

Perfecting Your Nonprofit Event

5 Fundraising Formulas for Success

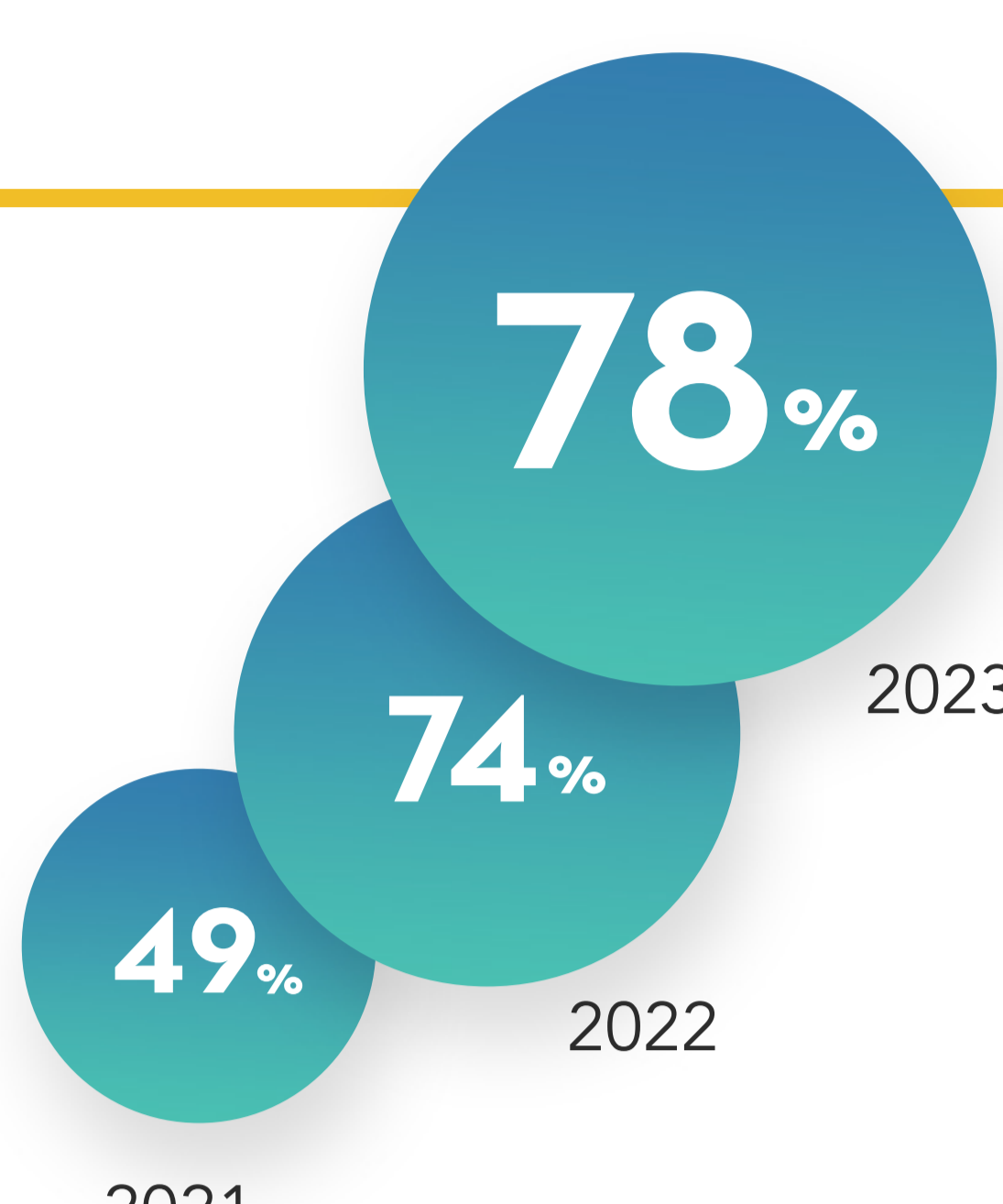
In-person fundraising is back in a big way, but donors want more than cold chicken out of their fundraising events.

Based on data from the 2023 Giving Experience Study, leverage these 5 formulas for fundraising success

IN-PERSON EVENTS & FUNDRAISING = *TOTAL WIN!*

In-person event attendance is up dramatically. Today's donors are flocking to fundraisers! Did you know?

