



Five Steps to Successful Fundraising Event Management



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Budget Control

Ensure your event is a financial net gain by:

- Managing the budget closely and minimising your costs
- Go green! Adopting sustainable practices can help your nonprofit save money and attract environmentally-conscious donors
- Securing corporate sponsorships

Create an Engaging Experience for Your Supporters

- Personalise your invitations
- Give attendees the option to donate beyond the ticket price
- Encourage your audience to spread the word by including social sharing buttons on all digital marketing materials
- Build a strong relationship with all of your suppliers to create a common goal of delivering a high quality event
- Make it easy to donate on the go - use QR codes on event signage to lead them directly to your team's fundraising page

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Determine Your Fundraising Event Goals

- Raise a certain amount of funds
- Spread awareness of your cause
- Strengthen supporter relations

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Marketing Your Fundraising Events

- Take full advantage of your company's internal communication channels and use social media to reach your intended audience
- Include calls-to-action to all communications, use urgent language like "Donate Today" or "Register Now"
- Include in-person, virtual or hybrid events to reach more audiences

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Assess Your Results and Cultivate Your Relationships

- Follow up with a personal thank you note to all attendees and sponsors. You could also thank them on your social channels.
- Send out a survey to sponsors/guests asking for feedback and gauging their interest in other events
- Provide additional opportunities to stay connected

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