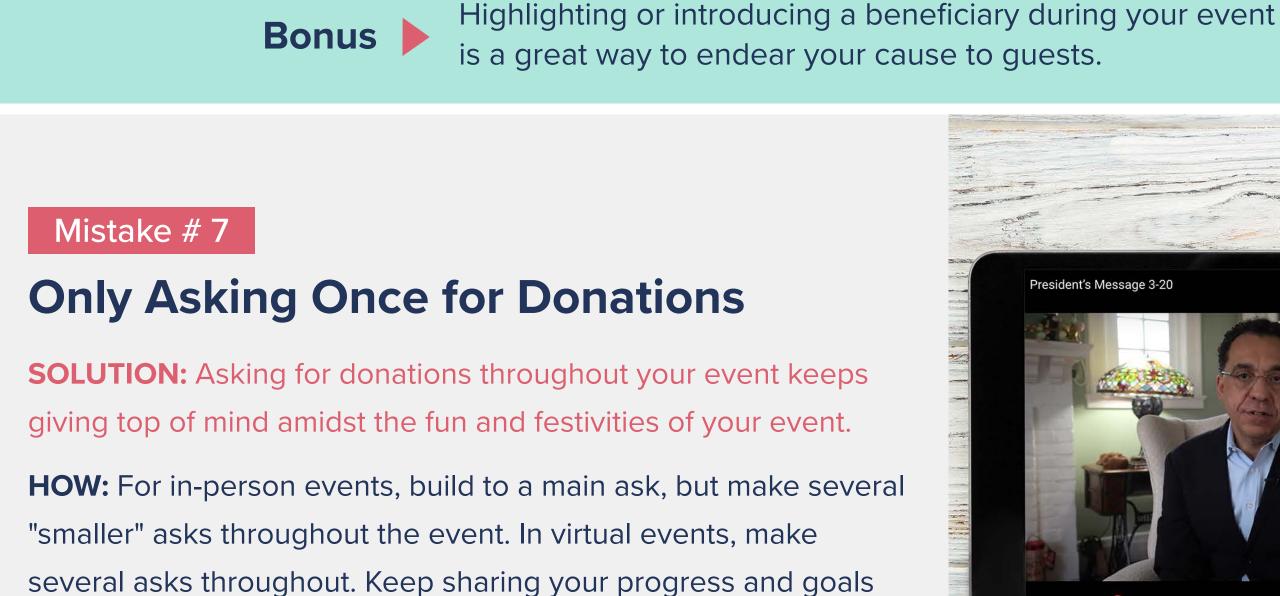
\$49,404.32 Total

how their donation makes a difference for your beneficiaries. **HOW:** Use an outline to help hit your presentation talking points. Include a clear message to give with impact metrics, stories and

supplies for 10 children or feeds 10 hungry puppies.

