

5 Strategies

to Perfect Your Attendee Experience
For In-Person, Virtual & Hybrid Events

THURS OCTOBER 28, 1PM ET | 12PM CT | 11AM MT | 10AM PT

HOSTS



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The Battle *for* Attention

- Fight for donor engagement
- Break through Zoom haze
- Hybrid - 2 Audience Needs
- In-Person “return” looks different
- Compel & create urgency



Survey Methodology



Sample Size

1,026 Social Donors
Quotas set to ensure
census representation



Survey Approach

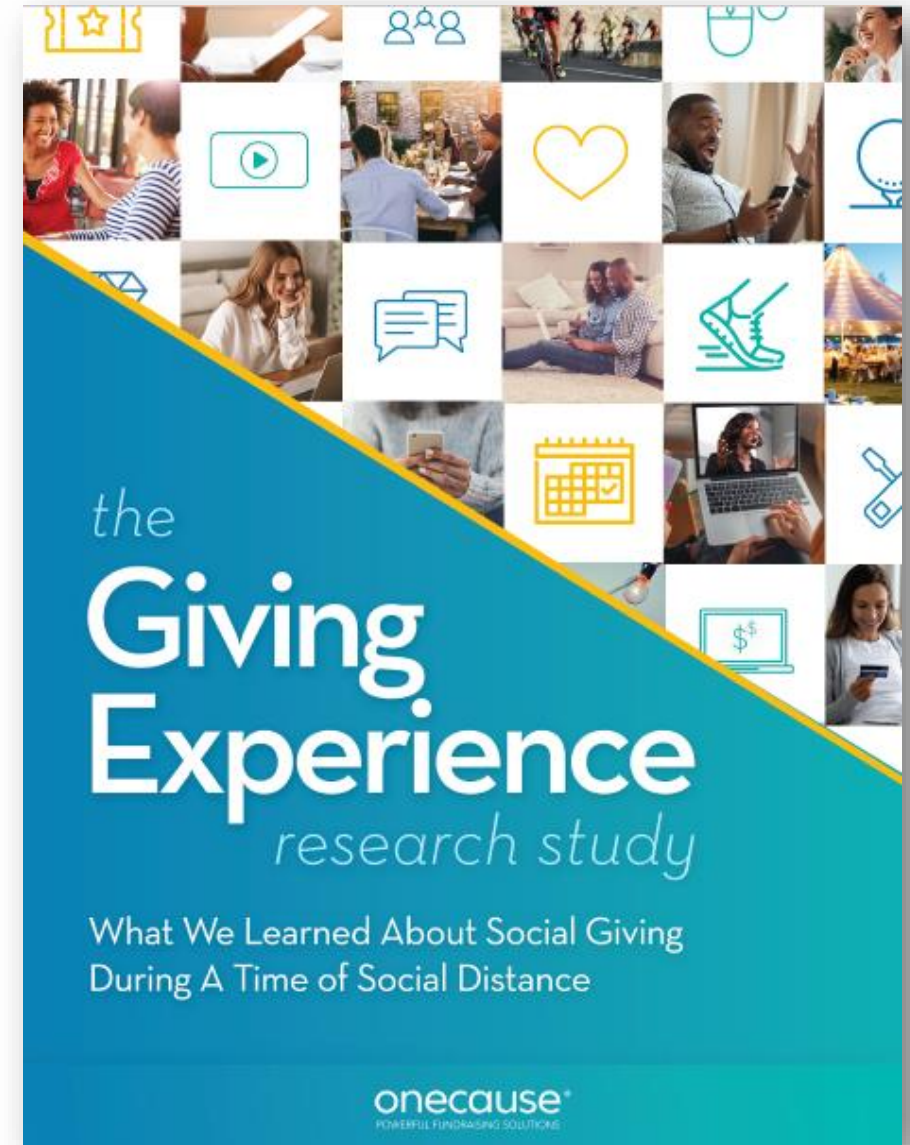
Online survey in April 2021
Self-reporting questionnaire
Conducted by Edge Research



