



# Online Fundraising Events Bootcamp LIVE

1. Introduce yourself in the comments, tell us your name and org name for a chance to win a scholarship to Nonprofit Marketing Management Fundamentals
2. Let me know if you're having any tech challenges I can assist with
3. Silence your phone and close your email. You don't want to miss a thing!

## Agenda

- 9:45 Doors Open
- 10:00 Greeting
- 10:05 Online Event Marketing Tips
- 10:40 Q&A Panel
- 11:10 Giveaways!



# THE MAYECREATE FAMILY

⌨ (minus Sean & Kerra)



MIKE

MONICA

ELLIS

AVELEEN

ROXIE

Painted By  
THOMAS RALPH  
HOURIGAN

Meet Monica Pitts



# Tips for Marketing Your Online Event

PRESENTED BY  
 MayeCreate  
DESIGN



How to evaluate which event is right to take online for meeting your fundraising and outreach goals



Live Q&A session with experts and nonprofits who've done it before



"Take-and-bake" recipes to market your event successfully so you're not wasting time creating them from scratch

*You are here!*



### On-demand content covering:

- >> How to build value for your event sponsors
- >> Tips for running a streaming event online
- >> What to plan for your virtual golf tournament
- >> Ways to bring your Gala online
- >> Why now may be the perfect time for a non-event fundraiser
- >> How to keep your audience engaged during your online event
- >> The ins and outs of running a successful trivia night

To get here!

### The Ins and Outs of Running a Successful Trivia Night



Available Now

### How to **Build Value** for Event Sponsors



Available Now

### Tips for Running a **Streaming Event** Online



Available Now

### Why Now May Be the Perfect Time for a **Non-Event Fundraiser**



Available Now

### How to **Keep Your Audience Engaged** During Your Online Event



Available Now

### Ways to Bring Your Gala **Online**



Available Now

### What to Plan for Your **Virtual** Golf Tournament



Available Now

# The Ins and Outs of Running a **Successful Trivia Night**



Hosted by Monica Pitts

with guest **Enola White**

Admissions & Outreach Coordinator, University  
of Missouri-Columbia Honors College

Not a good time to watch a video? Listen to the audio instead!

▶ 0:00 / 19:42



*Or here*



[Download Recipe Card](#)

**Have a question about this topic?**

Submit a question for our live Q&A session on August 5th.

First Name \*

Email \*

What's your question? \*

Video

Enola White

Add to Question Submitted Group in Mailchimp

Add to Group

[Submit](#)

\*We may not get to answer EVERY question in our Q&A, but we'll do our darndest to field them and get you everything you need to get started on your online event!

Go here!

REGISTER @ [youmaycreate.com](https://youmaycreate.com)

## Online Fundraising Events Bootcamp

**You're struggling to run effective online fundraisers, so I found you answers.**



Regardless of our situation with COVID, the show must go on! We're forging on with what we've got, and you can, too!

That said, thank you for excusing the quality of this video...

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Chat with us





# Tips for Marketing Your Online Event

PRESENTED BY  
 MayeCreate  
DESIGN

- 1. It makes relationships**
- 2. It maintains relationships**
- 3. It builds assets**

