

onecause®
POWERFUL FUNDRAISING SOLUTIONS



FIRST IMPRESSIONS:



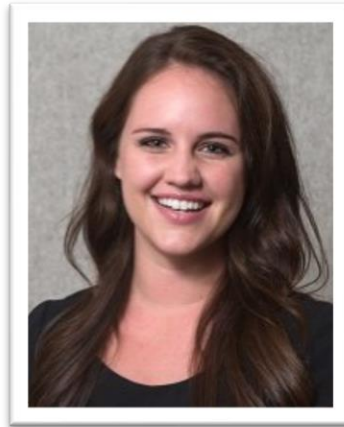
Tips for *Smooth*
Event Check-In

WEDNESDAY JUNE 19 1PM ET | 12PM CT | 10AM PT

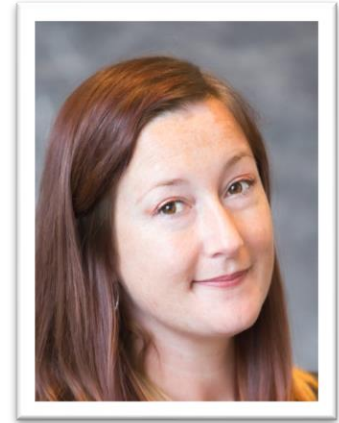
SESSION HOSTS



Kelly V. Hague
VP of Content Marketing
OneCause



Brittany LaGanke
Director of Nonprofit Development
Corporate Giving Connection



Nicole Taylor
Consultant Manager
OneCause

onecause®

POWERFUL FUNDRAISING SOLUTIONS



1.5 Billion Raised



1.5 Donors
Engaged Annually



15,000+ Fundraisers



Corporate Giving Connection is a full service development, marketing, and corporate social responsibility consulting firm focusing on strategic planning and implementation for your nonprofit organization or corporation.



Today's Session

- Tips to great first impression
- Success strategies for check-in
- Getting the best from volunteers
- Leveraging technology for impact
- Real Life: Check-in issues & solutions



OLD TAKE

registration just get through it



NEW TAKE

seamless experience matters

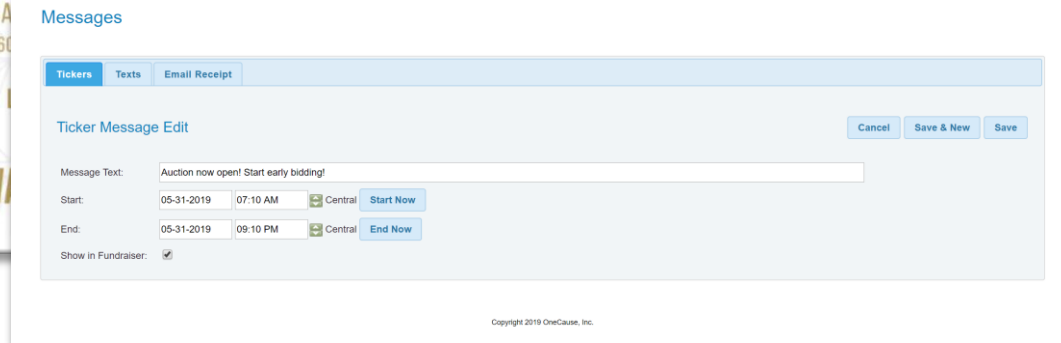
A photograph of an outdoor dining table at night, set with white linens, patterned plates, glasses of water, and a centerpiece of white flowers. The table is illuminated by warm string lights and a blue overlay covers the left side of the image.

Setup for Success

TIP 1: BEFORE THE EVENT



- Sell tickets through Giving Center
- Promote via social media
- Make sure couples share bidder numbers
- Ask sponsors to update guest names
- Send text messages for early bidding



TIP 2: SETUP MATTERS!



- Designate 1-2 people to oversee check-in
- Put check in table front & center
- Make it hard to bypass
- Utilize signage
- Use greeters to direct guests
- Avoid alphabet or ticket type lines

TIP 3: GET THEM IN



- Minimize handouts
- Utilize runners
- 1 check in terminal per 50-100 guests
- Create a “Solutions Desk”
- Extras of everything (paddles, nametags, pens)



Questions?

