

Ashley Wade – Marketing Manager, BiddingForGood
Justin Tryon – Distance Learning, Constant Contact

IMPROVE YOUR FUNDRAISER IN 5 STEPS

On Twitter:
[@AshleyPWade](#)
[@justintryon](#)
[#5steps](#)

About Us

Who is BiddingForGood?

Leading online auction solution for school and nonprofit fundraisers.

Who is Constant Contact?

Event Marketing tool has helped 30,000 small businesses and nonprofit organizations hold successful events.



Agenda

5 things you can do to improve your fundraiser

1. Foundation of feedback

- Using feedback for your fundraiser
- Why getting feedback is important

2. Ensure a strong turnout

- Tell your fundraiser story
- Promoting your fundraiser
- Good invitations cause interest and action
- Social media promotion

3. Supercharge your fundraiser through engagement

- Volunteers support the fundraiser
- Engage with social media at the fundraiser

4. Maximize financial impact

- Sponsorships for the fundraiser
- Increase your fundraiser revenue

5. Keep energy going

- Continue the relationship



FOUNDATION OF FEEDBACK

Using feedback for your fundraiser

Want specifics on how to be the “Event of the Season”? Don’t guess – take 2 minutes to ASK!

- What kind of fundraiser are you interested in?
- How do you hear about events?
- With other fundraisers you’ve attended, what made them successful?

Ask the uncomfortable question:
“What didn’t you like about our last fundraiser?”

DWC-Boston local events & announcements

Get networked. Get noticed. Get DWC+.

Dear Diane,

We have a lot happening this month. Have a laugh while learning to use humor to your advantage in the workplace at our June 18th lunch. Hit some golf balls with the gals on June 23rd. And, meet our founder, Diane K. Danielson on June 24th. See below for details and to RSVP. We have a handful of spots left for all of the events so sign up today!

If you haven't taken our 2 minute survey yet, please help us out. We want to hear what type of events are of the most interest and at the most convenient times for you.:

<http://survey.constantcontact.com/survey/a07e2j2y44fvqr1klr/start>

Thanks and we hope to see you at one of our events!

Finally, don't forget that this month we're looking to hear from our members re: great DWC Networking Stories. [Click here](#) to share them

Downtown
WOMEN'S CLUB
Get networked. Get noticed.

Boston Co-Directors



Include a link to a 2-minute survey in your regular email.

Why getting feedback is important

Retaining Current Supporters Is The Key To Success

The Most Important Business Practices for Nonprofits:

1. **Retaining current supporters**
2. Managing relationships with supporters

Source: 2010 State of the Nonprofit Industry Survey



Loyal Supporters:

- Cost less than new
- More active and greater donations
- Recruit supporters with positive word-of-mouth

For every \$5.35 that organizations gained in gift dollars in 2010, \$5.54 was lost through donor attrition, for an average net loss of -1.9%.

Source: 2011 Fundraising Effectiveness Project Report

ENSURE A STRONG TURNOUT

Tell your fundraiser story

Powerful way to connect with your donor community

- Tell donors what they want to know, not what you want them to know.
- What's your face, who's your champion?
- Volunteers are more likely to give; have a strong volunteer program.

What Causes Disloyalty?

The #1 reason existing donors stopped giving to a particular charity is that they **no longer felt connected to the organization (57.7%)**

Source: 2008 Bank of America Survey



Promoting your fundraiser

Email



Direct mail



Word of mouth



Social Media



Why use email if you use direct mail?

Email is a powerful compliment to direct mail

- Increased communication = more informed and engaged supporters.
- Provides personalized/segmented messages.
- Measurement and tracking provides insights.
- Increase reach and raises awareness.



E-newsletters are the most important communication tool for nonprofits in 2011,

followed by website, direct mail, in-person events, Facebook, and media relations/PR.

