

How to market your fundraising event

Please wait, the webinar will be starting shortly

How to market your fundraising event



About me

- OraRuth Rother,
- Head of Marketing @ Charity Digital

- Random facts
 - Petrol Head (F! fanatic)
 - Designed Happy Meal Toys for over 7 years
 - have entire collection in my loft



What we are going to cover



- Benefits of fundraising
- Trends
- Frameworks
- Fundraising packs
- Channels & platforms
- Checklists
- Planning tools
- Sector resources



Why hold fundraising events



The benefits of fundraising events

The benefits

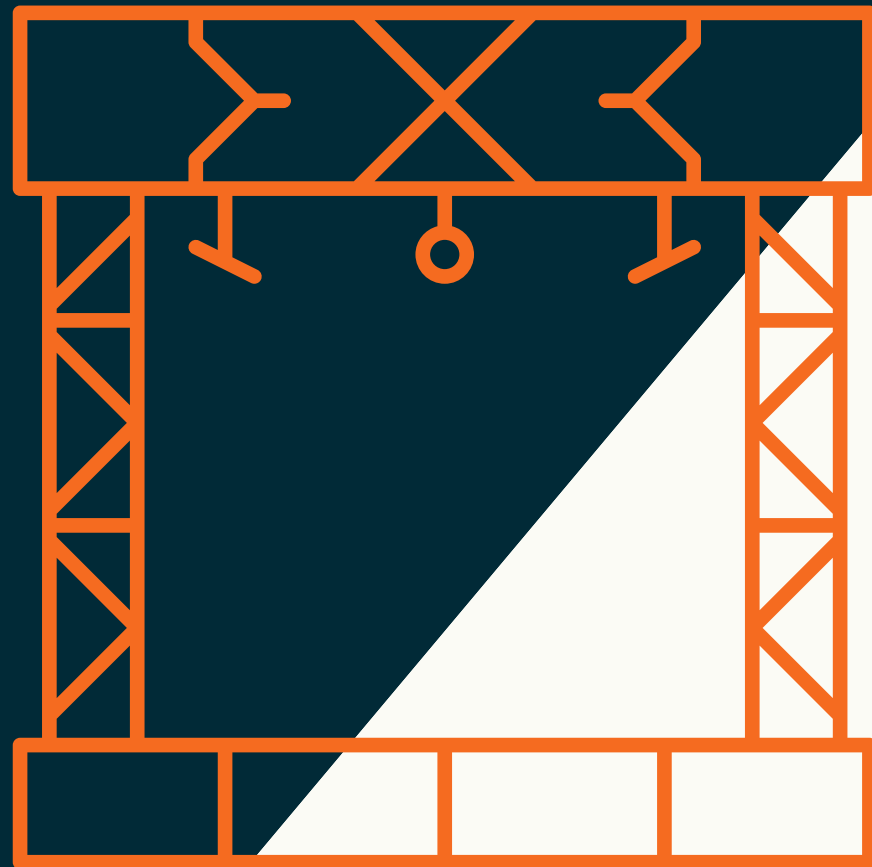


- **Diversifying income streams**
- **Community engagement**
- **Awareness building**
- **Relationship building**
- **FUN in fundraising**



Fundraising event trends

The growth of fundraising events



- 53% of charities expected fundraising events and activities to grow in 2023
- Just 12% forecasted a drop in income
- Smaller charities feel slightly less confident about the area with 47% predicting growth, while medium-sized charities rank highest with 57% expecting an increase

What donors think of fundraising events



- **28% of donors take part in events** - goes up to 34% of donors aged 18-34 (vs 17% over-55s)
- **16% of donors would like to receive invites to future events** as part of a thank you post-donation
- **46% of people were planning to do more events in 2023 than in 2022**
- Event participants are wealthier, spend more and are **less concerned about the cost-of-living crisis** than the population as a whole
- **Event sustainability** is becoming a significant concern for people
- **Event reputation** is more important than entry price when it comes to consideration
- Sports events remain popular - the top 24

Virtual or physical? Or both?