TIP 4: VOLUNTEER TIPS



- Select volunteers (Friendly, Tech OK, Not Super Chatty)
- Send info & training video ahead
- Include information about your cause
- Create script/instructions for each terminal
- Ask them to arrive early
- Have onsite training
- Encourage volunteers to check-in each other

TIP 5: TALK TRACKS



Helpful Phrases for Volunteers:

“Which card would you like to use for the auction tonight?”

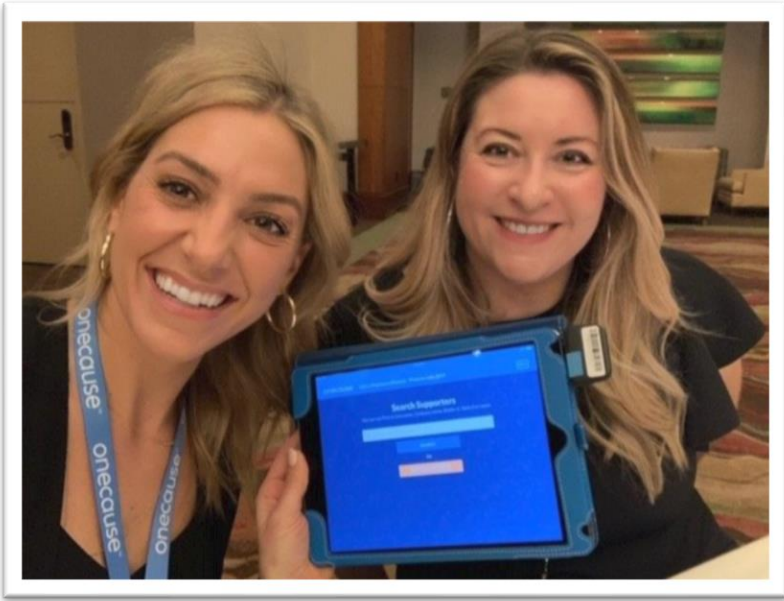
“Nothing will be charged unless you make a purchase or donation”

“This saves you from having to wait in line at the end of the night.”

“The auction link will come as a text message. Click and start bidding!”

“Enjoy the event/party/evening!”

TIP 6: LEVERAGING TECH



- Ensure required fields are marked
- Connect iPads to a password protected WiFi
- Have SmartPay launched & OneCause swipers
- Test each station's WiFi & swipers
- HAVE EVERYONE COLLECT:
 - ✓ Phone numbers
 - ✓ Mark guests as checked in
 - ✓ Swiper credit cards
- Send the One Click Login Text
- Monitor progress with SmartPay stats feature



Questions?

A photograph of an outdoor dining table at night, set with white linens, patterned plates, and glasses of drinks. The table is illuminated by warm string lights and a central floral centerpiece. The background shows more tables and a dark sky with hanging lights.

Real Event Scenarios

EVENT: GALA & AUCTION



Challenges:

- Multiple start times (VIP, General Admission)
- Paddles
- Table assignments
- Meal choices or food allergies
- Collecting email and/or mailing addresses
- Poor or open venue WiFi

EVENT: GOLF TOURNAMENT



Challenges:

- Multiple check-in times
- May have spouses coming later in the day
- Various teams & starting holes
- Selling mulligans, raffle tickets, etc.
- No cellphones allowed on the course

