

Moving Event Attendees to Ongoing Supporters

Lisa McKelvey

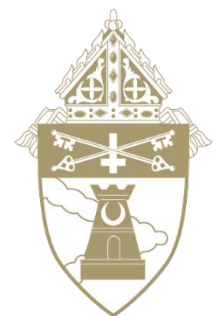
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OVERVIEW

This session will explore how to take event attendees and connect them with the mission, growing into sustained regular donors that support every aspect of your mission



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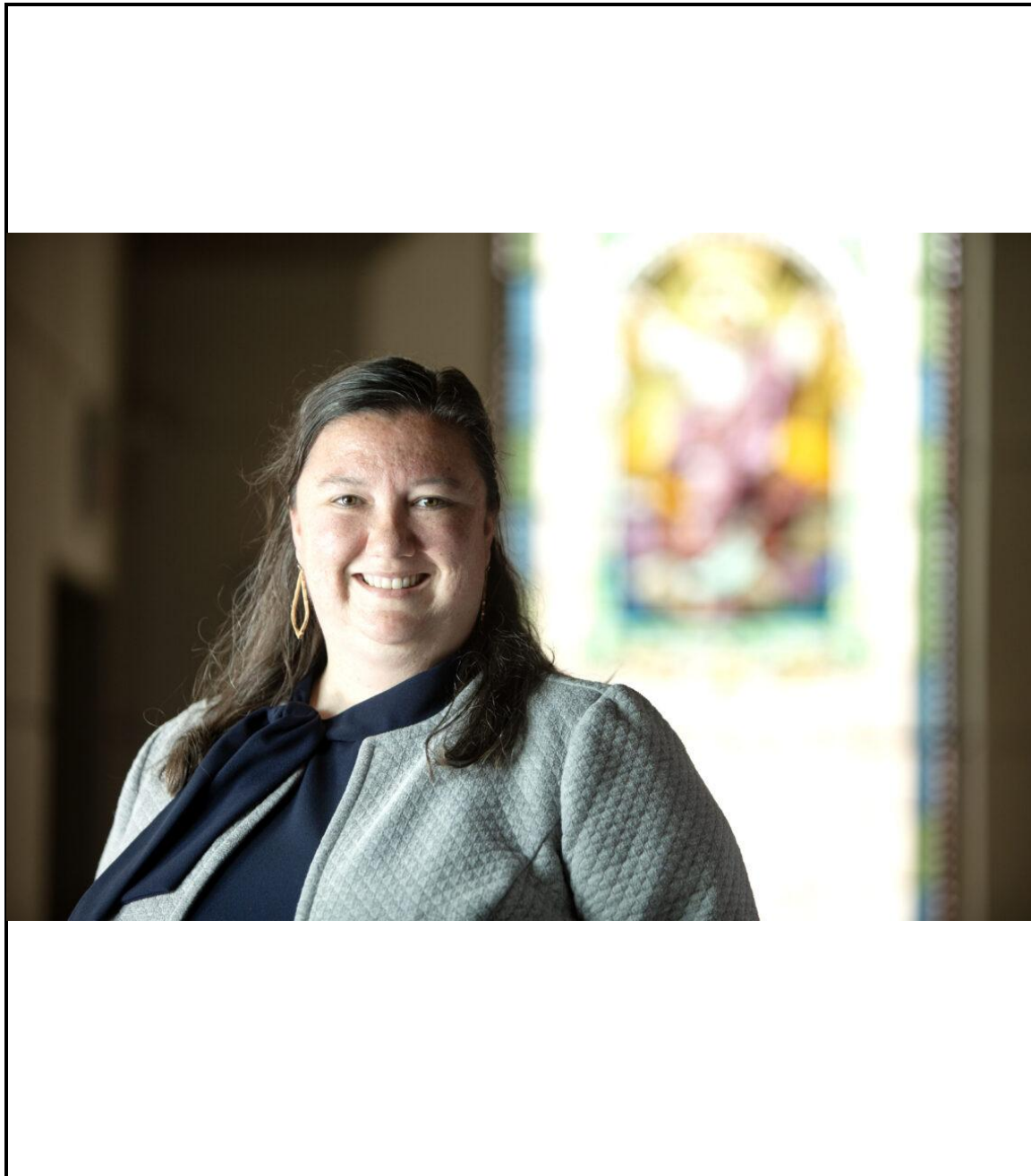
AGENDA