- Virtual events took a hit last year overall, with income falling on average by more than 50%. In-person events saw income grow as a group.
- Research in 2022 from Enthuse discovered that 54% of people are happy to take part in physical events, compared to just 27% who said the same in 2021.
- Most virtual events saw the average raised per participant fall, while many in-person events saw this value increase.
- However, there remains a small but significant proportion of participants are still not comfortable in crowds.
- Many who have stopped doing events since 2019 have no plans to get back to previous levels of participation.
- Over 65's are the most likely to have stopped doing events during COVID and potentially will not come back.
- Hybrid events are increasingly popular improving accessibility and allowing increased participation

Get started early
Make it easy

Those who start fundraising early are likely to raise up to £700 more on average than those who start fundraising two months before the day of the marathon.





The power of four

Journey framework/ stewardship

Phase One: Onboarding

Phase Two: Keep in touch

Phase Three: Countdown

Phase Four: Post-event



Marketing framework

Phase One: Pre-event

Phase Two: Promotion

Phase Three: During event

Phase Four: Post-event



Phase one: pre-event

1. Define your goals and target audience
2. Create a marketing plan
3. Assign roles within your team
4. Create promotional materials
5. Consider your participant journey
6. Identify potential partnerships



Phase two: promotion

1. Get your emails in order
2. Engage supporters with content and community
3. Share fundraising expertise
4. Partner with like-minded other charity bodies to cross-promote via socials or newsletters
5. Consider Early Bird promotions
6. Invest in paid advertising



Phase three: during event

1. Continuously share updates
2. Keep participants engaged with increased activity
3. Collect contact information for following up after the event - this should be done at sign up stage too!



Phase four: post event

1. Say thank you!
2. Share highlights
3. Analyse data
4. Gather feedback
5. Show the impact

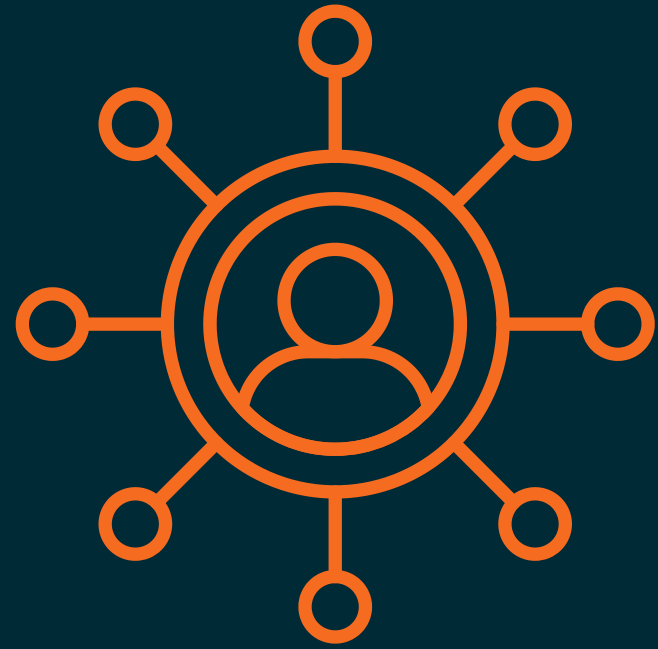


Maximising fundraising

The top 3 things to help event participants raise more money:

- 49% - information on how the money will be used
- 48% - offering fundraising ideas
- 39% - taking part in a big name mass event





