

onecause® | WEBINAR

Wednesday, February 15, 2023

Perfecting Your New Events Strategy:

Tips to Maximize Giving in the
Room & After

Presented with: Fladeboe Advancement



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
 - Drive future Webinar content



Learn more about the ALL NEW OneCause Fundraising Platform

HOSTS



Dawn Lynn Lego (she/her)

Director, Brand Engagement &
Channel Marketing
OneCause



Glen Fladeboe (he/him)

Principal Partner & Auctioneer
Fladeboe Advancement



Kimberly Proffitt (she/her)

Director of Research & Administration
Fladeboe Advancement



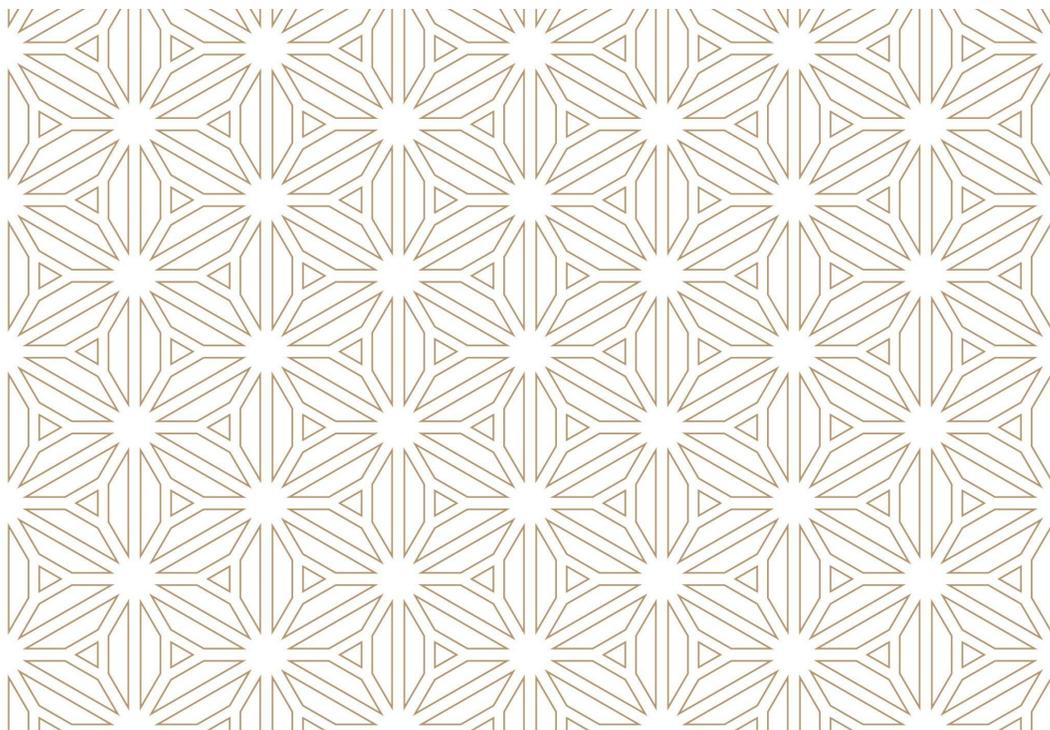
Kristin Kroll (she/her)

Senior Consultant & Director,
Client Relations
Fladeboe Advancement

Into the chat...



What is one thing that brought you joy this week?



Fladeboe
ADVANCEMENT

BENEFIT AUCTIONS
FUND-A-NEED GIVING
DONOR ENGAGEMENT

- Glen Fladeboe, Principal Partner & Auctioneer
- Kristin Kroll, Senior Consultant & Director, Client Relations
- Kimberly Proffitt, Director of Research & Administration

www.fladeboeadvancement.com

Perfecting Your New Events Strategy: Tips to Maximize Giving in the Room and After

OneCause | February 15, 2023





Agenda

1. Big Picture Fundraising Trends in 2022
2. Leveraging Passionate Supporters
3. Using Authenticity for Impact
4. Unlocking Mission-Based Gifts
5. Your New (Untapped) Event Attendees
6. Post-Event Engagement
7. Q & A



Every Event is
Unique

Your event is
a journey...

