

How to Turn Event Attendees Into Annual Donors



AGENDA:

1. Why Events?
2. Getting the Right People in the Room
3. Cultivating the Pre-Donor Experience
 - Before the Event
 - During the Event
 - After the Event
4. The Asks
5. Q&A

Who is this guy?

And why does he think
he knows what he's
talking about?



CFRE™



productive
FUNDRAISING
with Chad Barger, CFRE

*fundraising strategy
capital campaign support
board training*

for small, but mighty, nonprofits

conference keynotes & workshops







*Well here I am baby,
practice what you
preach.*



#productivitynerd

But more
importantly ...

THE CULTURAL ENRICHMENT FUND PRESENTS

THE RED CARPET
SOIRÉE

ARTS GALA & SHOWCASE EXPERIENCE







lesliegilbert
PHOTOGRAPHY

SLIDES + RESOURCES

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Why Events?

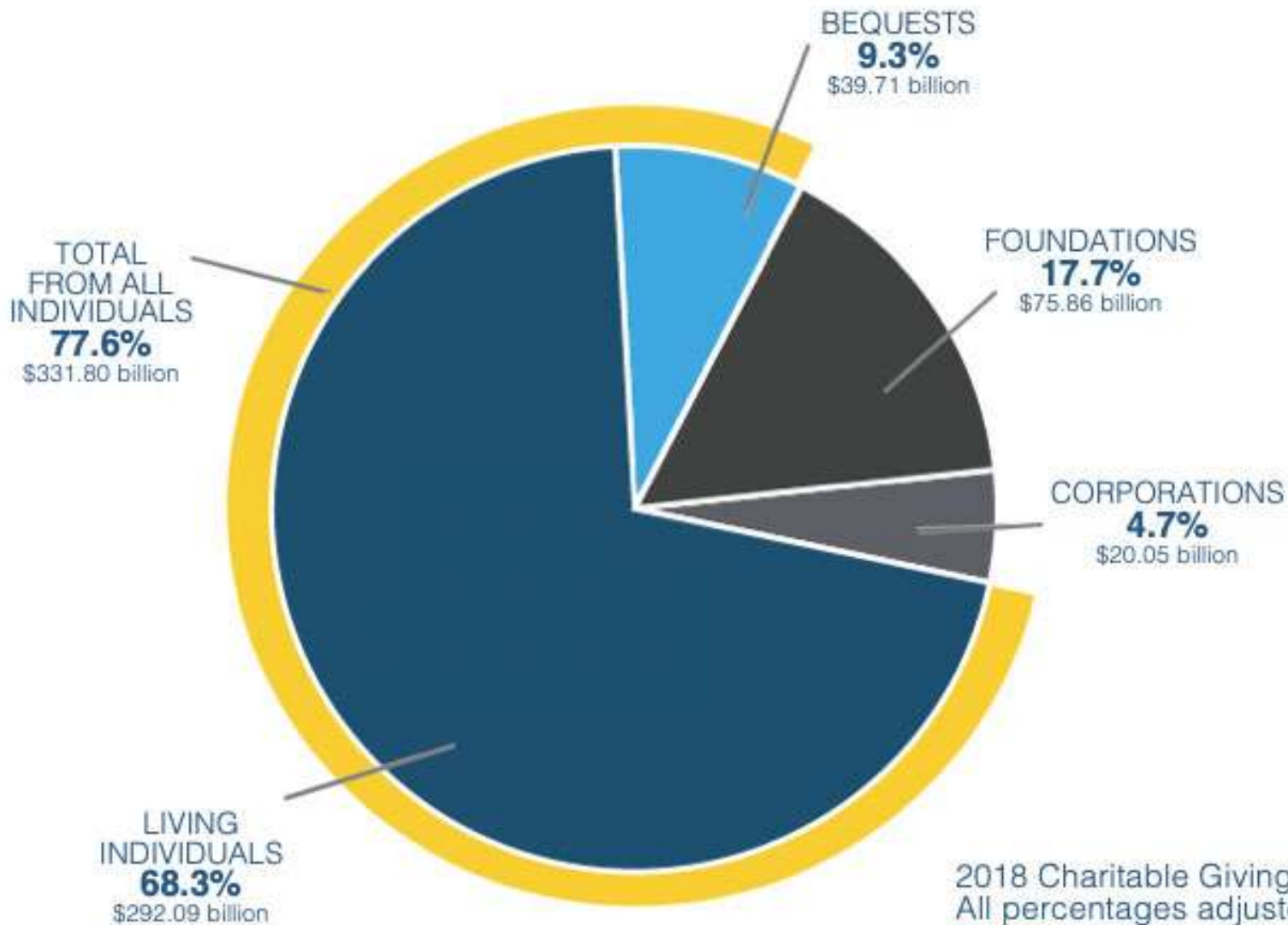


What should be the
primary purpose of
a fundraising
event?