- 1. Overview of Events**
- 2. How are you soliciting gifts for your event**
- 3. How are you soliciting gifts AT your event**
- 4. Follow up with sponsors, donors, and attendees**
- 5. Data Gathering**
- 6. Donor Stewardship Cycle**
- 7. Evaluating and preparing for next year**
- 8. Ways to engage with donors & non donors between events**
- 9. Alumni**



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INTRODUCTION



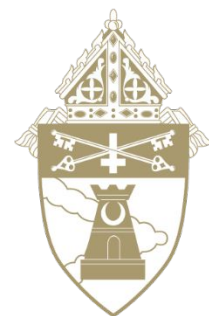
- 10 years in church fundraising
- New role to support parishes and schools through appeals and campaigns & manage ACTS
- Fundraising events for all of those 10 years including 2020 & 2021
- Initiated recurring giving programs at multiple diocese which have continued to grow



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Event Overviews

- Why Host an Event?
- What is your purpose?
- Who is attending?
- Why are they attending?
- What is the total cost to an attendee?



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Total Cost to Attendees

- Tickets – \$250+ per couple
- Attire – Dress, Suit, Tux, Shoes, etc
- Transportation – Uber \$30+ one-way
- Babysitting – \$50+ per night
- Bar – if cash bar – \$10+ per drink
- Silent Auction – \$100–200
- *Total: \$750+*
- Donation – ??????



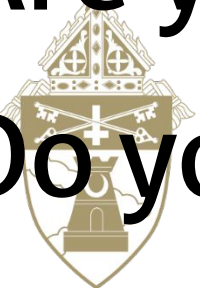
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Solicitation Before Event



- Who are you asking to sponsor?
- Do they have a connection to your organization or are they “THE” sponsor in town?
- Is there a person who is invested who can be an advocate for you and bring other potential donors?
- Are you asking for enough?
- Do you have contact info for all guests?

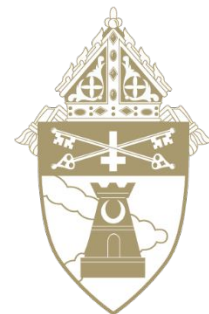


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Solicitation Before Event



- Tickets vs buying a table
- Who are you inviting to buy a table?
- Do you know who attended as guests of a sponsored table the year before?
- Are you gathering info on all attendees each year?

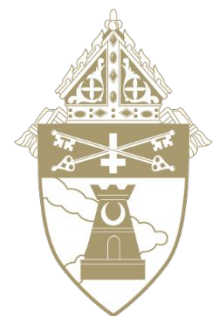


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Solicitation At the Event



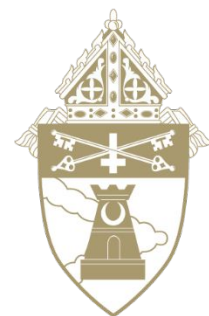
- Who is making the ask?
- By what mechanism are people responding?
- Are your sponsor's or table hosts advocating for you?
- Are response cards collected, left on the table, do people know what to do with them?



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Other Ways to Give

- Qualified Charitable Distributions
- Gifts of Stock
- Gifts from a Donor Advised Fund or from a family charitable fund or foundation