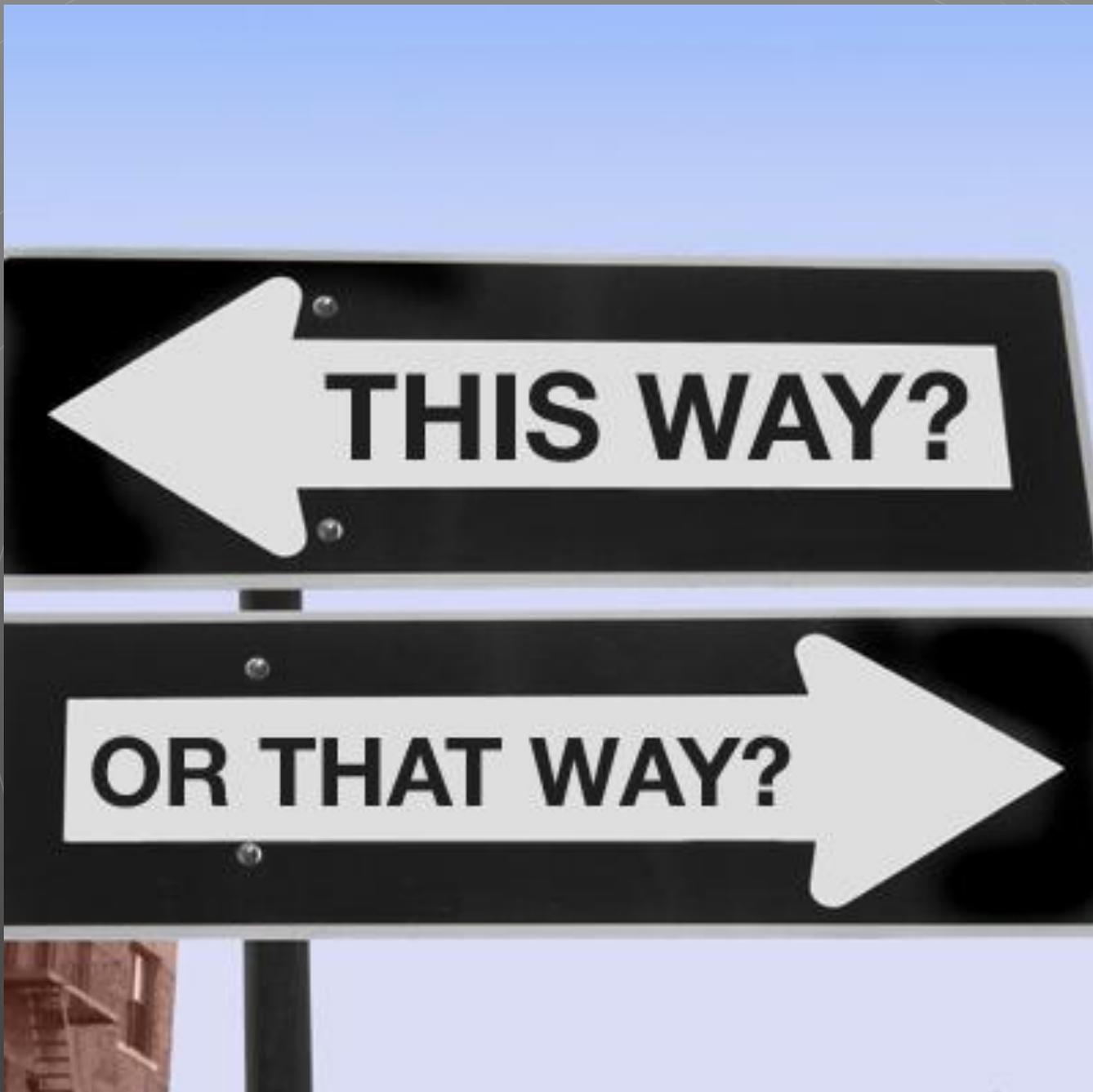


Poll:

How successful were you in meeting your event fundraising goals in 2022?