Social Donor Definition

In the last 12 months

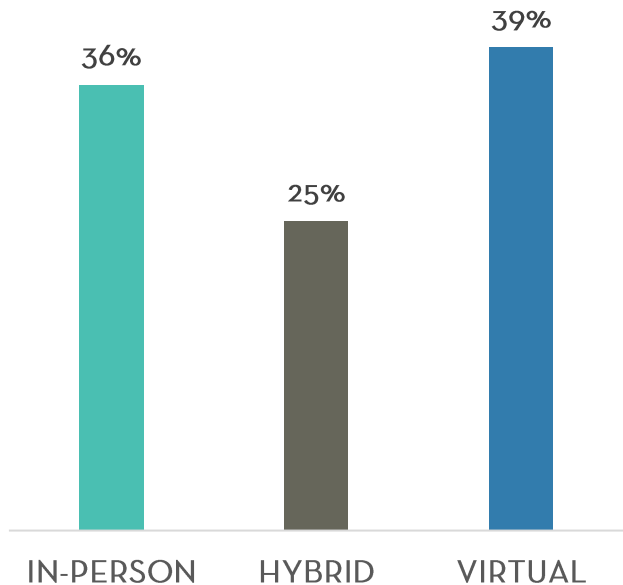
- Donated or attended a fundraising event,
- Sponsored someone or participated in a fundraising run, walk, ride
- Donated or requested donations as a part of a fundraising challenge, occasion, or giving day



Today's Event Attendees

Defined as: Donating to a nonprofit through attending a fundraising event (like a gala, golf tournament, or similar event), virtually or in-person.