Put ^{it} into ACTION

- 1 BEFORE THE EVENT
- 2 SETUP MATTERS
- 3 GET THEM IN
- 4 VOLUNTEER TIPS
- 5 TALK TRACKS
- 6 LEVERAGING TECH

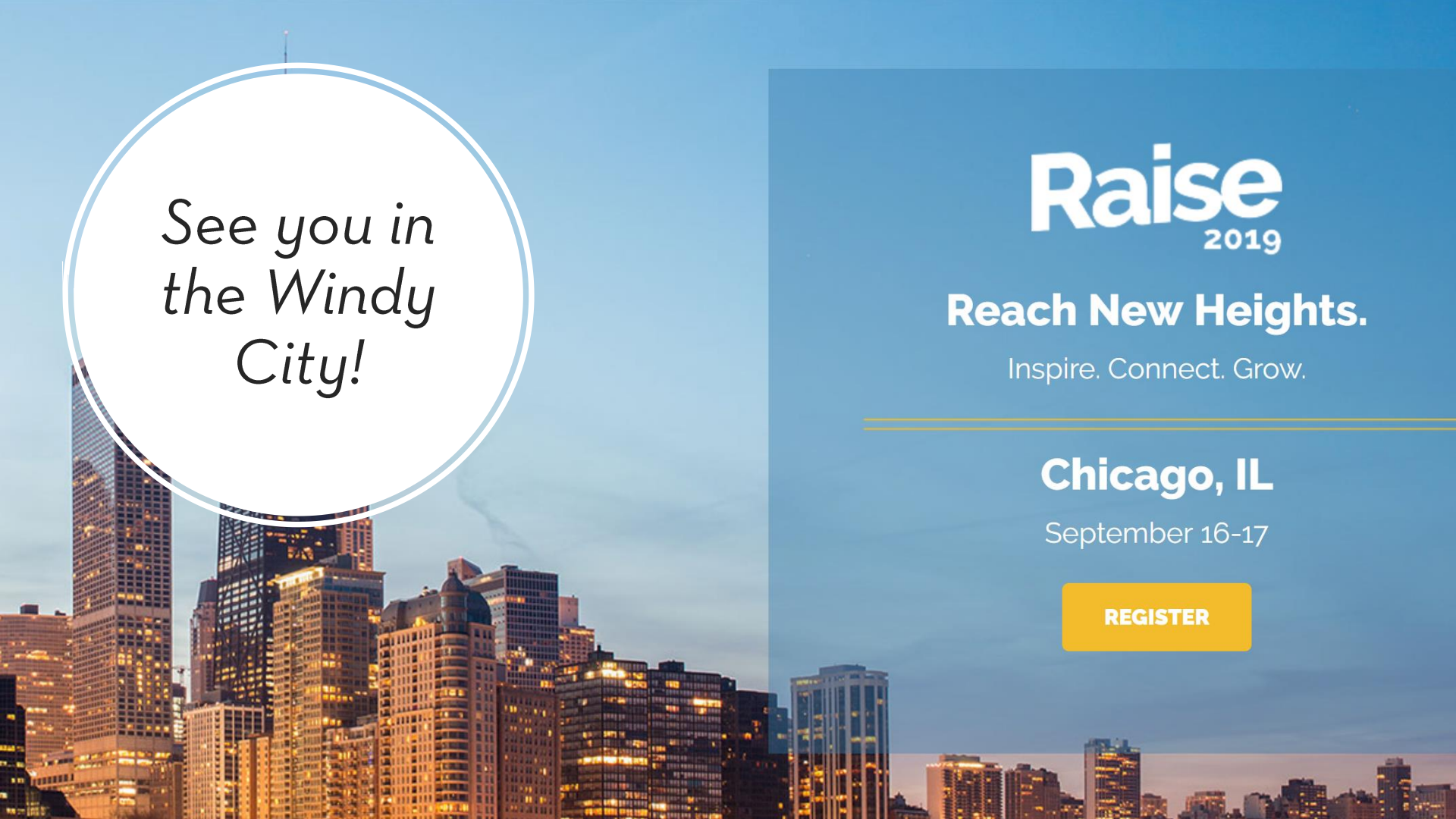
WHAT DO I DO NEXT?



Success
Tips



Questions?

A photograph of the Chicago skyline at dusk, with numerous skyscrapers illuminated by warm lights against a blue twilight sky. A large white circle with a thin blue border is overlaid on the left side of the image.

*See you in
the Windy
City!*

Raise
2019

Reach New Heights.

Inspire. Connect. Grow.

Chicago, IL

September 16-17

REGISTER

onecause®

POWERFUL FUNDRAISING SOLUTIONS

info@onecause.com

www.onecause.com

888.729.0399



Brittany.laganke@cgcgiving.com

www.cgcgiving.com