1. It was amazing - we nailed it!
2. We did well, but need to improve.
3. It was tough. We need new strategies!





Big Picture Fundraising Trends in 2022

- Covid bubble has burst
- Dollars up, donors down
- Retention is flat, or even a bit worse
- Continued economic pressures and uncertainty

Events Have Been an Exception (Mostly)



- ❑ Dollars up for a majority of clients
- ❑ Participation in giving moments has ticked up
 - ❑ Attendance has been mixed

*Behind every successful event is the energy and passion
of a core group of people*



Event Ambassadors

- are passionate
- drive attendance
- create buzz
- share their personal story



Trust is a motivating factor for donors and is tied to loyalty





**Authenticity
to Create
Impact**





Authenticity in Speakers, Message & Auction



Using Seed and Momentum Donors



Seed donors elevate
the culture of giving

Share with your potential seed donor...

*Your gift starts a ripple effect,
motivating others to also give.*

*This is by far one of the biggest ways
you can make an impact for our event.*

Donors may utilize
the auction to
make a
mission-based gift



Questions?



Photo by [Camylla Battani](#) on [Unsplash](#)



Poll:

If you've had an event in the past 12 months, approximately what percentage of your guests were NEW.

1. 75% or higher
2. 50%
3. 25%
4. less than 25%
5. not applicable

Look to Younger Supporters to Fill the Event Pipeline





Encouraging new attendees



Poll:

We create a post-event engagement plan before our event even happens.

1. True
2. False



Photo by [Lucas Lenzi](#) on [Unsplash](#)

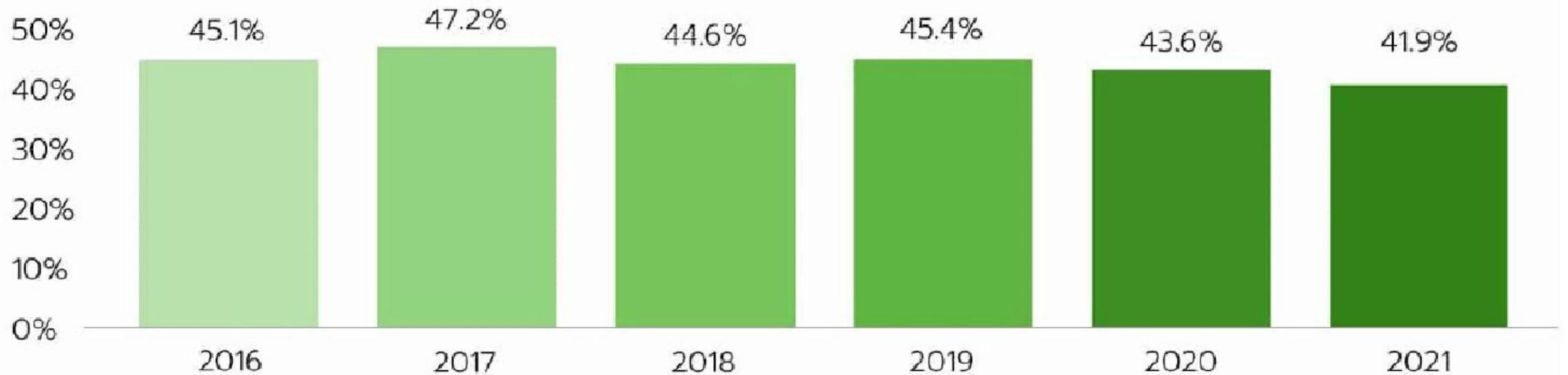
Plan ahead
(you might be
tired)



Photo by [Jonathan Fink](#) on [Unsplash](#)

Retention rates are at the lowest point in six years...