HOW THEY ATTEND



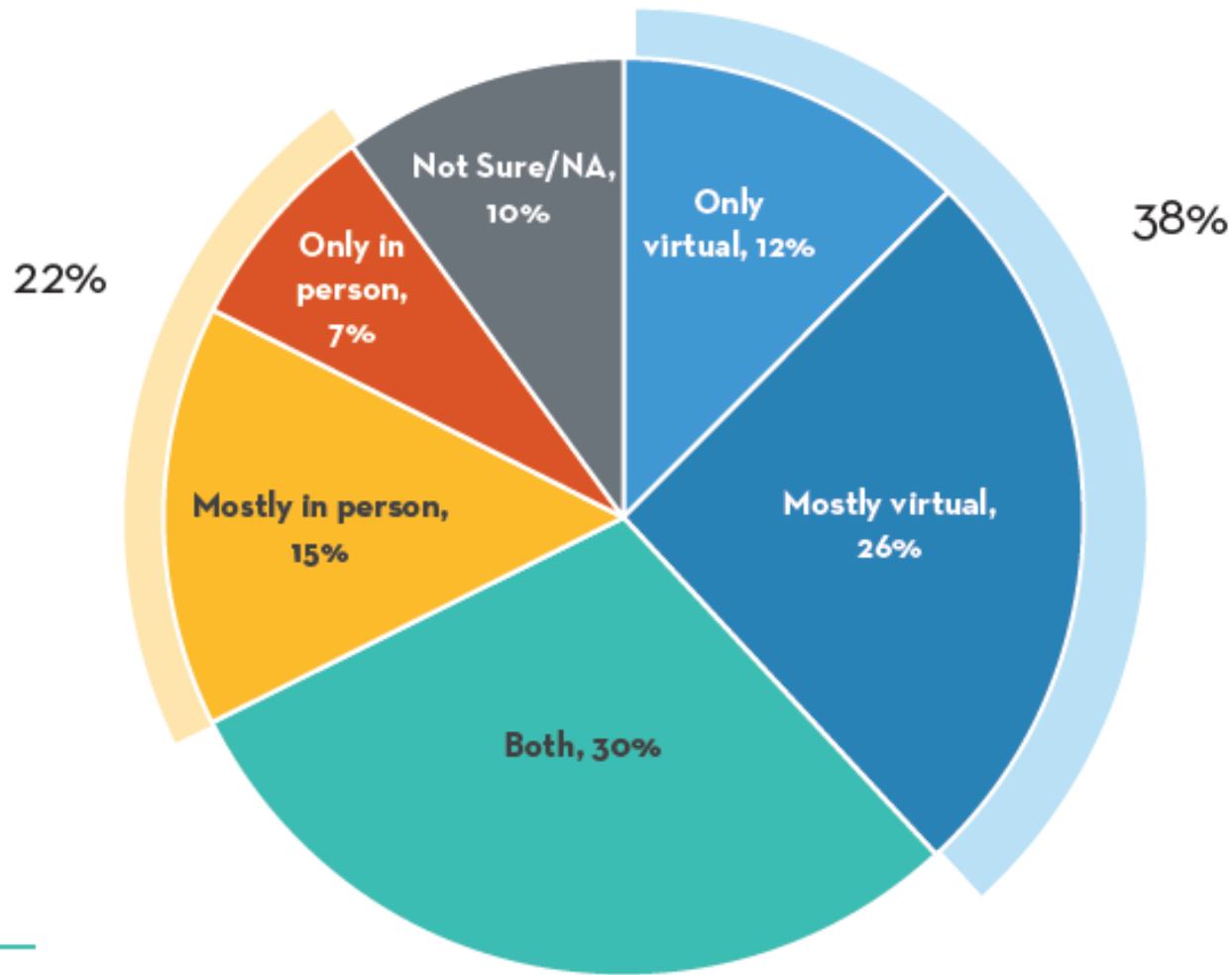
GENERATIONAL BREAKDOWN

Gen Z	18%
Gen Y	36%
Gen X	25%
Boomer	18%
Mature	4%

RATING THE EVENT EXPERIENCE

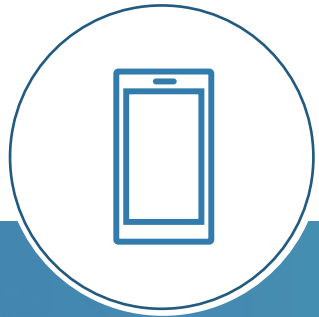


Post Pandemic Engagement



71%
Anticipate Mixed
Engagement

5 KEY STRATEGIES FOR ATTENDEE EXPERIENCE



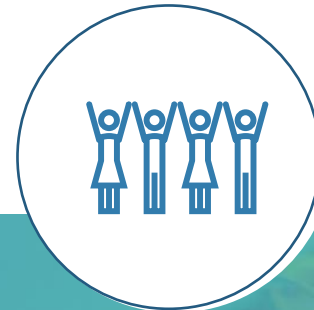
EASE



MISSION & IMPACT



ENGAGEMENT



COMMUNITY



COMMUNICATIONS

EASE

The background of the image is a teal-to-blue gradient. On the right side, there is a blurred image of a hand holding a glass vial, which is semi-transparent and blends into the background. The word "EASE" is written in a large, bold, white, sans-serif font on the left side of the image.

Why Event Donors Give

EASE

“It was easy to do.”

MISSION

“I care about the mission of the organization.”