In-Person - Up 29 points since 2021

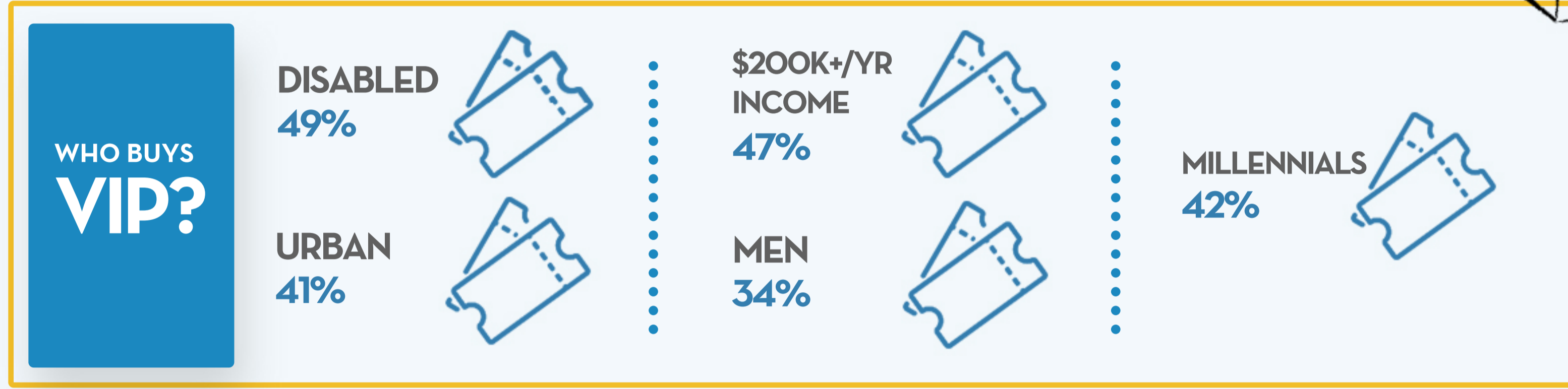


FORMULA 1: ADD VIP & TICKET OPTIONS

Today's donors want to attend events with VIP experiences and flexible ticket options. Use this winning formula to broaden your base and reach new donors.

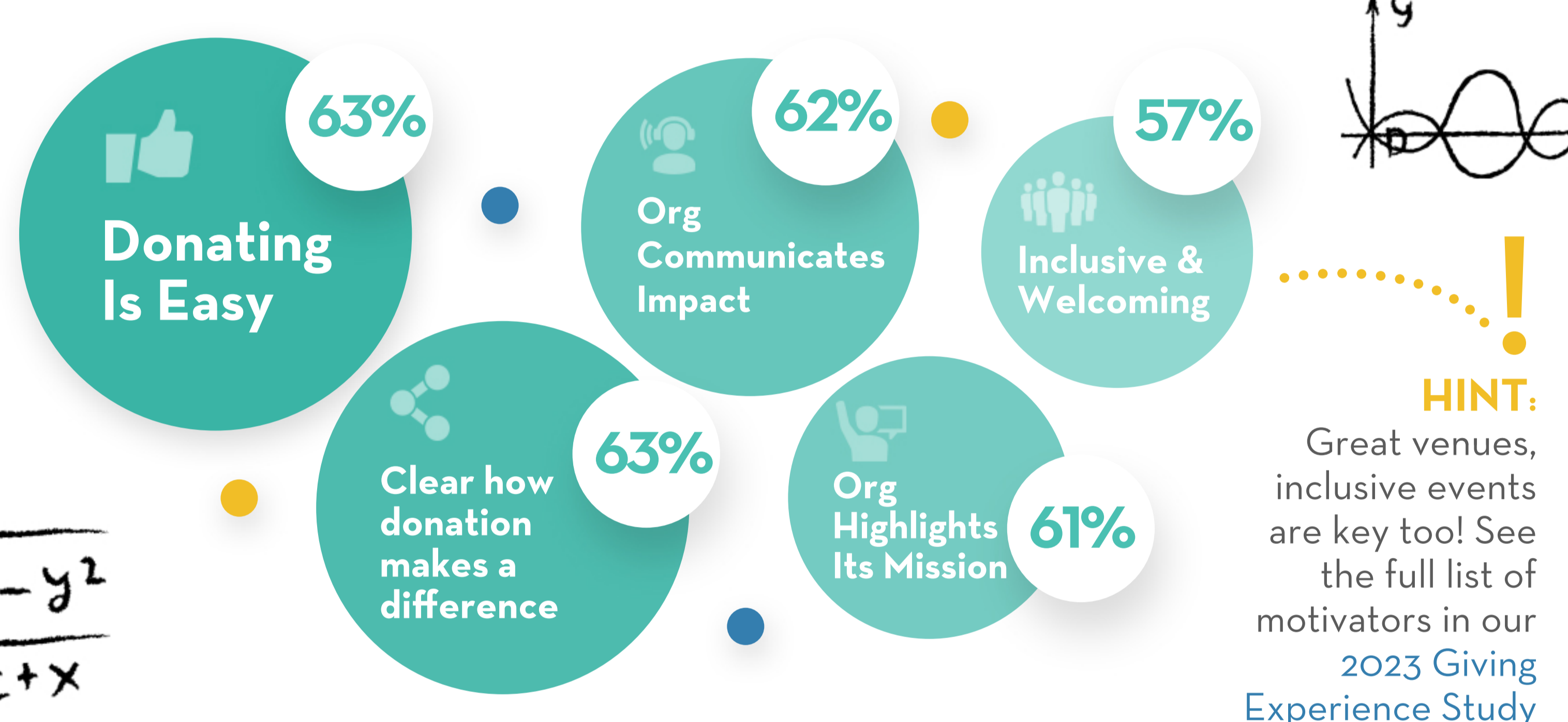
TICKET OPTIONS
6 IN 10 Event Donors say Very Important/Important