Fundraising packs

What to include in a fundraising pack

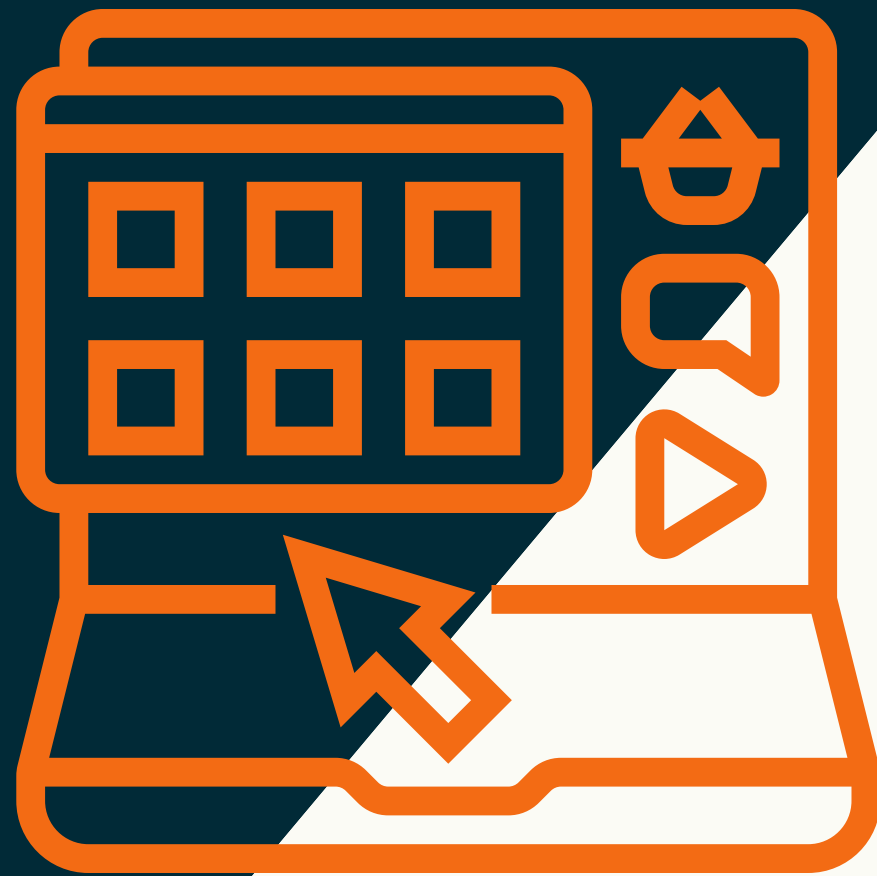
1. Introduction
2. Event details
3. Fundraising advice
4. Fundraising materials
5. Event logistics (e.g. how to set up pages etc.)
6. Fundraising schedule
7. Donation collection info
8. Information on milestones and incentives (if any)
9. Real-life stories or testimonials from service users
10. Legal and compliance information
11. FAQs
12. Appendices





