

GiveGab®

Nonprofit Giving Platform

Fundraising Event Best Practices

Best Practices for Fundraising Events!

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What You'll Learn Today

- Which event types are most popular
- The options you have with registration fees
- Adding the option for t-shirts and other swag items
- What to do about your unique event ideas



Most Popular Event Types

- Bike > Walk > 5K > Marathons are the most popular!
- These will often use custom registration questions, such as start time, group, or registrant type
- They sometimes include a waiver the registrant needs to agree to on the registration form
- Often asks registrants to also be peer-to-peer fundraisers, usually to have “teams” of peer to peer fundraisers.



Most Popular Event Types Cont.

- These also take advantage of the multi-registration capabilities of events, where one person registering can also register multiple people at once.
- It is now possible to register children (and adults) without emails! However, those without emails **cannot** become peer to peer fundraisers



2017 Dog Walkathon & 5K!

REGISTER

DONATE

A fundraising event for [Logan's Pups](#)

★ You are fundraising for this campaign!



\$15,000

Goal

\$16,515

Raised

28

Fundraisers

37

Donors

Event Information

📅 10:00am Saturday, September 17, 2016

Share this Event!



Campaign Story

Updates 1

Top Fundraisers

Amount



Registering for Logan's Pups's

2017 Dog Walkathon & 5K!

A 5K and Walkathon for the dogs.

[Back to the Event](#)



1

Info

2

Payment

3

Confirm



You are logged in as alyssa.ravenelle@givegab.com.



Looks like you've already registered for this event! If you are registering someone else, make sure to use a different email address.

Register as:

<input checked="" type="radio"/> Dog	\$5.00
<input type="radio"/> Walker	\$15.00
<input type="radio"/> Runner	\$25.00
<input type="radio"/> Alumni	\$0.00



Ticketed Events

- Social activities! Some examples include a spelling bee, an in-person, themed fundraising event (Ex. Karaoke Night)
- These often use custom registration questions such as meal preferences, singer or non-singer, drinks included or excluded, etc
- Rarely asks registrants to also be peer-to-peer fundraisers
- Rarely uses tiered registration fees, mostly just one fee (ticket purchase), but can include additional fees for extra items
- Offers swag items such as raffle tickets



Ticketed Events Cont.

- Ticketed events will also take advantage of multi-registration capabilities, such as a family registering all their individual members for the karaoke night
- Ticketed events will often offer swag items, such as raffle tickets



Doggie Gala

Dress your pups to the nines and bring them to the Doggie Gala for a fun-filled evening!

REGISTER

DONATE

A fundraising event for [Logan's Pups](#)



\$5,000

Goal

\$3,320

Raised

3

Fundraisers

17

Donors

Event Information

 12:00am Tuesday, September 12, 2017 to 12:00am Tuesday, September 11, 2018

Share this Event!



Registering for Logan's Pups's

Doggie Gala

Dress your pups to the nines and bring them to the Doggie Gala for a fun-filled evening!

[Back to the Event](#)



1 Info

2 Payment

3 Confirm

 You are logged in as denis.tomazzi@givegab.com.

Register as:

Registrant Tiers

Add'l Items

<input type="radio"/>	Individual	\$100.00
<input type="radio"/>	Couple	\$150.00
<input type="radio"/>	Pre-Dinner Drinks	\$50.00

Do you have a registration code?

First Name

Last Name





Best Practice #1 - Tiered Fees

If you're offering just one registration fee to everyone, you'll want to just set the **“Registration fee”**:

Registration fee

\$

If you're offering multiple registration fees, you'll want to create **“Registration Types”** instead of setting the “Registration fee”:

Registration Types (optional)

Here you can differentiate between "runners" or "walkers" at a race, for example, or allow registrants to sign up for different shifts at an event. Get creative!

Dog (\$5.00)		
Walker (\$15.00)		
Runner (\$25.00)		
Alumni (\$0.00)		

[Add Registration Type](#)



Registration Types

These allow you to charge different rates for different types of registrants, such as:

1. Runners vs Walkers
2. Children vs Adults
3. 1 Gala ticket vs 7 Gala tickets**

<input type="radio"/>	Dog	\$5.00
<input type="radio"/>	Walker	\$15.00
<input type="radio"/>	Runner	\$25.00
<input type="radio"/>	Alumni	\$0.00



Best Practice #2 - When Selling Tickets

When selling tickets ask yourself this question: ***Do I need detailed information about each person that has a ticket?***

If your answer is yes, you will set one registration fee and registrants will instead take advantage of the “multiple registration” feature and **not** the Registration Type feature:

The screenshot displays a three-step registration process: 1 Info, 2 Payment, and 3 Confirm. The 'Info' step is active. A green checkmark icon indicates the user is logged in as 'alyssa.ravenelle@givegab.com'. A blue warning triangle icon states: 'Looks like you've already registered for this event! If you are registering someone else, make sure to use a different email address.' Below this, a registration card for 'Alyssa Ravenelle (1 Seat)' is shown with a price of '\$50.00'. The card includes 'Edit' and 'Remove This Registrant' options. A blue button labeled '+ Add Another Registrant' is highlighted with an orange box. A green 'Next' button is located below the registration card.