Source: 2011 Nonprofit Marketing Guide

Email is cost-effective:

- Direct Mail costs 20 TIMES as much as email.
- Every usable email address is worth \$12.78 in online giving.
Source: Convio 2011 Benchmark
- Email ROI: \$43.62 returned for every \$1 spent.
Source: Direct Marketing Association 2009

Good invitations cause interest and action

Do your invites do more than ask people to come?

Must have shareworthy content:

- Make it easy to support the cause
 - Share button for posting social media
 - "Forward to a Friend"-email
- Add list of upcoming events
- Engage with video
- List activities to improve attendance:
 - Topics
 - Lessons
 - Speakers

Today, 71% of the U.S. online audience watches video on the internet, and the number of streams consumed should more than double by 2013. – Forrester Research

Video in email can increase click-through rates by as much as three-hundred percent. – Forrester Research

The screenshot shows an email invitation for a "Help Families in Need Event". The email is addressed to Marie and includes the following content:

- Where:** Charles Hotel, 1234 Main Street, Cambridge, MA 02554. A map shows the location on Main Street.
- When:** Friday August 26, 2011 from 1:00 PM to 5:00 PM EDT. Includes a "Add to my calendar" link.
- Upcoming Events:** Families in Need Networking Event, Wednesday November 23, 2011 at 1:00 PM EST to Thursday November 24, 2011 at 11:00 AM EST, Charles Hotel.
- Dear Marie,** Your support helps those families in need, please come celebrate and show your support at our fundraiser!
- You're invited to our next fundraiser in August. It's a festive evening of fun and dancing under the stars, with great food and exciting raffle prizes. Guest speakers include:
 - Dave Thomas
 - Nancy Giles
- Please click on the link below to register online or RSVP.
- Register Now!**
- I can't make it**
- A screenshot of a social media page (Facebook) is shown.
- Sincerely, Marie Olen
- csahar@constantcontact.com
- ! 4728113

At the bottom left of the email, there are social media sharing icons for Facebook, Twitter, LinkedIn, YouTube, and a "Like" button. A "forward_email" link is visible at the bottom left of the screenshot.

Social Media promotion is...

Communicating to your social network

of fans, followers, and connections, using

Relevant and interesting content that is shared, allowing you to

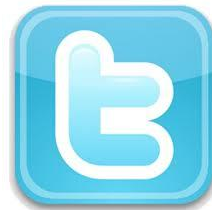
Reach and engage more people and

Increase attendance to your fundraiser!



Why use social media?

Use communications on social networks to create awareness and enthusiasm to attend!



What are the goals of promoting the event through social media?

- Increase attendance/ticket sales?
- Establish/increase donor engagement?
- Have supporters spread the organization's message?

Determine your own goals for your fundraiser in Social Media.

What do you say?

Remember, you want to have a conversation on social media

- Communicate the details:
 - What the event will be about
 - How the fundraiser supports the mission
- Provide information to drive attendance.
- Determine the social networks the sponsors and speakers are active in, and ask them to help.

Communication

What will the event be about?

Who will be there?

Why is the event important?

Conversation

“Do not miss it!”

“At this year’s event...”

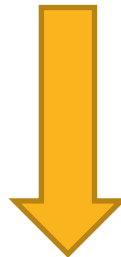
“Hear them speak...”

Like any topic, content is king, so each post must be compelling.

Where do you say it?

Treat each network as unique

- Customize the message for the audience.
- Share fundraiser information on all social networks.
- Measure reach of each network.