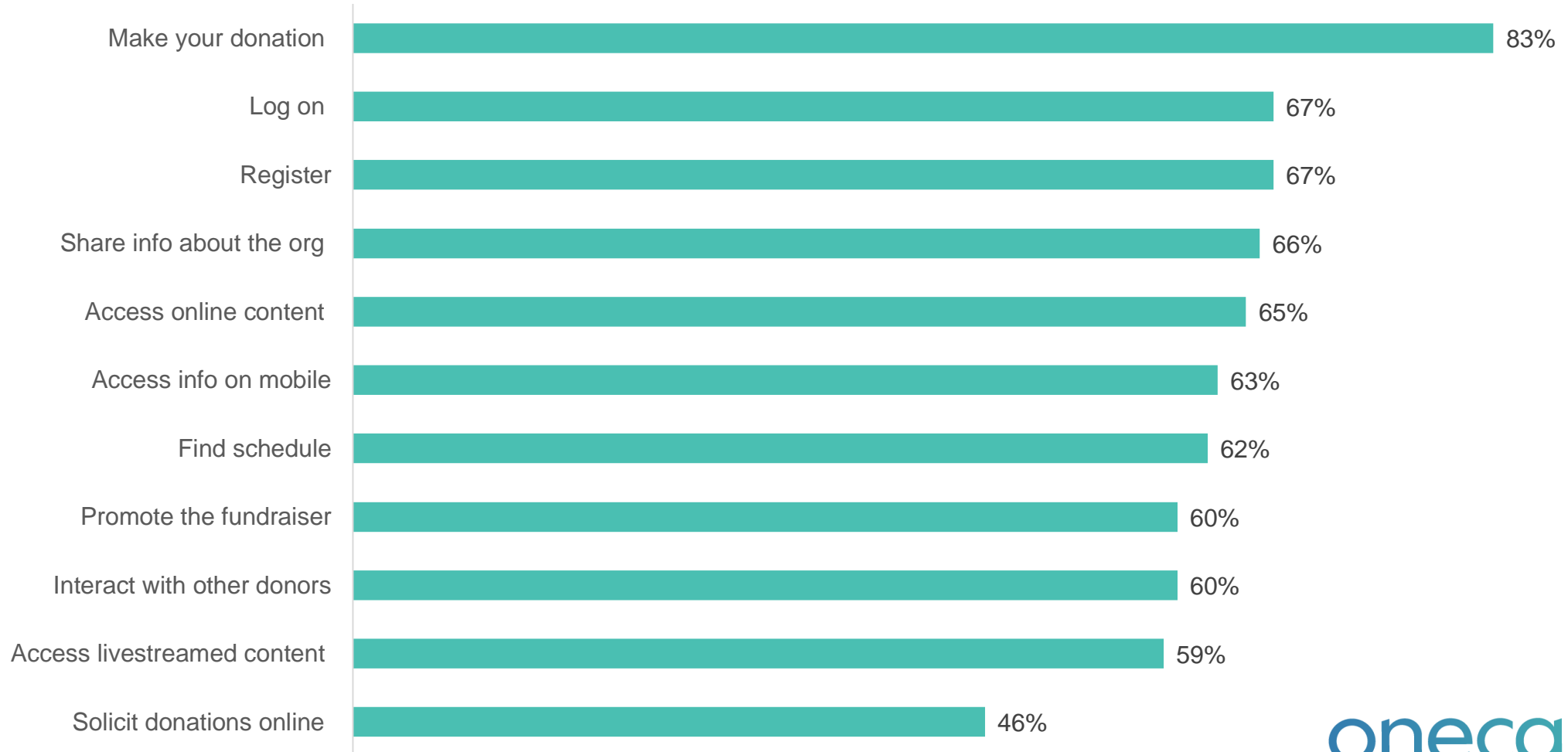
IMPACT

“The money raised would make a difference.”



