

## What is a non-event?

A non-event is an alternative opportunity to engage with supporters and receive resources for your organization. This is set apart from conventional events in that they don't occur on a single date - it could be a span of time.

### Some benefits of a non-event include:

- Lower "overhead" cost to run
- Alleviates the need for people to gather in person
- Providing new opportunities to meet donors where they are, in different places

## Like a traditional event, time is still required to plan and execute a non-event.

**Planning** - While many of the tangible elements are not required, you still need time to plan and build your non-event theme, secure sponsors, and to invite your guests, whether that's by mail, email, through social media, and wherever else your supporters can be found.

**Execution** - The length of your non-event should fit the "tone" of your theme. A shorter non-event (e.g. a weekend) will be more focused and give donors a sense of urgency, while a longer one (e.g. a month long) will feel more casual and give your attendees more flexibility for participating.

## Why you should consider this approach:

The non-event is a valuable opportunity to receive donations without having to offer a premium or an experience. Your organization does good work, and if you communicate your mission, donors can feel good for being a part of it.



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## Key resources for setting up your non-event:

- **Theme** - Your non-event's theme should go hand-in-hand with your goal. It should reflect why you are raising money. It should also be fun and engaging - you want your participants to feel good about donating.
- **Contact List** - Not unlike a traditional event, you'll want to invite your supporters and give them dates and details. Email and physical mailing lists are ideal, but you can always leverage your social media following as well.
- **Venue** - This is where your non-event is held. It could be anything from a landing page on your website to a social media page. Wherever this is, it should offer supporting content like literature, videos, chat options and more.
- **Donation Portal** - Provide participants with an easy way to give. There are a number of options for website donation forms available, as well as accessible third-party sites. Most social media platforms have their own form of this too. If you have the resources, you can even consider offering a call line to receive donations.

## Use non-events in conjunction with regular events.

The ability to raise funds year-round is essential to an organization, so why not leverage both types of fundraising in your strategy? Alternating between events and non-events can help achieve contributions from a wider audience while building and maintaining more relationships. They are all opportunities to communicate with your audience.

## A non-event is more effective than ever...

In a new era of social distancing, the non-event framework provides a different approach to meeting your audience online, including those who might be too busy to attend a conventional event.



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## Some ideas for non-events:

- **Video Page** - Share a pre-recorded video of a person served, sharing their story. Invite your audience to your page to watch and learn more about how they can help.
- **Online food or drink event** - Provide your audience with recipes that they can make at home, give helpful tips, and even provide them with an avenue to share their results.
- **Recurring Happy Hour** - Host a recurring happy hour at the same time for consecutive days during your non-event, using one of many available video conferencing tools. Invite people to join at their convenience to mingle and inspire one another to make generous gifts.



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