The background is a dark blue grid with various technical drawing elements. There are several circles, some with internal lines or shading. Dimensions are indicated with arrows and numbers: '300'X20'', '8'X 10'', '2104X - F090', '371005Y', '100', '80', '300', and '70'X80'X50''. There are also labels like '#9E2-2A' and 'BUDGET'.

ACQUISITION

And what type of donor?



2018 Charitable Giving total: \$427.71 billion
All percentages adjusted for inflation
Source: Giving USA

The primary purpose of fundraising events should be to find new individual donors.

Getting the Right People in the Room



transactional
vs.
relational
donors





Who needs to
know this?

board members
event committee
loyal attendees

Cultivating the Pre-Donor Experience



before the event

A photograph of a deer standing in a field of tall, dry grass. The deer is facing the camera and has a blue speech bubble overlay on its head. The speech bubble contains the text "Hi, my name is Jane." The background shows some green foliage and a rocky area.

Hi, my name
is Jane.

relentless contact info capture

- Online forms with required fields (name, address & email)
- Ticket purchase form
- Table / foursome registration form
- Email follow up forms (jotform.com)



send pre-event emails

- Create event excitement (sneak previews)
- Start talking about the mission & how they're making a difference
- Answer FAQs (parking / attire / estimated ending time)
- Get them used to hearing from you

during the event

A photograph of a deer standing in a field of tall grass. The deer is facing slightly to the left but looking towards the camera. It has a greyish-brown coat with a white patch on its hindquarters. In the background, there are some green bushes and trees. A blue speech bubble is overlaid on the right side of the image, containing the text "Hi, my name is Jane." in white font.

Hi, my name
is Jane.

relentless contact info capture

- Auction bidder pre-registration
- Sign in sheet
- “We mail a formal receipt for tax purposes & send auction item redemption instructions via email.”

STORY TIME



story characteristics

- Compelling story about 1 **PERSON**, place or thing
- Rich detail (create a vivid picture)
- Brings up a **SOLVABLE** problem
- And ...



donor = hero

- “Without you, this would not be possible.”
- “Because of your support, Johnny has a safe place to sleep tonight.”

get them to take a
first step with your
organization

potential first steps

- Fund a cause with low participation threshold (\$100)
- Raffle with table captains (clipboards)
- Fill a spot on a Wish Board

potential first steps

- Fund a cause with low participation threshold (\$100)
- Raffle with table captains (clipboards)
- Fill a spot on a Wish Board
- Pledge cards on the table (encourage monthly giving)
- The transaction provides the reason for needing their contact info



make sure they feel appreciated

- Greeter before the registration table (work the line)
- Board member visits & thanks each table (“We couldn’t do the great work we do without YOU!”)

after the event



post-event email

- Sent next weekday after the event
- “Thanks for attending ...”
- Event results
- What those funds will be used for
- Link to a video to learn more about that program

4 question event survey

- Sent 1-2 weeks after event (WHY?)
- What overall rating would you give the event?
- How would you rate the food & beverage?
- How would you rate the auction experience?
- How does the event compare to other
char... d in the
reg... productivfundraising.com/resources

The pivotal moment ...