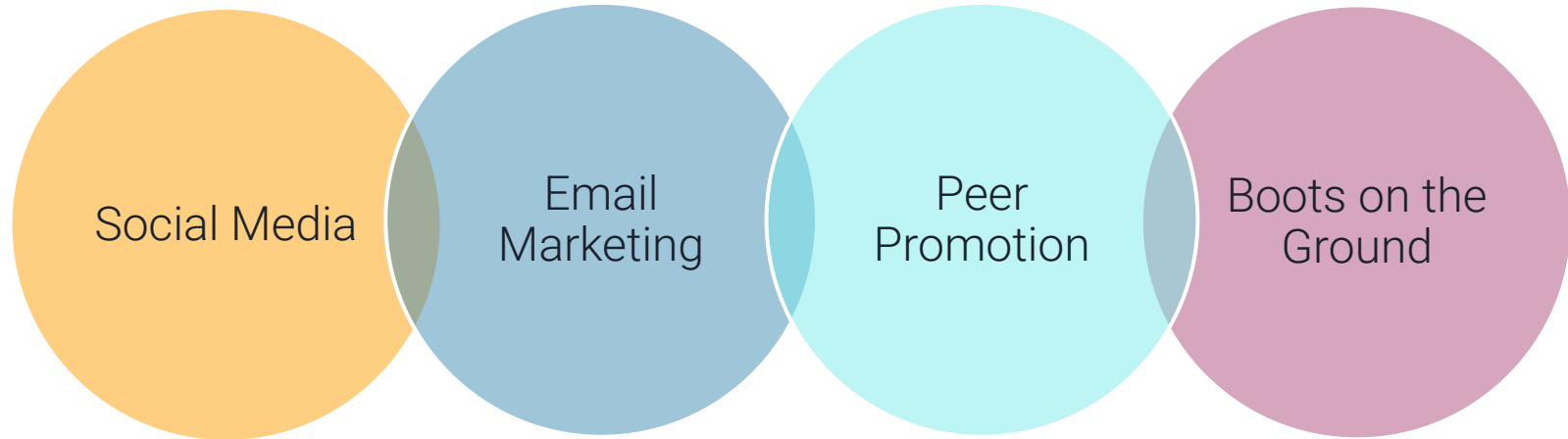


# Building Your Plan



# ACTIVE

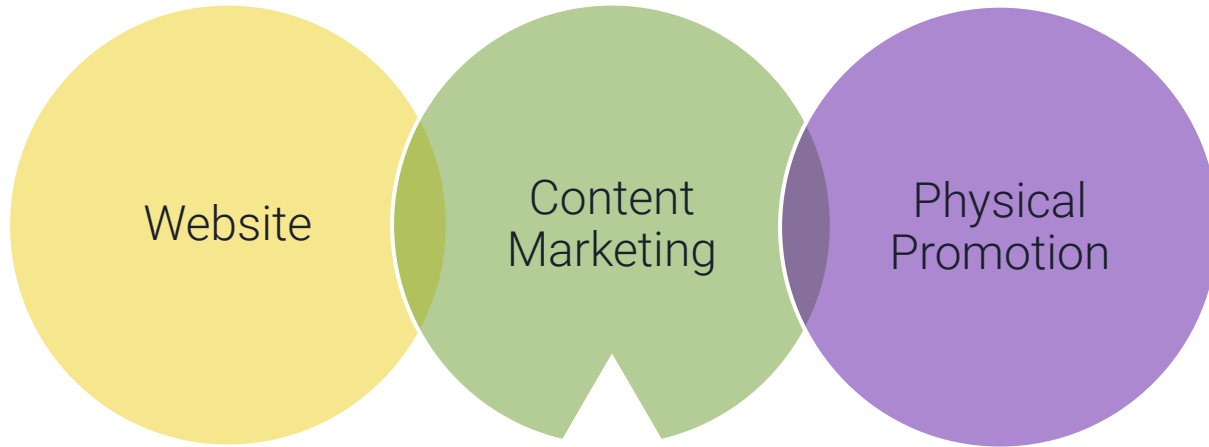
You're taking the initiative to reach out, often interrupting to gain the attention of prospects.



# PASSIVE



Your activity is available to people when they're ready, they find it on their own.



Blogging, Podcast, YouTube, Old Social Posts

- **Peer**
- **Physical**
- **Email**
- **Social**
- **Website**
- **Boots on the Ground**



# View All Podcasts

Jul 31	How to Choose the Right Online Fundraising Event Platform - Ep.32 <i>Hosted By: Monica Maye Pitts</i>	Nonprofit	22:47
Jul 29	How to Ask for Donations in Writing Using Email & Social Media with Guest Laura Smith - Ep.31 <i>Hosted By: Monica Maye Pitts</i>	Nonprofit Interview	34:38
Jul 24	Tips to Run an Online Fundraiser on a Super Low Budget - Ep.30 <i>Hosted By: Monica Maye Pitts</i>	Nonprofit	22:55
Jul 17	Ways to Collect Donations Online – Donation Tools and When to Use What - Ep.29 <i>Hosted By: Monica Maye Pitts</i>	Nonprofit	28:53
Jul 14	Investing in an Online Fundraiser - Ep.28 <i>Hosted By: Monica Maye Pitts</i>	Nonprofit Interview	35:36
Jul 10	Online Event Sign Up Application Evaluation Checklist - Ep.27 <i>Hosted By: Monica Maye Pitts, Stacy Brockmeier</i>	Nonprofit	24:38
Jul 7	What to Expect from Your Online Fundraiser with Guest John Baker - Ep.26 <i>Hosted By: Monica Maye Pitts</i>	Nonprofit Interview	30:00
Jul 3	Online Event Registration Solutions – From Simple to Robust - Ep.25 <i>Hosted By: Monica Maye Pitts</i>	Nonprofit	26:00

