

INNOVATIVE

EVENT TRENDS
of 2019

Wed Feb 13th, 2019 1pm ET | 12pm CT | 10am PT

SESSION HOSTS



Melissa Merriam
Director of Fundraising Consulting
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Fundraising Manager
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POWERFUL FUNDRAISING SOLUTIONS



1.5 Billion Raised



1.5 Donors
Engaged Annually



15,000+ Fundraisers



Inspired Items for Nonprofit Fundraising

At Winspire, our mission is to help organizations raise more funds! Our highly sought after, hard to find, unique Experiences are turned into real dollars at charity auctions or fundraisers.



Agenda

- Social Donors Today
- Top Trends for 2019
- Q&A

A high-angle photograph of a man and a woman sitting on wooden bleachers. The man, on the left, is wearing a light blue button-down shirt and is leaning forward, looking at a tablet held by the woman. The woman, on the right, has long reddish-brown hair and is wearing a white cardigan over a light-colored top. She is holding the tablet with both hands. The background is a wooden structure, likely bleachers. The entire image is overlaid with a semi-transparent teal color. A thin yellow horizontal line is positioned above the text.

Social Donors Today

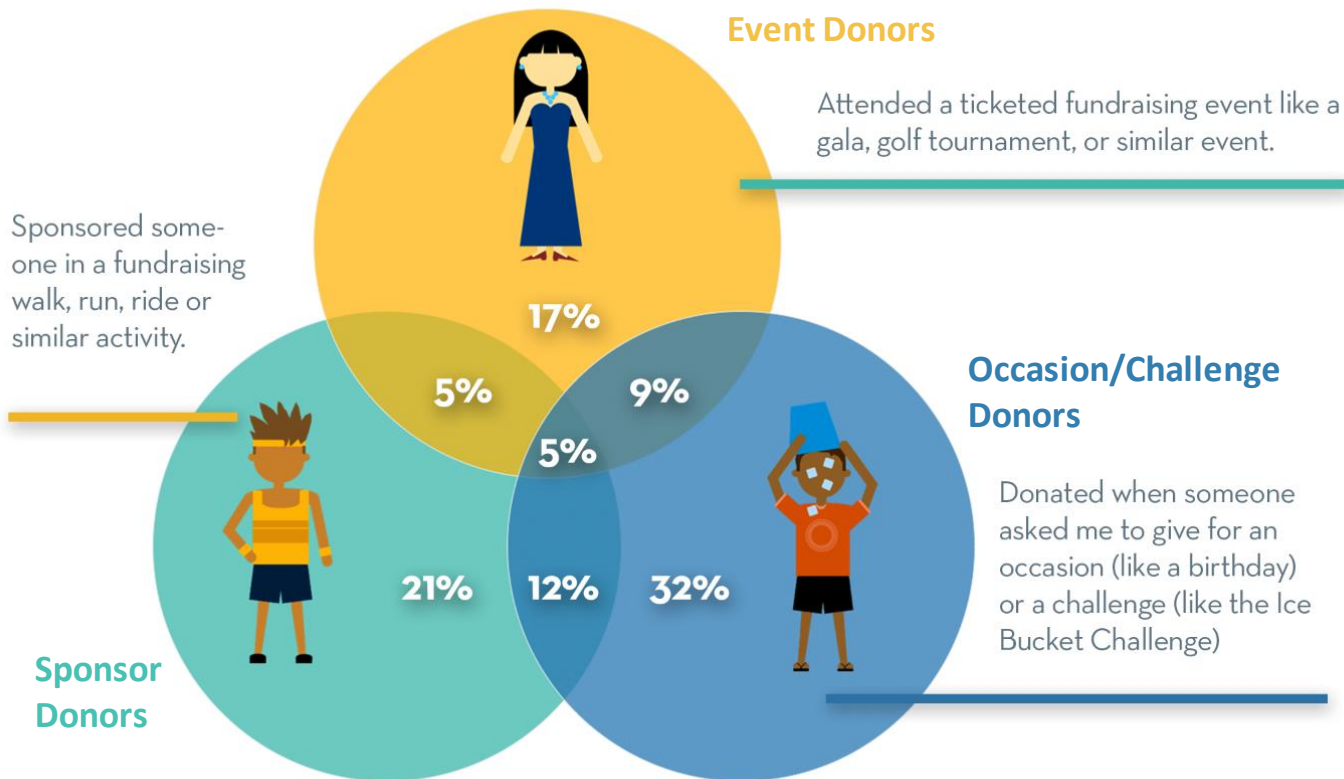
Did you know?

Social Donors make up

25% of the US Adult
Population

+/- 58M potential donors

Types of Social Donors



A high-angle photograph of a man and a woman sitting on wooden bleachers. The man, on the left, is wearing a light blue button-down shirt and is leaning forward, looking at a tablet held by the woman. The woman, on the right, has long reddish-brown hair and is wearing a white cardigan over a light-colored top. She is holding the tablet with both hands. The background is a wooden structure, likely bleachers. The entire image is overlaid with a semi-transparent teal color. A thin yellow horizontal line is positioned above the text.