SOLUTION: Create trust and transparency by letting guests know

videos of how the money raised will be used: \$25 buys school

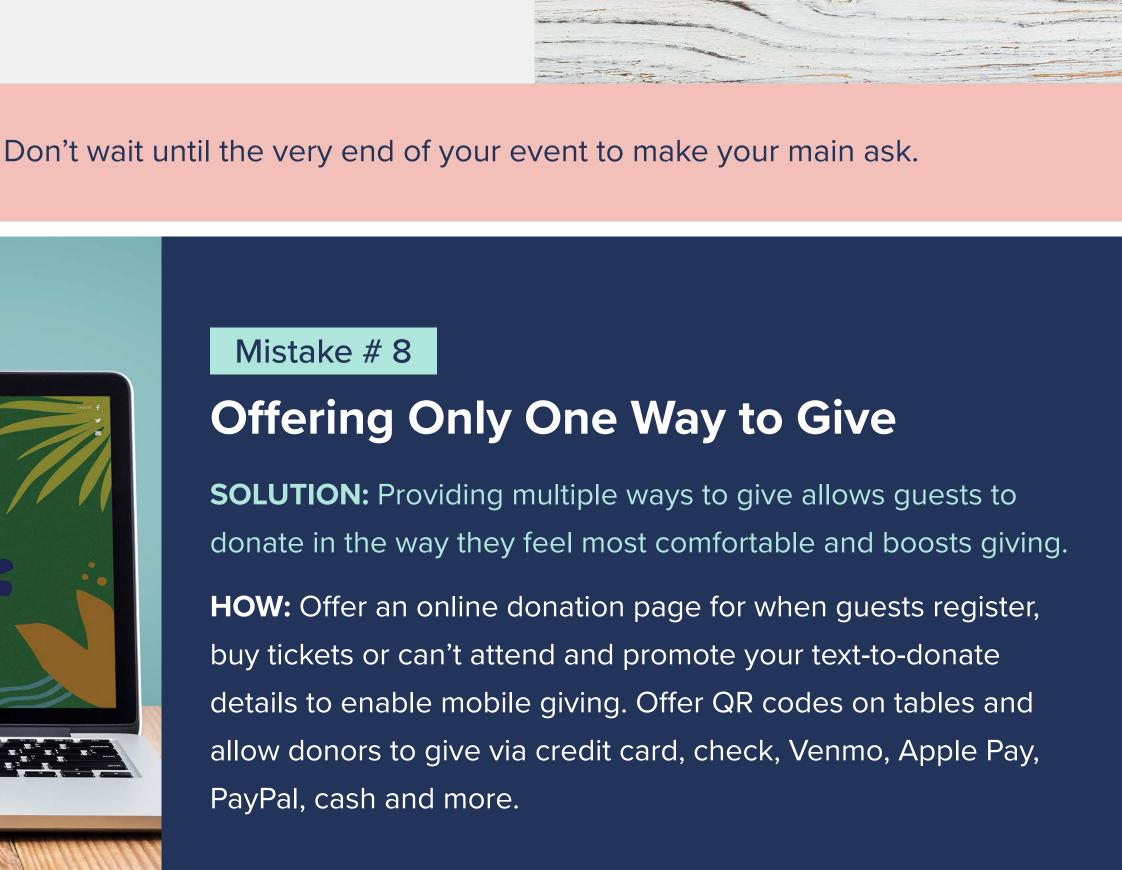


Pro Tip

the end to get those last minute gifts.

Mistake #8 Fall Fundraiser

during your presentation and make one final ask and update at



Text to: 91999 Message: CAMP Your Amount Your Name

\$100

\$25

\$10

\$100

Penny Zuber

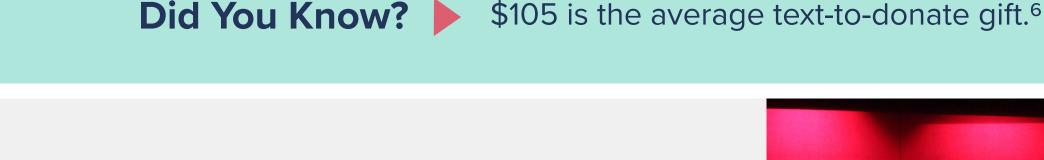
Jodi Beere

Earl Nash

Cynthia Gibson

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thanking donors during your fundraiser.

HOW: Create friendly competition and social persuasion for more

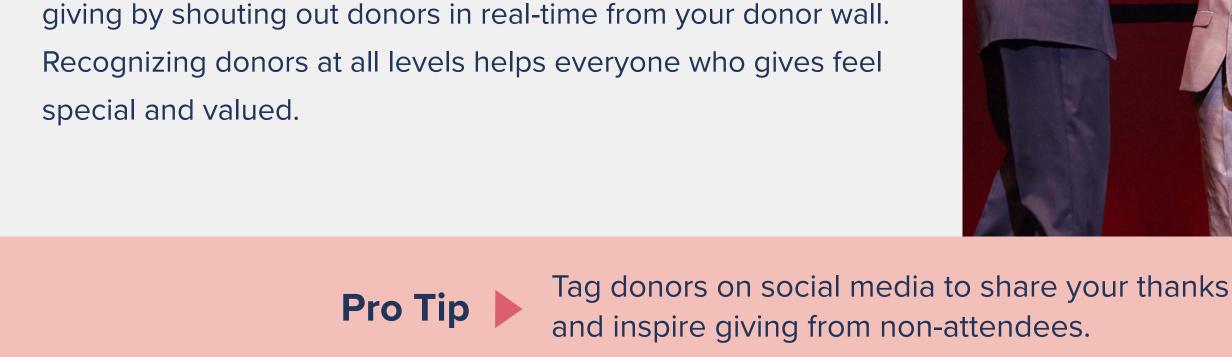
Mistake # 9

Not Recognizing Donors During Event

Mistake # 10

PayPal, cash and more.

SOLUTION: Share gratitude and inspire more in-event giving by



We are so grateful for **Your Event** your support, Your gift is not yet complete. Click here to complete now: http://igfn.us/f/1514dp. **SOLUTION:** Inspire more repeat giving from guests by sharing

Neglecting to Follow Up After

These tools and strategies will help ensure your donors are both comfortable and having a great time at your event, so you can create meaningful connections that grow your mission.

Pro Tip

slide to reply

MobileCause is more than simply comprehensive online and event fundraising software. We offer nonprofits one-on-one expert strategy from our Digital Fundraising Specialists plus 24/7 customer support that's there when you need it most. MobileCause has become the trusted fundraising partner for nonprofits looking to scale their fundraising quickly and efficiently, without paying any transaction fees, so you can grow your mission like never before.

To speak directly to a fundraising consultant about implementing MobileCause fundraising and communication software and strategy for your nonprofit, please call (888) 661-8804 or visit

mobilecause.com to request a demo.

- Source: 1. 367 Social Media Statistics You Should Know in 2021, Social Pilot.
- 2. Campaign Monitor, 2021. 3. "ROI Showdown: SMS Marketing vs. Email Marketing." Campaign Monitor. Jan, 2019.
- 4. GiveSmart. 5. "General Social Giving Statistics: The Ultimate List Of Charitable Giving Statistics For 2018." Nonprofits Source. 6. MobileCause annual donor data year-to-date 2021.
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gratitude and the impact of donations after your event. **HOW:** Send reminders to guests to fulfill donation pledges. Then, be sure to send prompt thank yous, tax receipts, fundraising progress and pertinent updates via email and text message. Continue to provide updates on the impact of their support. Segment your donor list into first time donors, non donors and giving levels for more targeted and effective follow up.