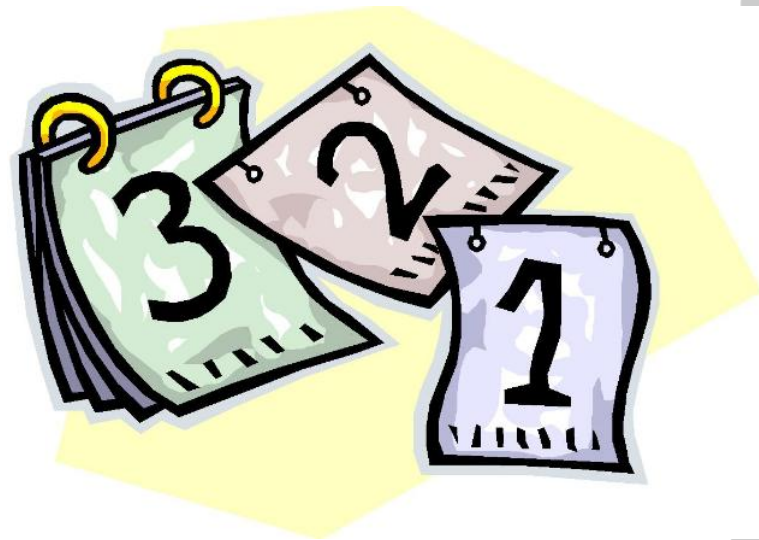


Create buzz about your fundraiser!

When do you say it?

Stagger your content

- There are lots of great things about your fundraiser and you don't want to say them all at once.
- Create a steady stream and share in Social Media.



Promote the event on a schedule:

- Weekly
- The day before
- An hour before

Registrants start the buzz about the event

Ask registrants to share the event information. Jump start the word of mouth buzz around your event!

Contact
Sara Jenson
NCNA
120 400-7600

When
Wednesday August 25, 2010 from 4:00 PM to 10:00 PM
[Add to my calendar](#)

Where
Hotel Manaco, Washington, D.C.

National Council of Nonprofits Annual Fundraiser Gala

✔ You have successfully registered for this event; look for a confirmation email shortly. Thanks for your interest! We look forward to seeing you.

[View and print my ticket\(s\)](#)

[Share this event on Facebook](#)

[Tweet that you're attending](#)

[Share this event on Facebook](#)

[Tweet that you're attending](#)

Once registered, attendees can spread the word about the event by sharing on Facebook or Twitter.

Note: Facebook users have on average 130 friends*

*Facebook FAQ's

SUPERCHARGE YOUR FUNDRAISER THROUGH ENGAGEMENT

Recruiting volunteers



Assess your needs first

- Where do you need help?
- When do you need help?
 - Planning
 - Executing
 - Follow up
- Showcase different needed tasks -attract people with different skill sets and interests.

Where to find volunteers

Recruiting your “Dream Team”:

- Locate from within your organization those who are:
 - Passionate
 - Concerned
 - Engaged
 - Excited
 - Possess institutional knowledge

When you need outside assistance:

- Local colleges or universities.
- Social media.
- Local volunteer centers.
- Publish volunteer opportunities online.



Volunteers support the fundraiser



Keep your volunteers engaged

- Be prepared to have tasks ready for volunteers.
- Set realistic and achievable goals for volunteers.

Volunteers are people too!

- Shower them with appreciation at the fundraiser!
- Say thank you!



Engage with social media at the fundraiser

Using Facebook during the event

- Use live updates to mention booth contests, fun activities and share pictures.
- In each post, share any links or materials of the guest speakers.
- Include pictures of any guest speakers or attendees. –Ask them to tag themselves.
- Encourage attendees to share or comment during the fundraiser on Facebook via mobile.



The screenshot displays three Facebook posts from the page 'Social Media & Community 2.0 Strategies'. The first post, dated April 5 at 9:09am, features a 'TouchGraph' visualization showing a network of friends with clusters labeled 'College' and 'City'. The second post, dated April 5 at 8:15am, shows three photos of speakers at a podium. The third post is a text-based announcement about a blog for session recaps.

Social Media & Community 2.0 Strategies
If you are enjoying James Fowler's talk, check out the Connected app

TouchGraph
TouchGraph displays a visualization of which friends are friends with each other. TouchGraph identifies clusters to which friends belong and ranks friends based on who is a connector between groups.

April 5 at 9:09am · Like · Comment · Share

2 people like this.

Write a comment...

Social Media & Community 2.0 Strategies added 4 new photos to the album Social Media & Community 2.0 2011.

