

Raise[®]
2022

Top 5 Event Fundraising Trends

Stefanie Zachery

Welcome!



Stefanie Zachery

OneCause | Fundraising Strategy

Raise[®]
2022

Agenda

1. Rethink Sponsorship Opportunities
2. Donor Mindset
3. Event Format
4. Attendance Optionality
5. Leverage Past Attendees

Raise[®]
2022

Rethink Sponsorship Opportunities



Sponsors can be your biggest asset

Passion for your mission

Sponsors are your
ambassadors.

Creative Sponsor Opportunities

Connection with your people

Getting sponsors in front of supporters to highlight the relationship.



Raise[®]
2022

Donor Mindset

VIP Experiences

Make your event
memorable

- Creating experiences that your supporters want
- Giving VIPs plenty of time to network
- Inviting a local celebrity



CARE TO SHARE

What VIP experiences have you
provided your guests?

A close-up photograph of a calendar page, tilted slightly. A red pen is pointing to the date '24'. Other dates visible are '17' and '31'. The background is a solid blue color.

Ticket Sales

A waiting game

- Supporters are waiting to buy tickets
- Converting Tickets to a Donation if they cannot attend
- Promo codes and bundling options
- Gamification builds excitement

Communication

Share your event

Videos are moving and inspiring people more than just text alone.

Raise[®]
2022



Speedier Check-in

Quicker Access & Fewer Touchpoints

Offering a separate Express check-in table for those who filled out profiles. Without sacrificing the mission impact, we are seeing shorter programs, more mingling and bidding.



Raise[®]
2022

Event Format

Shorter Program

Leave more time to
mingle [and bid!]

Without sacrificing the mission impact,
we are seeing shorter programs, more
mingling and bidding.





Fixed Price Option

Filling the potential
proceeds gap

More Fixed Price options to be inclusive and
allow everyone who wants, to participate.

Silent Auction

Keeping it simple

- Smaller auctions
- Pre-Bidding
- Higher starting bids or higher min raise
- Less Buy Now options –keep the bidding going!





Item Pick Up

Quicker, smoother

- Utilizing mobile bidding software
- Organizing numerically
- Holding item pick up in a separate room
- Creating the option for home delivery or curbside pick up

Raise[®]
2022

Attendance Optionality

A man with a beard and dark hair is sitting at a wooden desk in what appears to be a cafe or office setting. He is wearing a white t-shirt and a watch. He is looking down at a smartphone in his hands, with his other hand on a laptop keyboard. The background is slightly blurred, showing shelves and other people in the distance.

Virtual Option

Be inclusive

- Broadcasting the Ballroom
- Offering online bidding and donating
- Communicating curbside pick-up or home delivery

“Typically, we have 150 to 175 people in person, so for us to reach more than 700 people was such an eye opener. That’s why we will still have opportunities for virtual guests next year. It was history making for our organization.”

**Glenda Bell, Dental Health Arlington,
Event Chair**



Raise[®]
2022

Leverage Past Attendees



Getting Creative!

Using surveys and data to
break the mold

- Sending surveys to past attendees
- Pulling previous data
- Engaging Table Captains

C A R E T O S H A R E

What do you plan to implement at
your next fundraising event?

Raise[®]
2022

A blue-tinted photograph of three women smiling and laughing together. A thin yellow horizontal line is positioned above the text.

Q U E S T I O N S ?

Your turn.
What questions
do you have?

Raise[®]
2022

FOLLOW US ON SOCIAL

#2022RAISE



fb.com/onecause



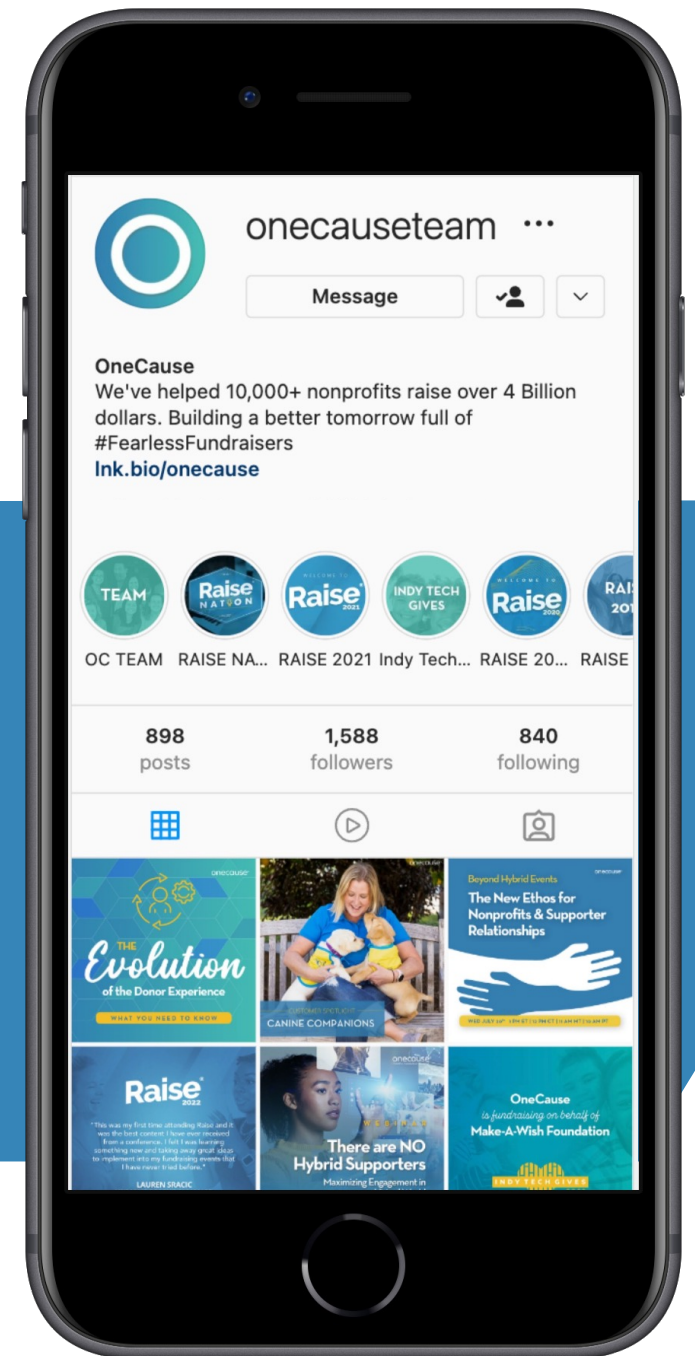
[@onecauseteam](https://twitter.com/onecauseteam)



[@onecauseteam](https://instagram.com/onecauseteam)



linkedin.com/company/onecause





Raise[®] 2022