Core motivators stay consistent whether someone is a regular or first-time donor

Benchmarking Ease



Actionable Tips



IN-PERSON

Contactless
Check-in/out



VIRTUAL

Single-screen
Experience



HYBRID

Map out the
Dual Experience

Leap

FORWARD IDEA

SELF-SERVICE

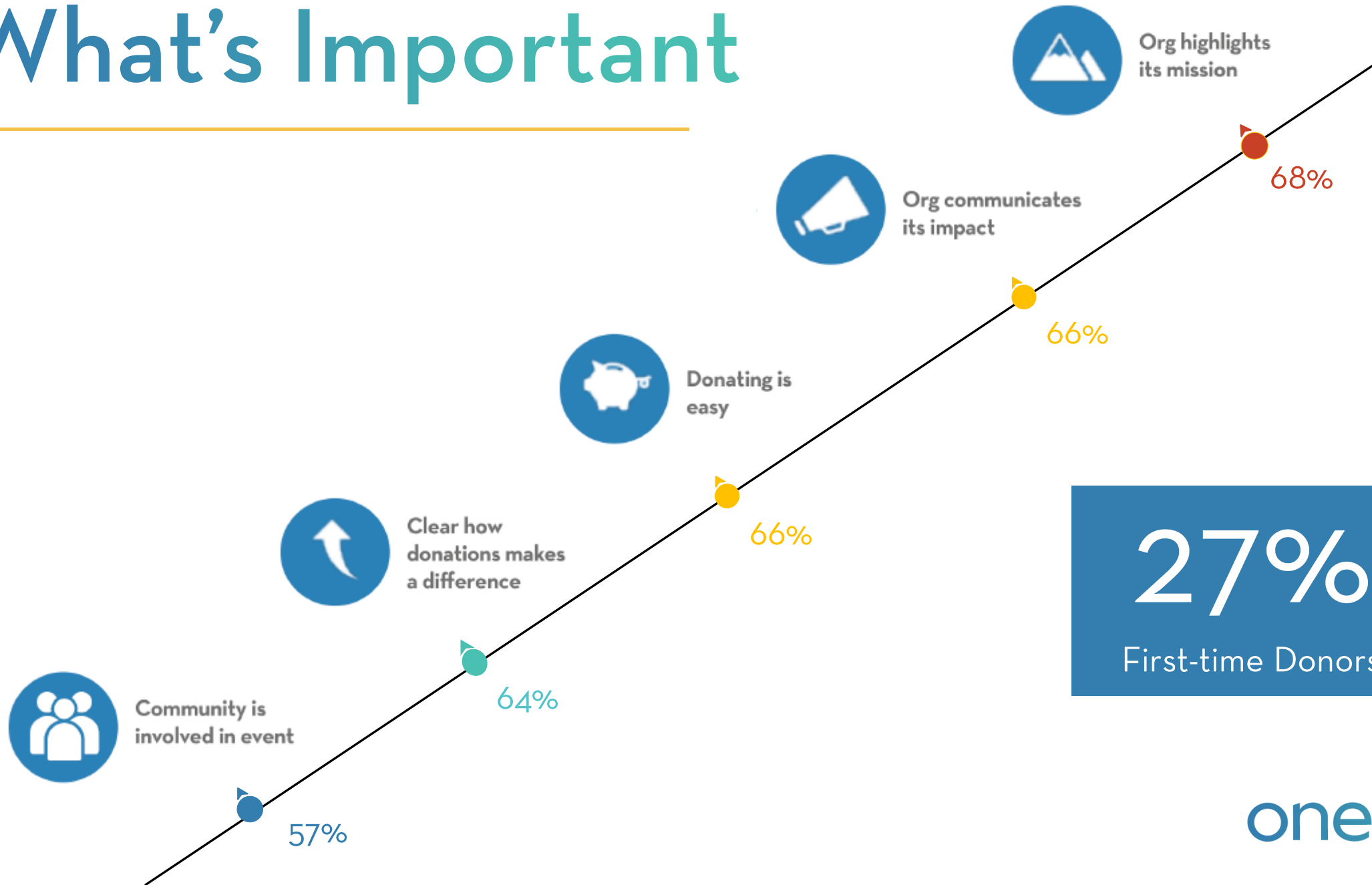


onecause®

A hand holding a magnifying glass over a globe, symbolizing mission and impact. The background is a gradient of blue and teal.

MISSION & IMPACT

What's Important



27%
First-time Donors

Actionable Tips



IN-PERSON

Mission-Focused
Activities



VIRTUAL

Max 45 Min Program -
Multiple Mission Moments



HYBRID

Unified Mission
Moment

Leap

FORWARD IDEA

**AMBASSADORS &
INFLUENCERS**



BECOME AN EQUALITY CAPTAIN

HRC Communities Across the Country



ALABAMA
3
PARTICIPANTS



ATLANTA
15
PARTICIPANTS



AUSTIN
17
PARTICIPANTS



CHICAGO
32
PARTICIPANTS



CINCINNATI
10
PARTICIPANTS



CLEVELAND
15
PARTICIPANTS

Equality Captain's pledge to support HRC's important work through several important methods:



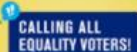
FUNDRAISING

Equality Captains can set a fundraising goal and raise fund to support critical election work. By ensuring that the right political candidates are elected in the fall, we can make sure that the right of LGBTQ people are preserved.



