

onecause® | WEBINAR

Master the Secrets *to* Event Fundraising Success

Fusing Creativity and Purpose for Sustainable Giving

A Live Nonprofit Workshop



Magen McRoberts

Founder & CEO
Boundless Impact Agency



Wednesday, Feb. 28, 2024



PRESENTERS



Dawn Lego (she/her)

Director, Brand Engagement
OneCause



Magen McRoberts (she/her)

Founder & CEO
Boundless Impact Agency

BEYOND THE WEBINAR

- Engage With Us
 - Q & A and Chat (defaults to host/panelists)
 - Share with friends on social
- Continuing Education Credit



- Webinar Wrap-up
 - Webinar on-demand: onecause.com
 - Wrap-up email with Webinar recording
 - Exclusive content
- Survey – WIN: Amazon Gift Card
 - Drive future Webinar content



Learn more about the OneCause Fundraising Platform

MAGEN McROBERTS

Founder & CEO of Boundless
Impact Agency





BOUNDLESS MISSION

To help purpose driven organizations showcase their mission, strengthen engagement, and amplify their voice.

7

Years

80+

Missions Served

6

Cities

96%

Client Retention

110M+

Funds Raised

OUR CLIENTS



OUR CORE SERVICES

Non Profit Signature Planning
Corporate Signature Planning
Fractional Event Planning
Boutique Events

OUR ENHANCEMENTS



Blueprint Brainstorm



Revenue Strategy



Design Assets



Videography



Registration Team



Auctioneers



Post Event Services

HOW TODAY WILL WORK



BOUNDLESS MINI BLUEPRINT

MY DISCLAIMERS...

WHY EVENTS?

what is the ROI?

- Simple to calculate
 - Event Sales - Event Expenses
- Other Factors
 - Cost of Time
 - Splintered Team
 - Management of Committees/Board Members
 - Risk Management (Weather, Natural Disaster, Acts of God)

IS IT WORTH IT?

**The Cost of Hosting an
Event has Increased by
25....35....50....81%**

WHAT IS THE COST OF
TRUST?

CHANGE YOUR MIND

change your outcome

Fundraising Event = Dollars

START WITH MINDSET



CHANGE YOUR MIND

change your outcome

Well Executed Fundraising Event = Trust

Trust = Donor Buy-in

Donor Buy-in = Long Term Dollars

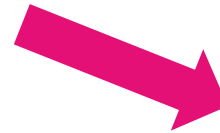
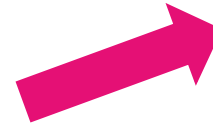
THE EVENT IS THE VEHICLE, **NOT** THE DESTINATION



Event



Earn Trust



HOW TO EARN TRUST?



MISSION IMPACT





MISSION
STATEMENT:

ATTENDEE
RESPONSE



INTERACTIVE SESSION

**How Would You Describe Your
Mission to a 5 Year Old?**

SIMPLIFY YOUR MISSION

- Avoid organizational jargon and complex mission statements
 - Take your blinders off; use “layman's terms”
- How does your mission impact the community in micro-macro waves
- Focus on the HEART of your mission, even when there are a lot of layers to your work
- Condense your mission statement in your event marketing
- Identifying the key talking points for each person on stage

PRO TIPS:

- If you have a complex mission, choose one area to highlight at your event
- Tease the mission out in pre-event marketing: lead with storytelling and back with data

INTERACTIVE SESSION

**How Will Your Beneficiaries be
Impacted by Funds Raised?**



MOLLY R.

St. Louis, MO



EVENT SPOTLIGHT

- Events with long-standing history
 - Consider Event Refresh
 - New Name, New Feel, Maintain Integrity
- Pros and cons of the Awardee/Honoree Model
 - Re-Invent your guest list every time
 - Limits Your Programming
 - Yawny to other Attendees
 - Incorporate them in new ways, pair them with a beneficiary of your cause
- Mission Integration
 - Bring Your Mission into the Concept

INTERACTIVE SESSION

**How Does Your Mission Directly
Impact Your Community, Region or
the World at Large?**



SHANNON S.

