Preparing for Your Annual Fundraising Event
Before your Event
Tip 1: Spark Passion! Be Creative with your Marketing Materials
• Utilize marketing materials, know when to hire a professional
  – https://www.canva.com/
• Brand your event
• Start early, marketing begins about 3 months before
Tip 2: Connect your Event to a Fundraising Campaign
• Additional donations on your event registration form
• Make use of a Campaign Donation Form
Tip 3: Engage your Board of Directors or Event Committee
• Use Neon **Saved Reports** to keep people updated

[Registrations]

[Donations]

• Use your Board or Committee as Peer-to-Peer Fundraisers
  – Wednesday, April 12 - Peer-to-Peer Fundraising: Best Practices to Maximize Fundraising
Tip 4: Use Neon Event Sessions for Additional Paid Options
• Think about your event - where are your openings for extra charges?
  – T-shirts?
  – Alcohol Packages?
  – Mulligans at a Golf Tournament?

• Be creative! Find ways to cover your costs, or find ways to charge for no-cost add-ons.
At your Event
Tip 5: Be Prepared to take Credit Card Donations
• Use the Neon iOS App
• Use the USB credit card swiper
• Use a 3rd party option and import into Neon after your event
  – Be sure to check payment processing rates
Dashboard Donation

Enter an amount and a donor.

Amount*

Donor*

Choose Campaign

Choose Fund

Choose Purpose

Choose Source

Monthly Donation

Send Thank You Email

Payment

Donation Payment

Choose Credit Card Type

Credit Card Type

Choose Credit Card Type

Credit Card Number

Scan Credit Card

MM / YY

CVV

Payment Note

Process Card
Tip 6: Recognize your Current Monthly Donors
Everyone likes to feel special! How can you make your monthly donors feel special?

- Names in the program?
- Special nametags?
- Standing recognition?

Use recognition efforts as motivation for new monthly donors to sign up
After your Event
Tip 7: Thank your Attendees and Donors
• Decide on your strategy before the event
• Thank people for attending and for donating
  – Make the initial follow-up immediate
• Celebrate what you raised together
Tip 8: Find a Special Way to Thank Your Board of Directors or Committee Members
• Handwritten notes are always appreciated!

• Are there program participants who could show individualized appreciation by helping write thank-you notes to donors?

• Recognize contributions in your newsletter so that expressions of appreciation are duplicated and public
Questions?
Coming Up

• **Wednesday, March 1** - Secure More Support: Inspire & Engage with Event Text Reminders

• **Wednesday, March 15** - Ask a Website Expert: Nonprofit Website Best Practices