

onecause®

# Welcome to our Webinar

## Let's Get Acquainted!

Share in the chat your name, location, and cause or organization, (and the weather in your area)!





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| WEBINAR

Wednesday, July 24, 2024



# The State of Fundraising Events

Creative Strategies for *Enhanced Revenue and Impact*



**Joey Goone**  
President  
*Utopia Experience*



**Claire Murad**  
CEO  
*Murad Auctions*



**Sabrina Roy**  
CEO & Founder  
*Fluid Events*



**Katherine DeFoyd**  
Founding Partner  
*Growth for Good*



# Let's Get Started!

What's your favorite app or piece of technology you can't live without?



# Beyond the Webinar

- ✓ Recording and slides will be sent via email.
- ✓ Look out for exclusive Bonus Content!
- ✓ Visit [OneCause.com/Resources](https://www.onecause.com/resources) for on-demand webinars.
- ✓ Add questions, comment or send emojis in the Chat.
- ✓ Earn 1 CFRE credit with this webinar!
- ✓ Help share on social!



**YOUR FEEDBACK MATTERS: WRAP-UP SURVEY**

**WIN: Amazon Gift Card**  
**Help drive future webinar content!**



# Utopia

CREATING LIFELONG MEMORIES  
THROUGH CELEBRATION

Since 2002, Utopia has partnered with families, businesses, and nonprofits across the country, producing live, hybrid, and virtual events that have raised over \$30 million for charity. While still hosting private parties and bar/bat mitzvahs, Utopia has grown into a full-service event and video production company, utilizing cutting-edge technology to foster meaningful connections.

Utopia provides a comprehensive suite of services, including video production, AV production, lighting, streaming, and both virtual and live program design and consultation.



**Joey Goone**

President

[joey@utopiaexperience.com](mailto:joey@utopiaexperience.com)

# Murad Auctions

NEXT LEVEL EVENTS

Claire Murad, CEO of Murad Auctions, has spent 25 years helping nonprofits achieve their fundraising goals through innovative software and service solutions. Her journey began as a volunteer, where she gained invaluable experiences.

Transitioning into event management software sales, Claire gained a unique perspective on solving the challenges nonprofits face in organizing successful fundraising events. Recognizing the need for professional charity auctioneers and meticulous event planning, Claire and her husband Louis founded Murad Auctions, a full-service fundraising consulting company. Murad Auctions specializes in providing comprehensive solutions, including professional charity auctioneers who expertly orchestrate live auctions and giving moments.

In addition to auctioneering, Murad Auctions offers pre-event planning services and professional staff, ensuring a seamless experience. Murad Auctions has become a trusted partner for nonprofits seeking to maximize their fundraising efforts through strategic planning and effective execution.



**Murad Auctions**

*Taking your events to the next level*

**Claire Murad**

CEO

[claire@muradauctions.com](mailto:claire@muradauctions.com)

# Fluid Events

CREATING IMPACTFUL AND  
MEMORABLE EXPERIENCES

Founded in 2015, Fluid Events is a leading event management company that excels in designing and producing memorable events for nonprofits throughout North America. Boasting a team of experts with over 60 years of combined experience, Fluid Events has facilitated the successful raising of over \$82 million for diverse causes.

Fluid Events seamlessly integrates with nonprofit teams, providing exceptional expertise in event management, fundraising, and partnership development. The company is dedicated to crafting impactful experiences and fostering enduring relationships with its clients, ensuring each event leaves a lasting impression.

# fluidevents

**Sabrina Roy**

CEO & Founder

sabrina@fluidevents.ca

# Growth for Good

BUILDING STRENGTH IN  
ORGANIZATIONS TO MAKE A  
BETTER WORLD

Growth for Good offers specialized expertise in nonprofit fundraising, strategy, leadership, marketing, and event planning, allowing organizations to concentrate on their core mission: doing good work.

Their commitment extends beyond raising funds to delivering exceptional value that enhances organizational effectiveness.

With decades of experience and a steadfast focus on capacity building, Growth for Good empowers clients with the knowledge, strategies, and tactics necessary to address both immediate and long-term challenges, ultimately enhancing their ability to serve their mission efficiently and effectively.



BUILDING STRENGTH IN ORGANIZATIONS  
SO THEY CAN MAKE A BETTER WORLD

**Katherine DeFoyd**

Founding Partner

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# Upcoming Webinars

Registration is Now Open!

“This was one of the best webinars that I’ve attended. I love that it was super practical and not sales-pitchy!”

“I really enjoyed this format of the session! It gave me many insights that are real and applicable to the session attendees.”

“This was seriously one of the best webinars that I have attended. It was relevant, packed with great information, lots of energy, and lots of great questions from the attendees.”

onecause® | WEBINAR

*Falling for Generosity:* STRATEGIES FOR  
**Overcoming** Today's  
Fundraising Challenges


  
T. Clay Buck, CFRE  
Founder, TCB Fundraising


 Wednesday, August 7, 2024




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**FINISHING STRONG**  
Leveraging Online Giving to  
Drive Real **End-of-Year Impact**

  
Steve Lausch  
Director, Product Marketing  
OneCause

  
Joe Duca  
VP Product Strategy  
OneCause

 Wednesday, August 14, 2024

A vibrant night scene of a Nashville street. The foreground is dominated by a large, glowing neon sign for 'THE STAGE' in yellow and red, featuring a guitar and a pig. Below it, a green neon sign reads 'R-B-QUE'. American flags are strung across the street. In the background, more neon signs and city lights are visible under a dark blue sky.

# Raise<sup>®</sup> 2024

# Your Invitation to Raise

Nashville, TN

September 9 & 10, 2024

[www.OneCause.com/Raise](http://www.OneCause.com/Raise)

Use Code: **WEBINAR24** for \$200 OFF



# Thank you!

Fundraising Software  
to Raise and Reach More



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Full participation in The State of Fundraising Events:  
Creative Strategies for Enhanced Revenue and Impact  
presented by OneCause for 1.0 points in Category 1.B –  
Education of the CFRE International Application for initial  
certification and/or recertification.

Recording and presentation slides will be emailed to all  
webinar registrants.



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