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Recurring Giving

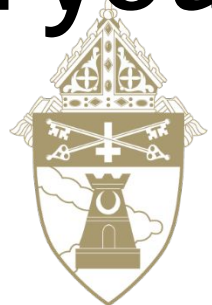
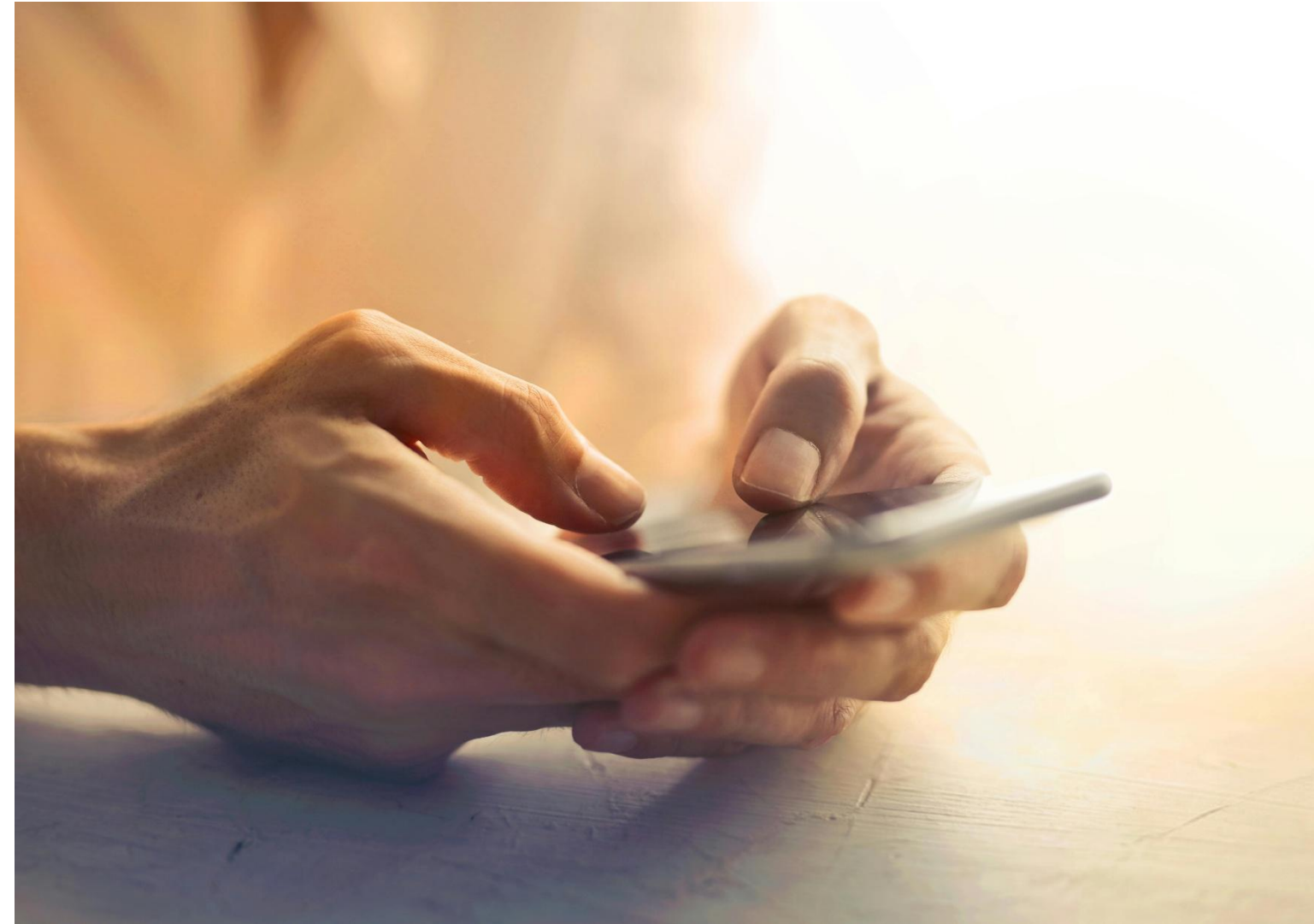
- These gifts will start, and on average will stay engaged for 5–8 years
- Recurring donors are staying steady at around 80% retention rate year over year
- Recurring giving is growing by 15–20% each year while overall donor bases are shrinking by 5% each
- If you aren't asking for a recurring gift, someone else is. And for us, it's your parish and the Archdiocese



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How to ask for a Recurring Gift

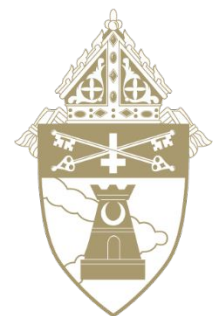
- **Make Recurring Giving the top option on your online giving form. Don't make it a separate page, make it front and center. Auto selected if possible**
- **You have to ask for it!**
- **Ask when making your pitch at an event, ask people to join your recurring giving program**



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Recurring Giving Program

- Tie the monthly gift amount to something
 - Milestone anniversary of the parish/school – ask for \$35/month for the 35 years of the parish
 - Honoring a key leader or someone retiring after 28 years, ask for \$28/month
 - Celebrating the class of 2016? Ask for \$20.16/month or \$216.00 if you are feeling adventurous



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Recurring Giving Program

- Surprise your recurring donors with key insights and exclusive access
- Send them a monthly or quarterly update from a key member of leadership and have that note reference them as a recurring donor
- They get the first email about upcoming major events and maybe they get access to the VIP reception at next year's gala
- Celebrate a special mass for your donors, if you set that by amount, include recurring giving at any level as it adds up



Who attended your event?