Social Media & Community 2.0 2011

April 5 at 8:15am · Like · Comment · Share

Social Media & Community 2.0 Strategies
Be sure to visit the Social Media & Community 2.0 Blog for session recaps from Primer Day!

Community 2.0
community20.blogspot.com
Community 2.0 covers the new dynamic of business to consumer engagement

Engage with social media at the fundraiser

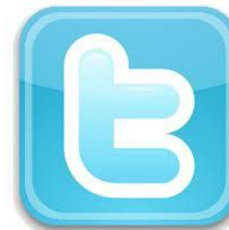
Using Twitter during the event

- Use #hashtag for the event.
- Encourage attendees to tweet about what they are experiencing during the event – use event #hashtag.
 - People who are interested but not there can follow the Twitter feed.
- Encourage attendees to post photos and videos from mobile devices to Twitter with tools like Twitpic.

Twitter has 165 Million Users – 50% of them use Twitter Mobile. –Mashable.com, “Mobile by the Numbers”



The image shows a screenshot of a Twitpic post and a Twitter feed. The Twitpic post features a photo of a book titled "Guy Kawasaki Enchantment" with a butterfly on the cover. The post is from "adventuregirl" and was posted on March 16, 2011. Below the photo, there is a caption: "Don't you love getting 'good mail' ? Made my day TY @guykawasaki cc:@guysreplies". To the right of the photo, there are options to "Rotate photo" and "View full size". Below the Twitpic post, there is a section titled "What's happening?" with a text box containing: "Special thanks to our sponsor - Chadwick Martin Bailey (@cmbinfo) for next week's #socialc20 conference". Below this text box, there is an "Add your location" button and a "Tweet" button with a count of 37. To the right of the "What's happening?" section, there is a sidebar with a list of tweets. The first tweet is from "du Kallia" with the text "ys @IanDouglas QjgM". The second tweet is from "To Set Up" with the text "arn Money By Selling Online PC Support http://ff.im/-aUXUQ 2 minutes ago". The third tweet is from "GeekLad" with the text "Yahoo Open Sources Traffic Server http://ff.im/-aUXBZ". At the bottom of the sidebar, there is a "twitter" logo and the text "Join the conversation".



During the fundraiser

Consider using QR codes to keep the interaction going

Use a QR code at the event to:

- Review a list of activities at the fundraiser.
- To have attendees make a donation right now.
- Watch a video featuring success of the organization.
- Access live Twitter stream focused on event #hashtag.

Wonder what is behind this QR Code?



How do I build? -<http://bit.ly/>
Add- .qr at end of shortened url

24

INSIGHT PROVIDED BY:  

MAXIMIZE FINANCIAL IMPACT

Getting sponsorships for your fundraiser

Find potential sponsors for your fundraiser by looking at the following companies:

- That you know or have given support in the past?
- Where do your board members, vendors, or supporters work?
- Does a company have philanthropic and/or business agenda well-matched to your mission?
- Have their employees volunteered for your organization?



Making the most of sponsorships

For sponsorship to be successful it has to be mutual beneficial

Include the sponsor's logo:

- On your event website.
- In your email invitation.
- In a banner or on a flier.

Follow-up:

- Recognize them in an announcement during event.
- Thank them in your tweets.

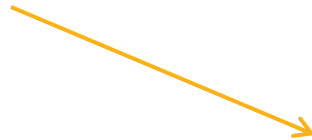


 @BlacksburgPship
BlacksburgPartnershp

Thank you to WSLs 10, our Presenting Sponsor for Fork and Cork.