1 month post event



invite them to a
free engagement
activity







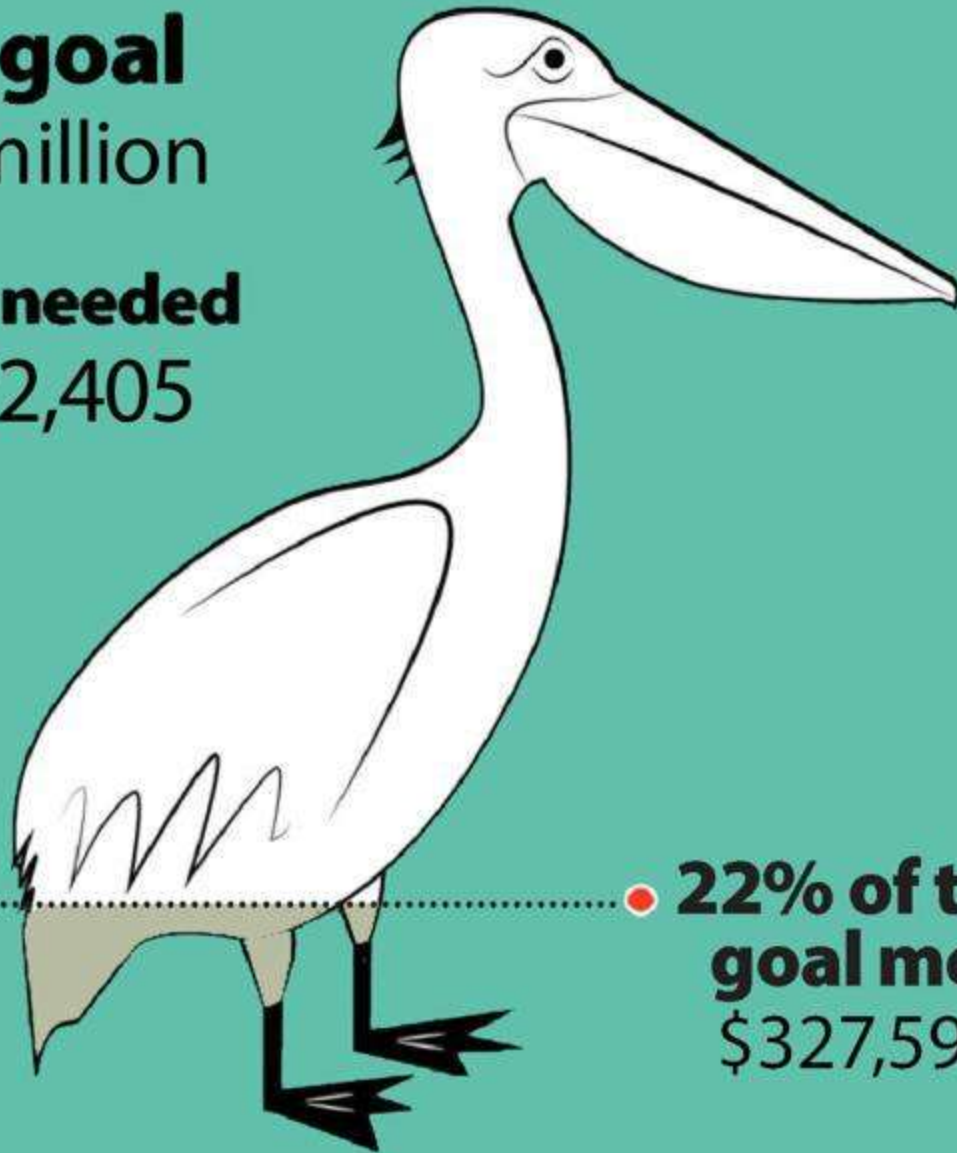
most effective =
immersive
experiences

The goal

\$1.5 million

Money needed

\$1,172,405



● **22% of the goal met**
\$327,595



50

FEDERAL

RESERVE NOTE

50

AB 06522459 *
B2



THE UNITED STATES OF AMERICA



THIS NOTE IS LEGAL TENDER FOR ALL DEBTS, PUBLIC AND PRIVATE

AB 06522459 *

SERIES 1994

Gregory E. Brown
Treasurer of the United States

Robert E. Rubin
Secretary of the Treasury

C128

50

50

FIFTY DOLLARS

50







$$\text{\$50} \times 12 = \text{\$600}$$



immersive
experiences

And finally,
Report on impact

the impact letter

(3-6 months post event)

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The Asks



ask #1

unrestricted

appeal

A close-up photograph of a person wearing a light pink, button-down shirt. They are holding a white document with both hands, looking down at it. The document is slightly crumpled and has some faint, illegible text on it. The background is a soft, out-of-focus blue and white. A dark blue rectangular box is overlaid at the bottom of the image, containing white text.

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key appeal components

- Mention that they first supported you during the event
- Talk about the impact you've shared with them over the last 6 months
- Ask them to consider joining you in supporting this cause with an unrestricted donation
- Amount = at least the price of the tickets as a starting point

ask #2

event invitation

The primary purpose of fundraising events should be to find new individual donors.



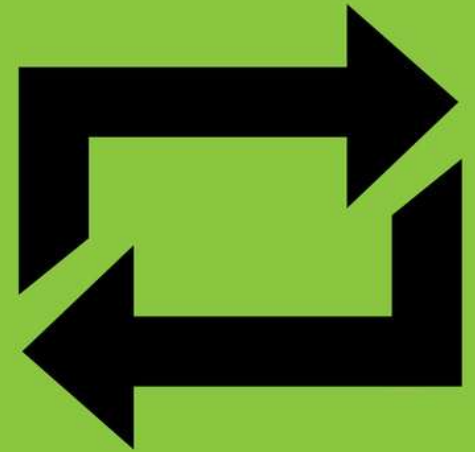
TRY



RINSE



REPEAT



It's not
complicated.

But it requires
organized effort.

Very few event attendees will convert to annual donors on their own.

The must be **stewarded** and **asked**.



The End!

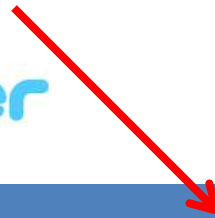
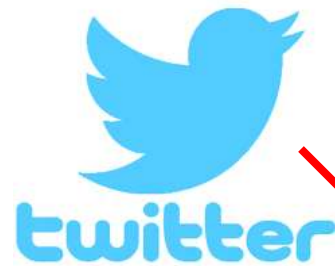
A few wrap up items before Q&A ...





1985

What was your A-HA moment?



@fundraiserchad



further learning

@fundraiserchad





WEBINAR

How to Fix Your Productivity to Amp Up Your Results

productive
FUNDRAISING

1/21 @ 12pm

questions

productivefundraising.com/resources