Overall Donor Retention YOY



Source: [Bloomerang](#)

Yet there are so many upsides to better retention!

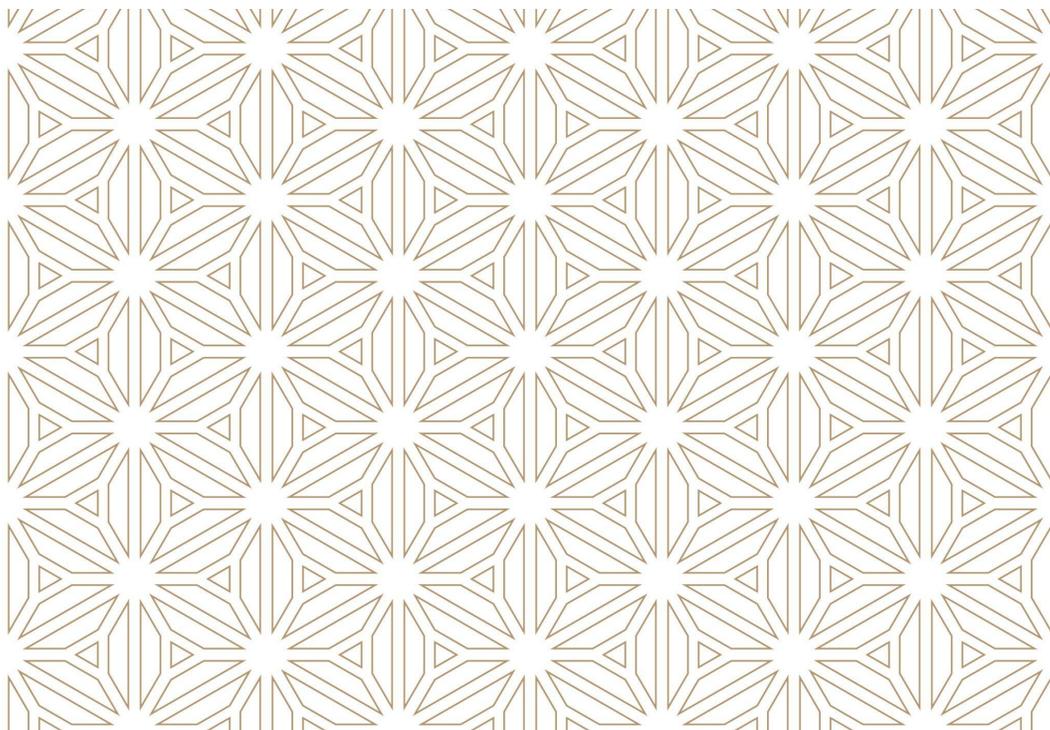
- ❑ Increase in the value of your database
- ❑ Costs less to keep a current donor than to acquire a new one
- ❑ Retained donors are often more engaged
- ❑ Creates deeper connections and builds community!

Saying thank you is the right thing to do!



Q&A





Fladeboe
ADVANCEMENT

BENEFIT AUCTIONS
FUND-A-NEED GIVING
DONOR ENGAGEMENT

- glen@fladeboeadvancement.com
- kristin@fladeboeadvancement.com
- kimberly@fladeboeadvancement.com

www.fladeboeadvancement.com

onecause® | WEBINAR

5 STEPS TO CONVERTING Online Followers *into Donors*



Wednesday, March 15, 2023

1 PM ET | 12 PM CT | 11 AM MT | 10 AM PT



Adora Drake
Sr. Marketing Consultant,
HighSpirits Marketing



Raise Nation Radio

The Podcast for Fearless Fundraisers



onecause®
POWERFUL FUNDRAISING SOLUTIONS



info@onecause.com

www.onecause.com

888.729.0399