Top Trends 2019

TREND 1: AUCTION STRATEGIES

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- Less is More (65% smaller auctions)
- Bundle Items | Sell Multiples
- Unique experiences
- Know Your Audience



Indianapolis 500

2019 Indy 500 Tickets, Drivers Meeting Pass, Hall of Fame Admission, 3-Night Stay with Airfare for 2 (5060-2)

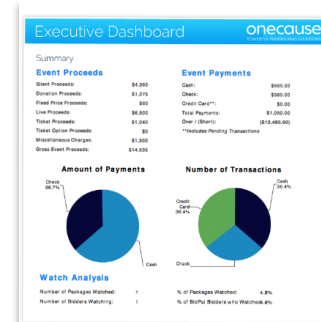
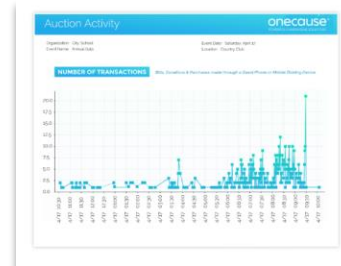
[View Details >](#)

NONPROFIT COST: **\$4,795**

[+ ADD TO WISHLIST](#)

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- Open items online prior (avg. 45 days)
- Less is More (40% of guest count)
- 5 year trends (133 – 5 yrs | 52 last 12 mo)
- Work backwards to goals (analytics)



TREND 2: FUND A NEED

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- Make part of your profit plan
- 75% of events using direct appeals
- Type of Appeal (Bid Cards & Mobile)



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- New Technology – ease & accuracy
- Gamification & Scoreboards
- 1:1 stories, impact, real-life successes





Questions?

TREND 3: GET CREATIVE

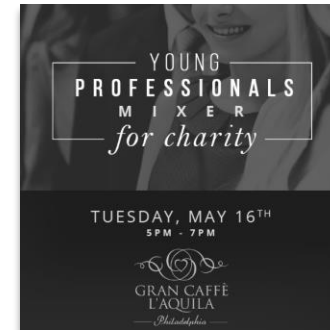
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- Kentucky Derby themed events
- Ticket packages



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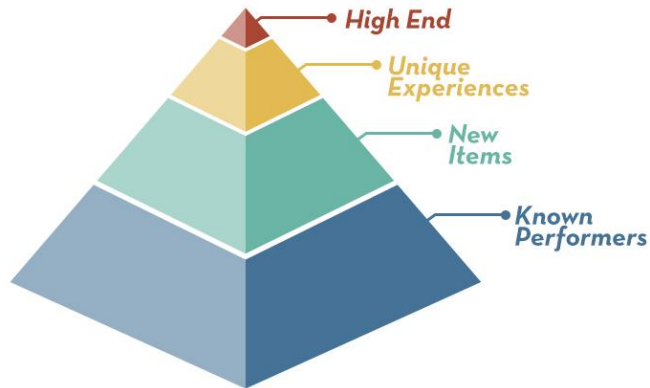
- \$100 Frenzy | “Run Around” | Stock the Bar
- Lounge Tickets | Young Professionals Targets
- Wishlist Items | Fixed Price Packages
- Instant Auction | Plants are Key



TREND 4: TOP ITEMS

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AUCTION PYRAMID – Mix is Key



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- Tuscany Culinary Escape
- Napa Valley Backroads & Railways
- Punta Cana Caribbean Paradise
- Nashville Unplugged
- Ireland Adventure
- Classic Wrigley Field Rooftop
- New Orleans Jazz



Questions?

TREND 5: AMBASSADOR FUNDRAISING





OLD TAKE

limited channel fundraising



NEW TAKE

amplify & engage with social fundraising



Black & White Ball 2018

Alamance Regional
Charitable Foundation



Proud to be a part of  CONE HEALTH.



Carol Harris

I am so excited to have been chosen to serve as a Belle this year. It is my goal to raise money for the members of our community in need ...

Carol Harris has raised \$12,827.42

[Go to Carol Harris' page](#)

Donate



Kelly Wirt

As a Belle, I can give back to the community at large, be a part of something bigger than myself, and honor friends that have faced cancer.

Kelly Wirt has raised \$12,801.70

[Go to Kelly Wirt's page](#)

Donate



Kendall McKinney

Kendall is fundraising in memory of her Grandmother, who lost her battle to cancer in November of 2017.

Kendall McKinney has raised \$15,900.40

[Go to Kendall McKinney's page](#)



Donate

Current Contest Leaders

Belle Fundraising Contest

The top fundraising Belle will be crowned the 2018 Belle of the Ball!

Top Fundraising Belles

	Name	Amount Raised
1	 Kristy Pardue	\$43,644
2	 Kendall McKinney	\$25,049
3	 Kelly Wirt	\$16,899
4	 Carol Harris	\$15,789
5	 Megan McClure	\$11,060
6	 Sharon Wheeler	\$10,954
7	 Tonya Cranford	\$6,983

Partnerships Bid Now

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LOGIN

Please join me to
survive hard times.

Donate

BLACK AND WHITE BALL 2018 SUPPORTING
ALAMANCE REGIONAL CHARITABLE
FOUNDATION

Alamance Regional
Charitable Foundation

Proud to be a part of CONE HEALTH.

\$132,549
RAISED

7 Belles are fundraising

71,266 Social Media Reach

961 Donations

Make a Donation



Black & White Ball 2018

Alamance Regional
Charitable Foundation 
Proud to be a part of  CONE HEALTH.



Total Raised: \$144,809

Amount Raised by Top Belle: \$48,608.86

of Donations: 924

Ticket & Sponsorship Sales: 232 sold



Questions?

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POWERFUL FUNDRAISING SOLUTIONS

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