<http://fb.me/YT8LBR9A>

1 hour ago via Facebook ☆ Favorite ↻ Retweet ↩ Reply



Increase Your Fundraiser Revenue

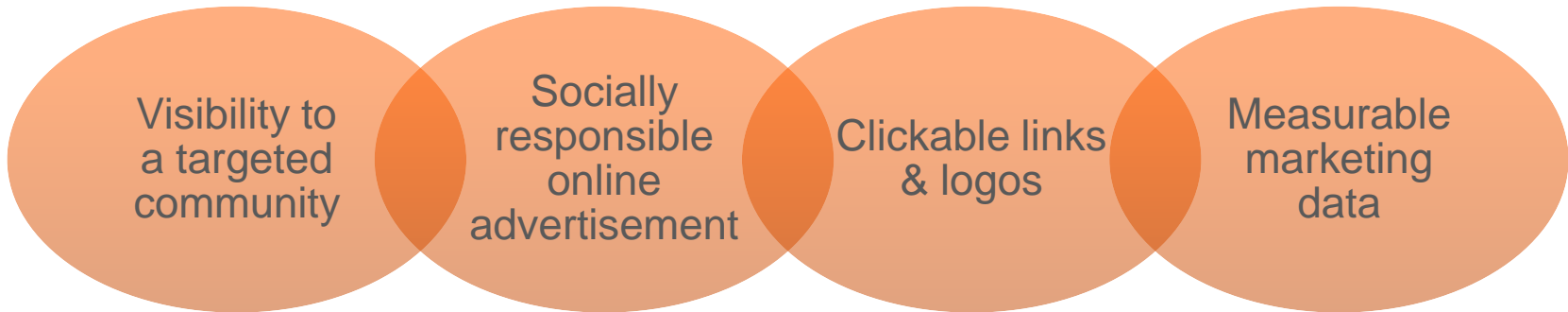
Why online fundraising auctions?

- Extend your fundraiser beyond one night.
- Expand your reach beyond fundraiser attendees.
- Friendly competition means more revenue.
- Branded auction website provides money-raising features:
 - Pre-fundraiser promotion
 - Sponsorship opportunities
 - Cash donations
 - Ticket sales
 - Refer-a-friend



Give more to get more

Offer your donors and sponsors



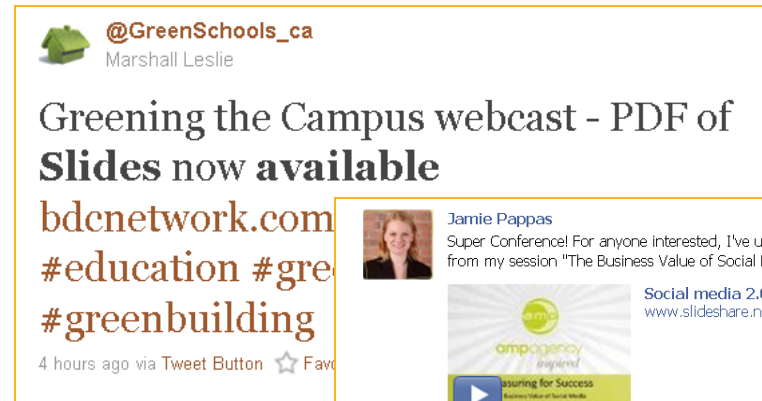
Online auctions are a powerful bartering tool for more sponsorship dollars as well as item donations of greater value and quantity.


KEEP ENERGY GOING

Continue the relationship

Use Social Media to nurture and grow the relationships following the fundraiser.

- Thank attendees, donors and sponsors.
- Provide information about how the fundraiser helped the organization.
- Share updates about how the organization helped those it serves.
- Begin promotion for the next fundraiser.
- Give participants a way to stay connected through the "Join Our Mailing List" link or social media sites.



 **@GreenSchools_ca**
Marshall Leslie

Greening the Campus webcast - PDF of **Slides now available**

bdcnetwork.com
#education #green #greenbuilding

4 hours ago via Tweet Button ☆ Favorite



 **Jamie Pappas**
Super Conference! For anyone interested, I've uploaded my slides on SlideShare from my session "The Business Value of Social Media"