If your answer is no, use the Registration Type feature.



Best Practice #3 - Coupon Codes

If you'd like to offer a discounted fee or a free registration fee to just a select group of people, you will use a **coupon code**.

A **coupon code** is a unique code that offers a different fee that you don't want to offer to everyone.

You will use a **coupon code** instead of a registration type any time you **do not** want to offer the special rate to the general public. For example:

- Free registration to a presenting sponsor
- Discounted registration to volunteers



Best Practice #1 - T-Shirts

If you're offering a t-shirt, use the **“Add a T-shirt to your Registration”** option. The **“Additional Items”** section doesn't allow for sizes or custom options.

Add a T-shirt to your Registration

Price
\$ 10.00

Image (Optional)
Show off your T-shirt design to registrants by adding a photo of it.

Size Options

S

M

L

Add Size

Select Image Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 600x800.

Archive this T-shirt to prevent it from being available on the registration form.
 Archived

Save T-shirt Remove T-shirt

If you're offering men, women, and children sizes, make sure to denote that in the sizes, such as M - Small, W - Small, C - Small.



Best Practice #2 - T-Shirt Upgrades

If you'd like to offer **multiple t-shirts at different price points** and the sizes are the same, you can add an upgrade option as an "Additional Item". Each registrant would choose a shirt size, and then add on the upgrade.

T-Shirt

Would you like to purchase this item?

Cost: **\$10.00 each**

Size

Choose a size ▼

Running T-Shirt (Upgraded Shirt)

Would you like to purchase this item?

Cost: **\$5.00 each**

Quantity (1 max)



Best Practice #3 - Limited T-Shirt Quantities and Hitting Maximums

If you have a limited quantity of t-shirts, you can **view the quantities sold** in your event manager to make sure you haven't hit your maximum:

Registrants	
Total Registrants:	30
Dog	4
Walker	9
Runner	16
Alumni	1

T-shirts	
S	6
M	3
L	5

If you have hit your maximum items available, **archive** your swag item so it is no longer offered to your registrants:

Add a T-shirt to your Registration

Price: \$ 10.00

Image (Optional): Show off your T-shirt design to registrants by adding a photo of it.

Size Options: S, M, L

Archived: Archived

Buttons: Save T-shirt, Remove T-shirt



Best Practice #4 - Other Use Cases

Raffle Tickets

You can offer virtual raffle tickets as an **Additional Item** swag option to anyone signing up for your event!

At the event, you can either hand them a physical ticket or, enter their name in the drawing as many times as the number of tickets they purchased:

Raffle Tickets

Would you like to purchase this item?

Cost: **\$15.00** each

Quantity (100 max)



Best Practice #5 - Other Use Cases

Pay Full Fundraising Entry Fee

If you're asking registrants to fundraise for your event, and they can only participate if they raise a minimum amount, you can offer them a “**Pay the Full Entry Fee Instead of Fundraising**” as an Additional Item:

Pay Your Full Entry Fee

Would you like to purchase this item?

Cost: **\$400.00 each**

Quantity (1 max)



Building Awareness around your Event

- Before sharing out your event to potential fundraisers or participants, you will want to make sure the event is as clear, captivating and exciting as possible! This will ensure message recipients will not only open your messages, but they will be motivated to participate and make an impact as soon as possible.
- **Title:** Your event title should reflect your organization and the reason you are fundraising.
- **Tagline:** The tagline should be one sentence, giving page visitors a quick reason to support your organization and more importantly, why you should participate in the event.
- **Fundraising Goal:** Your **Fundraising Goal** should be **S.M.A.R.T.** (Specific, Measurable, Achievable, Relevant, Time Bound).



Analytics & Statistics

- To promote positivity around your event, you will want to have relevant statistics surrounding it so that your event encourages people to participate instead of deterring them because of confusing analytics.
- Your organization's goal for the event should reflect the event's theme, the reason people are registering, and be achievable. (Ex. For a bowling event, your goal can have a “**strike out and bowl over** domestic violence” theme.
- Your event will most likely occur over the course of a single day, however, the donation period will typically span across 30 to 60 days. Your **Launch Date** is when the fundraising period will begin, and the **End Date** is when this period ends.
- Once you set your time frame, you can make a goal amount which matches this span. Can you raise \$50,000 in 30 Days? What about 60 Days? Have you raised that much in that timeframe previously?



Talk to the GiveGab Customer Success Team

There is **flexibility** on the GiveGab platform, and our Customer Success Team has come up with some unique or creative solutions to help you achieve your amazing fundraising ideas!

We've helped nonprofits build events for:

- Spelling Bees
- Yogathons
- Bowl-a-thons
- Karaoke for a Cause
- Skydiving... and others!