FREE RESOURCES @ mayecreate.com

# 15.7%

Direct Conversion Rate  
FOR COMOGIVES.COM



# 8.2%

Peer-to-Peer Conversion Rate  
FOR COMOGIVES.COM





# Peer Promotion

- Strategic alliances, groups, clubs, businesses
- Key supporters
- Volunteers
- Staff
- Board



# Physical Promotion

- Signage
  - ◆ Yardsigns
  - ◆ Posters
  - ◆ Sidewalk Chalk
  - ◆ Sandwich Board
  - ◆ Widows

- Mailers
- Door hangers
- Fliers

# 5.4%

Social Media Conversion Rate  
FOR COMOGIVES.COM





# Social Media Promotion

- Cover images
  - ◆ FB
  - ◆ Twitter
  - ◆ Linked
  - ◆ Youtube
  - ◆ YOUR EMPLOYEES
  - ◆ BOARD
  - ◆ Willing Volunteers

- Social Retargeting
- Profile image frame
  - ◆ Create, submit, a week or so turnaround



# Social Media Promotion - Where to Post

- In facebook groups
- On your page on your story
- On the timelines of your person page, board members, staff and volunteers



# You get what you give in social.

- Go live a few times before the event
- Create a facebook event
- Boost a few posts or events
- Make a hashtag

# 16.4%

Email Conversion Rate  
FOR COMOGIVES.COM





# Email Promotion

- In the footer, signature
  - ◆ That's a graphic that links to the signup page
  - ◆ For all staff, board members, supporters
- On your newsletter

- Peer
- Physical
- Email
- Social
- **Website**
- **Boots on the Ground**





# Website Promotion On Your Website

- Write a blog about what you did with last year's donations
- Big link or button on their home page
- Pop up



# Website Promotion On Your Website

- Sign up and sales page
  - ◆ Here's what's in it for you
  - ◆ Here's what we do with the donations
  - ◆ If you can't come do this
  - ◆ In sign up form ask people why they're excited or what they love about the event
- Chat box
- Ask for extra info on the sign up form

- Peer
- Physical
- Email
- Social
- Website
- **Boots on the Ground**





# Boots on the Ground

- Personally call and invite bigger donors
  - ◆ People who bought a table or made a big donation last year
- Get a list and keep an eye on it
  - ◆ As they sign give them a personal thanks
  - ◆ If they don't sign up by a certain date definitely reach out them

**This might be a building year.**



- 1. It makes relationships**
- 2. It maintains relationships**
- 3. It builds assets**



# Building Your Plan



- **Peer**
- **Physical**
- **Email**
- **Social**
- **Website**
- **Boots on the Ground**





# Q&A Session

Let's meet our nonprofit event experts!





# 5 minute warning!

Comment now for a chance to win!



Scholarship Winner!

# Nonprofit Marketing Management Fundamentals

\$350 VALUE





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Hosted by Monica Pitts  
with guest **Enola White**  
Executive & Fundraising Chair, Southern  
Entertainment Company

Now Watching

### How to **Build Value** for Event Sponsors



Hosted by Monica Pitts  
with guest **Samantha Flowers**  
Marketing and Event Manager, Special Events

### Tips for Running a **Streaming Event** Online



Hosted by Monica Pitts  
with guest **Sean Spence**  
CEO / CEO & Analyst, Better Scripting &  
America's Telethon / Every Guest Goes

Available Now

### Why Now May Be the Perfect Time for a **Non-Event Fundraiser**



Hosted by Monica Pitts  
with guest **Jaime Freidrichs**  
Fundraising Coach, Fund Fundraising Pro

### How to **Keep Your Audience Engaged** During Your Online Event



Hosted by Monica Pitts  
with guest **Adonica Coleman**  
Games, ADG Events

### Ways to Bring Your Gala **Online**



Hosted by Monica Pitts  
with guest **Anne Tegerdine**  
Owner & Lead Event Planning Partner,  
Ampelco Events

### What to Plan for Your **Virtual Golf Tournament**



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# Thank You!

Connect with us!



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**Thank You!!!**