VIP EXPERIENCES
50% GO TO EVENTS with VIP Packages
3 in 10 Purchase VIP tickets



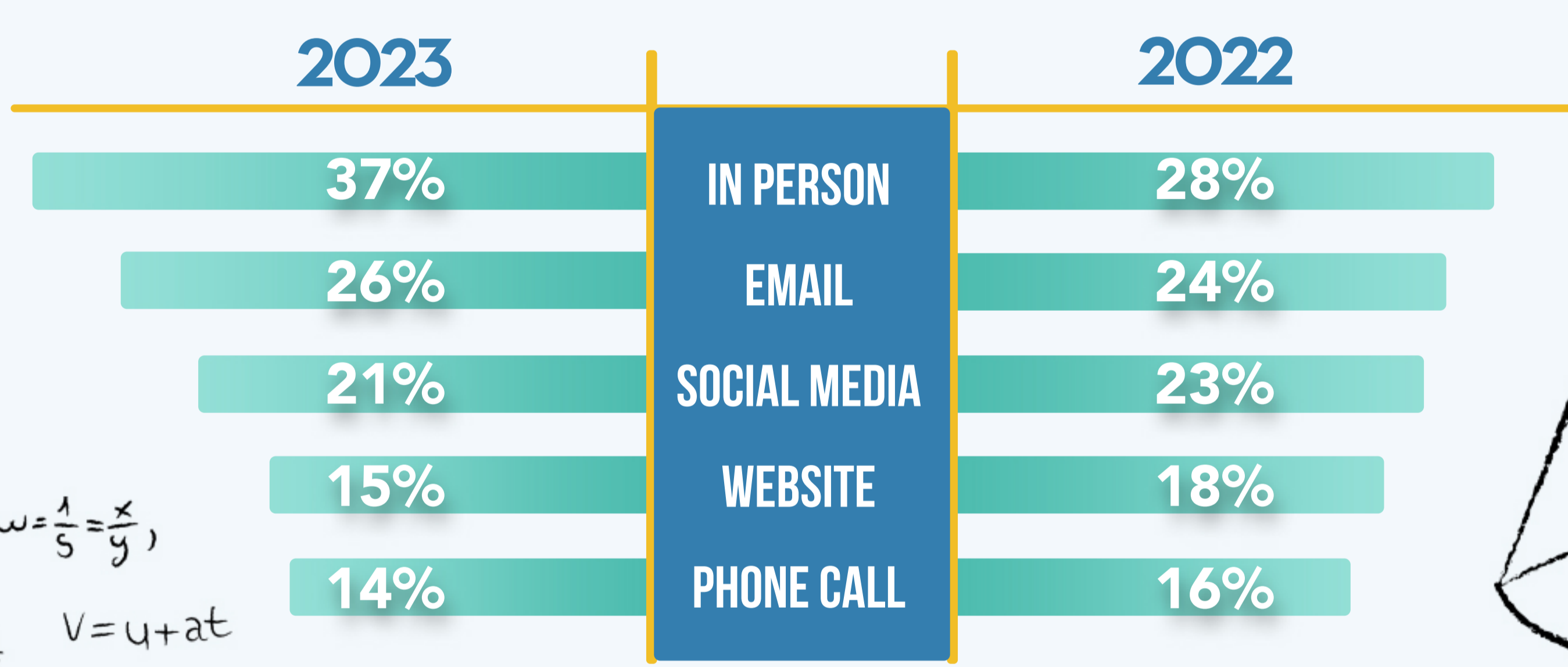
FORMULA 2: MULTIPLY ATTENDANCE WITH DONOR MOTIVATORS

Raise more by incorporating top motivators in your success formula.



FORMULA 3: MAXIMIZE CHANNELS TO GROW REACH

To reach today's donor, you need a multi-channel approach that grabs attention and engages all demographics.



FORMULA 4: FACTOR IN SECRET ENGAGEMENT VARIABLES

You got them to your event. Congrats! Be sure to include these top engagement drivers to raise more.

- Time to socialize with other guests
- Seeing live results of a fundraising competition
- Opportunity for matching gifts
- Leverage testimonials
- Hearing about the impact of a donation
- Track progress to goal

FORMULA 5: FUNDRAISING OPTIONS = THE ROOT OF REVENUE

They came, they participated, but did they give? Make sure you have these fundraising options to convert more donors.



HINT: To see the full list of fundraising streams that engage today's donors, download our 2023 Giving Experience Study.

Follow the Formula for *Exponential Donor Loyalty*

Download the 2023 Giving Experience Study for more easy formulas for fundraising success.

DOWNLOAD REPORT