 **Social media 2.0 pappas 3 28-11**
www.slideshare.net

April 7 at 3:15pm · Like · Comment · Share

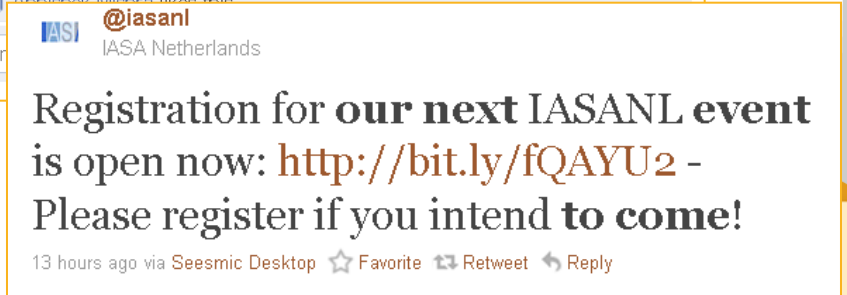



 **Social Media & Community 2.0 Strategies**
Looking to learn more about integrating traditional and social media? Curious about social media metrics? Join IIR for the 2011 Measure Up conference.

 **Welcome to the 2011 Measure Up Event**
www.iirusa.com
Welcome to the Measure Up 2011 Conference home page

April 15 at 1:16pm · Like · Comment · Share

Abhishek Mishra likes this



 **@iasanl**
IASA Netherlands

Registration for our next IASANL event is open now: <http://bit.ly/fQAYU2> - Please register if you intend to come!

13 hours ago via Seismic Desktop ☆ Favorite ↻ Retweet ↩ Reply

Thank you for attending!

Learn more about how Social Media Marketing can help small business and non profits optimize marketing efforts.

Visit our website and register for our free webinars here:

<http://bit.ly/5stepfundraiser>

QUESTIONS?

On Twitter:
@AshleyPWade
@justintryon
#5steps

Event Marketing

Online Registration and Promotion



Get Started with social media

Go to www.socialquickstarter.com and get help with:

- Social Media 101
- Facebook
- Twitter
- LinkedIn
- Blogs
- YouTube
- Location-based marketing

The screenshot shows the homepage of 'Social Media Quickstarter' by Constant Contact. At the top, there's a navigation bar with 'Social Media Quickstarter' and a 'Get Started!' button. Below this is a large hero section with a cartoon illustration of a man in a blue suit holding a sign that says 'SOCIAL MEDIA'. To the right of the illustration, the text reads 'What are you waiting for? Pull the lever!' and 'We'll help you get started...and successful...at building connections through social media marketing. Start today!'. A 'Watch' button is present next to the text. Below the hero section, there's a 'Hello!' section with introductory text and a 'What's Inside:' section listing various topics and their chapter counts. To the right, there's a 'Talk to us.' section with a handwritten-style message and a 'Visit us on Facebook' link. At the bottom, there's a footer with navigation links and the 'powered by Knowhow' logo.

Social Media Quickstarter
from Constant Contact®

[Get Started!](#) [Log In](#)

watch video

What are you waiting for?
Pull the lever!

We'll help you get started...and successful...at building connections through social media marketing. Start today!

[Watch](#) the Social 101 Intro video and start building your bridges.

Hello!

You know that social media marketing is important for your business. Maybe you're already doing it, or maybe you're looking for the best way to get started. Good news: the folks at Constant Contact have created a simple collection of guides to get you building online social connections fast, in a way that's super easy. Start with the Social 101 video by clicking the image above, or go ahead and jump right into any chapter you want.

What's Inside:

Social Media 101 (4 chapters)	YouTube (9 chapters)
Facebook (15 chapters)	Ratings and Reviews (6 chapters)
Twitter (16 chapters)	Location-Based Services (7 chapters)
LinkedIn (13 chapters)	QR Codes (3 chapters)
Blogging (3 chapters)	

Talk to us.

Since we just started the Social Media Quickstarter, we'd love to hear from you. Visit our new Facebook page and let us know what you're interested in learning. We want to make this fun and easy.

Thanks,
The SMQ Team [Visit us on Facebook](#)

[Sign Up](#) | [About](#) | [Contact](#) | [Privacy Policy](#) | [Terms of Use](#) | © Constant Contact

powered by Knowhow