Choose the right channels

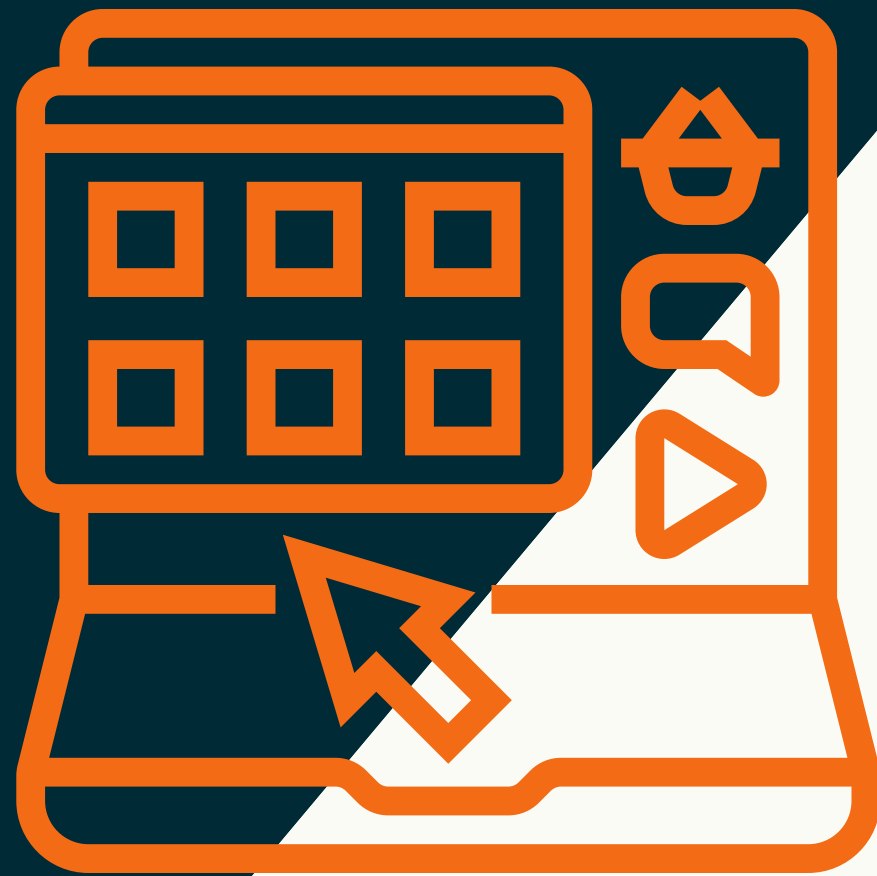
Platforms & channels



Prioritise supporter needs

- The easier it is for people to sign up and donate, the more funds your event will raise
- Personalisation is about respecting your participants as individuals and putting their needs first in your fundraising strategy
- User personas can help you develop supporter journeys that are tailored to your different demographics and supporter profiles
- There are lots of persona templates online, including from **Miro** and **Hootsuite**

Platforms & channels



Make the most of email

- Email remains a great channel for fundraising and results in one-third of online fundraising revenue.
- Organisations are six times more likely to get a click-through from an email than they are from X.
- 77% of marketers have seen an increase in email engagement over the last 12 months, according to HubSpot

Platforms & channels

Evaluate social media

- Focus on where your attendees – or your prospective attendees – are
- TikTok is an excellent channel for engaging younger donors (the vast majority of users are aged between 16 and 25)
- X is one of the few text-based platforms remaining and holds value for charities in sharing information online
- More than 50 million people in the UK are active on Facebook making it an excellent place to build a community



Event platforms



Event platforms

- **Eventbrite**
 - Free for organisers if no ticket charges, otherwise it offers a three-tier pricing package.
 - The essentials suite = £0.49 per ticket in addition to 3.5% of the ticket price, for one ticket type only.
- **Idloom**
 - Light subscription plan includes unlimited free events, unlimited users and guests, e-ticketing and a variety of pricing options for paying customers.
 - On Charity Digital Exchange, eligible charities can also access the Light subscription plan for 12 months, for just £40, which is a substantial saving.
- **Yapsody**
 - No fees on the first 50 tickets.
 - Non-profits can benefit from a flat 50% rebate on monthly invoices for any event.
 - No fees apply for free, non-ticketed events hosted by non-profits.
- **TicketTailor**
 - Charities pay-as-you-go approach or monthly plans.
 - Charities can access a 20% discount and monthly plans start at £19 per month for 50 tickets sales, with the largest package costing £149 for 500 tickets.



Virtual event platforms incorporate a variety of tools to plan, promote, and execute online events.

These products are designed to help businesses deliver the same feel and value of in-person events through interactive digital experiences.