Athletic Social



EVENT SPOTLIGHT

- Event concept as a showcase of your mission
 - Donors to experience the “why” behind your cause
- Integrate the impact into your sponsorship levels
 - Ex. \$10,000 helps provide 100 new uniforms for our athletes
- Integrating your mission LIVE into your event
- Attract athletes who have lived the mission and invite them to speak/be showcased at the event
- Find the MACRO Impact
 - Example: Healthy Bodies = Happier People = Better Teammates = Better Employees = Better workforce





GUEST EXPERIENCE



INTERACTIVE SESSION

**What's Your Current Event Format
and What Needs the Most
Attention?**



JOANIE D.
CIF



EVENT SPOTLIGHT

- Party or a Fundraiser?
- Get clear on your event identity (half prom/half gala?)
- If inviting beneficiaries/clients, include this in sponsor benefits and seat them at the table
 - Option B: Plan a separate smaller event for their prom and a larger fundraising gala
- Incorporate your programs into the event- Elevated Bingo
 - Other examples: International BBQ competition, Build a puzzle)
- Pay to Play revenue generators that are tied to your cause
- Always hire professional fundraiser/Auctioneer!
 - Distinction between an Auctioneer and a BENEFIT Auctioneer





PRO TIPS



STAY IN ONE LANE

MAKE IT YOURS

- Get clear on your event identity, stay away from generic names and broad themes - they're not doing you favors!
- Reverse engineer your desired end result.. BEYOND DOLLARS RAISED
- Limit Revenue Funnels per event: 5
 - Pre-Event: Sponsorships/Ticket Sales
 - Silent Auction/ Opportunity to Win
 - Revenue Generator (pay to play, golden ticket, heads or tails, rock paper scissors)
 - Live Auction
 - Paddle Raise
- Think about competitions, peer to peer campaigns, voting opportunities
- Must be willing to take risks and give yourself reasonable metrics

EVENT CONCEPTS

PLATED/SEATED

- Snazzy opening, condensed mission
- Short program 45 min max
 - Opening Act (15 min)
 - Dinner Intermission (30 min)
 - Act Two (30 min)
- Max 5-7 people across the stage
- Use Video/Technology
- Don't send them in their phones
- Entertain them!

BUFFET/RECEPTION

- Increase pre-event goals/support
- Pay to Play activities
- Brief Programming 15-20 minutes
- Crowd control: timed bracelet, table tapping
- Need to find a "hook" to get guest attention
 - Raffle Pull

OTHER

- Eclectic Experiences- dinner and a show
- Intimate Gatherings
- Benefit Concert
- Experiential Formats- gastronomy
- Competition Style events
- Field Day/Outdoor Sporting events

BOUNDLESS POSSIBILITIES



Gala Events



Private Gatherings



Golf Tournaments



Garden Parties



Award Ceremonies



Eclectic Experiences

EVENT RULES OF THUMB

- Development Director should never be in an operational role at your event
- Board Members should never be placed in stationary positions (ie. Registration)
- Parking > Registration > Pre-Function > Programming should be seamless transitions
- “Duck on Water” mentality for all team members involved- NO MATTER WHAT!
- Create Post-Event follow up strategy
 - Block calendar for the 2 weeks following
 - Set up volunteers for call campaign or handwritten thank you cards
 - Invite new donors to come tour your facility or have coffee/lunch
 - Prepare post-event marketing email with conversion funnel

Q & A



WWW.BOUNDLESS-IMPACT.COM

TEAM, BOARD & COMMITTEE BUY IN

The Blueprint Format

- Invite supporters to take a seat at the table
- Stop telling and start listening
- Encourage their ideas; level-set the expectations

Sample Questions to Ask:

- How would you describe our mission?
- Why do you think our work matters?
- What's the immediate impact and the more subtle impact of our work?
- Why would people want to get involved with our organization?

READY TO MAKE AN IMPACT?

Post-Webinar Survey
Blueprint Promotion
Reach out!



onecause® | WEBINAR

PREPARING FOR A
Capital Campaign

Where to Find **Donors + Partners**



Meredith Terrian

Trainer, Fundraising Academy
Founder & Principal, The Allied Group



Wednesday, March 6, 2024





CELEBRATING

100

EPISODES

Raise Nation Radio

The Podcast for Fearless Fundraisers





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