TEAM BUILDING & RECRUITMENT

Equality Captains aren't in this alone! Recruiting other like-minded supporters of equality is critical to the success of HRC. Join your local HRC Steering Committee or create a team of friends, family or colleagues to spread the mission of HRC together.



AWARENESS

Equality Captains can spread the word about UNITE for Equality through a myriad of promotional methods: social media, email marketing, direct SMS to family and friends, and more!



EQUALITY CAPTAIN RECOGNITION PROGRAM

HRC is indebted to the leadership of our Equality Captains. We will recognize Captains on the public leaderboards and provide extra special recognition at the following levels:

- TITANIUM - \$10,000 RAISED
- PLATINUM - \$5,000 RAISED
- GOLD - \$2,500 RAISED
- SILVER - \$1,000 RAISED
- BRONZE - \$500 RAISED



Stay tuned!








HRC will be launching additional ways to be recognized and special contests based on fundraising, awareness building and recruitment over the next few weeks!

A hand holding a magnifying glass over a document, symbolizing engagement or investigation. The background is a gradient of blue and teal.

ENGAGEMENT

What Supporters Find Engaging

TOP TIER

- 59%  Hearing about the impact of your donation
- 59%  Event theme
- 58%  Live entertainment
- 57%  Follow along lessons
- 57%  Direct donation to specific project
- 57%  Picture-in-Picture technology*
- 57%  Chat with other guests

57%
OF EVENT
DONORS

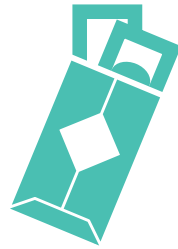
STAYED FOR THE
WHOLE EVENT

- 56%  Testimonials from beneficiaries
- 56%  Speakers
- 56%  Matching gifts
- 55%  Event package delivered to your home
- 55%  Online posts before event
- 55%  Track org's progress

Actionable Tips



Engaging
Event Theme



Matching Gifts



Expanding
Engagement
Window

A blurred background image showing a hand holding a magnifying glass over a globe, symbolizing community or research. The image is overlaid with a teal-to-blue gradient.

COMMUNITY

How Donors Hear About Events



As likely to hear about an event from **social connection** than nonprofit directly

50%

Through a friend, family member, or colleague

28%

The nonprofit or charity reached out to me directly

25%

I saw or heard an advertisement

20%

Through my work

12%

From a celebrity or influencer

Actionable Tips



IN-PERSON

Interactive Group
Activities



VIRTUAL

Watch Party
Engagement



HYBRID

Unified Program
Experience

Leap

FORWARD IDEA

TABLE CAPTAINS 2.0



A hand holding a magnifying glass over a globe, symbolizing communication or research. The background is a gradient of blue and teal.

COMMUNICATIONS

Where Donors Hear About Events

- 32%  Social Media
- 29%  Email
- 29%  In-person
- 23%  Website

How They Give At Events

- 44%** Cash or check in person
- 43%** Website donation
- 21%** Mobile donation
- 17%** Social media donation
- 14%** Through the mail
- 12%** Text donation

Actionable Tips



IN-PERSON

Event-based Text
Messaging



VIRTUAL

Virtual Chat &
Notifications



HYBRID

Targeted
Communication

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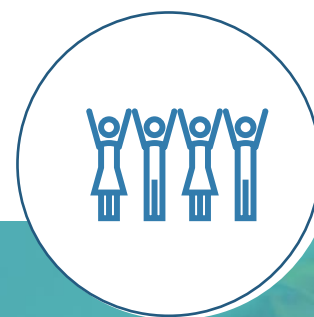
EASE



MISSION & IMPACT



ENGAGEMENT



COMMUNITY



COMMUNICATIONS

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