Examples include

- **Hubilo**

- Q&A sessions, polls, and video sessions / discussions,
- a comprehensive suite of engagement tools for participants to connect with speakers including breakout and engagement rooms
- Virtual booths and direct chat to participants

- **Zoom**

- Stream to third-party platforms, embed video into a web page, and send a single link to your attendees
- [Zoom is available on the Charity Digital Exchange site with up to 50% for eligible charities](#)

Virtual event platforms





Finalising your plan

Event marketing checklist

1. Set out your goals
2. Choose the right tools
3. Start early
4. Plan your content
5. Support your users
6. Stay in touch with attendees
7. Post-event engagement
8. Analyse results and gather feedback



Planning tools

- **Social media scheduling e.g. Hootsuite**
 - Schedule and create your social media posts ahead of time, freeing up time closer to the event to focus on logistics.
 - Hootsuite is available on the Charity Digital Exchange, with 75% for eligible charities.
- **Project planning tools e.g. Asana, Trello, Monday**
 - Assign tasks with visible deadlines to complement your marketing plan. You can see an example of what this looks like on Asana on the next slide.
 - Asana is available on the Charity Digital Exchange with up to 50% discount for eligible charities
- **Save the date!**
 - Tools such as **AddEvent** can allow participants to add your event to their calendars, thus saving the date and maximising attendees on the day.



Remember, particularly for free events, sign ups do not always equal attendees.

Asana

Social Media Calendar

Views: Ideas | Scheduled this week | Scheduled next week | Later this month

- Ideas**
 - New office tour
 - Live Video: Yes
 - Instagram: Yes
 - How To: Building Brand Design
 - Article: No
 - Twitter: No
- Scheduled this week**
 - Weekly Hire roundup: Week 32 (Jul 29)
 - Carousel: No
 - Instagram: Yes
 - Month in Review: Highlights (Jul 31)
 - Article: No
 - Twitter: Yes
- Scheduled next week**
 - Office opening announcement (Aug 6)
 - Article: No
 - LinkedIn: Yes
 - Launch: Announcing Our New Site! (Aug 7)
 - Produce...: No
 - Instagram: Yes
 - Announcing: Digital Guides + Trainings (Aug 8)
 - Article: No
 - LinkedIn: Yes
- Later this month**
 - Recruitment: New job postings (Aug 21)
 - GIF: No
 - Twitter: Yes
 - #Teamwork Campaign (Aug 23)
 - Photo: No
 - Instagram: Yes
 - Developer Conference Recap (Aug 26)

Agency Collaboration

Views: Add Task | Priority Status | Approval stage | Proposed Budget

Upcoming Work:

Task	Priority	Approval stage	Proposed Budget	Assignee
Q2 Regional Activation Camp Oct 25	High	Ready fo...	—	[Avatar]
Creative Brief for Holiday Oct 23 - 26	High	Ready fo...	—	[Avatar]
Media Growth Strategy Oct 24 - 31	Medium	Changes...	\$2.4M	[Avatar]
Paid Social Q4 Brand Nov 22 - Dec 21	Medium	Approved	\$11K	[Avatar]
Weekly Analytics Report	—	Ready fo...	—	[Avatar]

Work In-Progress:

YouTube Pre-Roll Video Oct 24 - 29	Low	Approved	\$20K	[Avatar]
Upcoming Out of Horr Oct 9 - Nov 20	High	Changes...	\$750K	[Avatar]

Resources from the sector

- Walk the Walk event checklist
- Alzheimer's Society webinar - How charities can maximise their fundraising through mass events
- Oxfam – Tips for promoting your event
- Charity Excellence – Event advice
- Charity Digital webinar – How to organise an event
- Eventbrite – Seven ways to promote your charity event
- Charity Digital - AI for content, data, plagiarism and ethics

In summary

- Plan the journey
 - Onboarding / stay in touch / countdown / post event
- Ongoing marketing
 - Pre-event / promotion / during event / post-event
- Fundraising packs
 - Goals / needs / contents
- Platforms & channels
- Checklist
- Planning tools
- Sector resources





Thank you!
Any questions?

LinkedIn

OraRuth Rother

Email

oraruth.rother@charitydigital.org.uk





Coming up...

Digital Fundraising Summit

Online, 1-2 November

The Wildlife Trusts: Charities, tech, and the climate

Webinar, 9 November