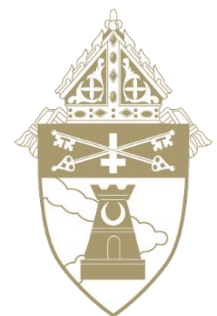
- Do you know the name and email and phone of every attendee?
- If no, why not?
- Make this a part of your process now



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Data Gathering

- Make guest info a requirement online
- Have a card with lines for each table guest in the mailed invite
- Ask everyone to fill out a commitment card night of the event even if they can't make a gift, ask them to check the "I'm praying for the students of <school> in my daily prayers"
- They will fill out their info if you give them a reason why



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Following Up Post Event

- 2 Emails Scheduled for next day
 - One to attendees, thank you, celebrate etc.
 - One to non attendees but donors, we missed you, we can't wait to share all the work we are doing with your gifts



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Following Up Post Event

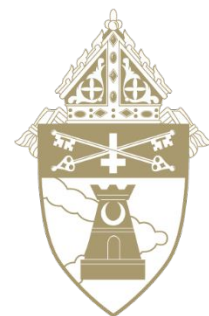
- Then a celebration email to everyone the following week, celebration, any video's shown at the event, photos of awards, and link to the photo booth
 - If you segment this,
 - you can thank donors,
 - you can thank attendees who haven't given and ask for a gift,
 - you can ask your non attendees to get in on the excitement



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Donor Stewardship Cycle

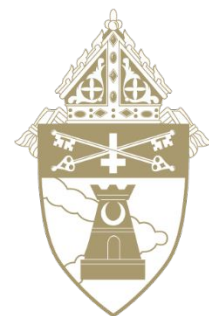
- What now? We have donors giving us monthly gifts, we don't need to do anything!
- **WRONG!**
- They still need to be stewarded, and you aren't done asking



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Donor Stewardship Cycle

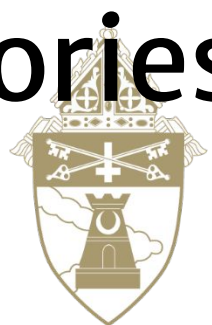
- Build a donor stewardship cycle for your organization
- If you don't know where to start, email me
- Step 1 should be making sure you send a thank you letter promptly, but accurately. Don't rush so much that you get it wrong
- Back up – Step 0 is having a reliable database
- Again, if you don't know where to start, email me



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Donor Stewardship Cycle

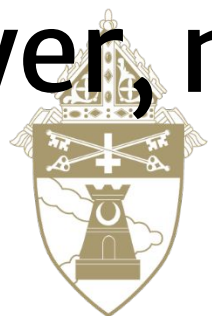
- Build a donor stewardship cycle for your recurring donors
- Don't commit to anything you may not be able to do.
- Start with 2-4 updates per year, go to monthly or send a bonus one as you can
- When is your main annual ask, that is when you will ask them for an upgrade to their gift
- They don't need to receive every solicitation, but make sure they continue to hear the stories you are telling



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Evaluating & Next Year Prep

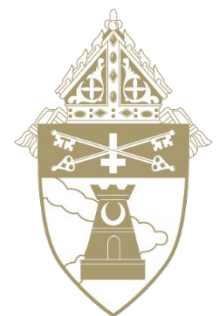
- Pick One or Two things that went really well this year
- Pick One or Two things you want to improve or change
- My recommendations:
 - If you don't have recurring giving, start asking for it
 - If you aren't emailing your donors, do so
 - Tell your stories on social media
 - Bring donors in throughout the year for tours, open houses, opportunities for prayer, meet the new chaplain, pastor, principal, etc



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Engaging with Donors & Non Donors

- Tours, visits, etc
- Emails, social, highlight an alum on social media, asking for alumni stories on social is a great way to get updated contact info

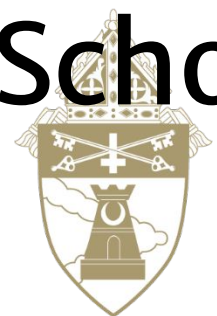


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Alumni

- Ask them to tell their story, where are they now, and gather their updated info
- Keep track of alumni and alumni families in your database
- Awards – Alumni of the year, honoring a graduating class, or the “All my family went to <name> School” award at 8th grade graduation



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ANY
QUESTIONS?



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Contact Information

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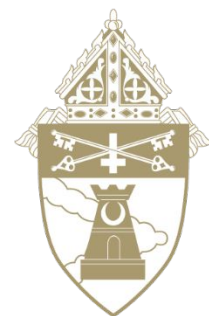
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THANK

YOU!



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