Popular Fundraising Events to Raise Revenue Now

Like, NOW.

Today’s Speakers

Chris Newcomer
Sales Representative,
GiveSignup | RunSignup

Jake Unger
Sales Representative
GiveSignup | RunSignup

Agenda

01 WELCOME TO GIVESIGNUP | RUNSIGNUP

Raise more. Save Time. Easy.

02 EVENTS, NOW

What's different? What's still the same?

03 TRADITIONAL EVENTS

You know these ones. But there's a reason - they're *always* a hit.

04 CREATIVE EVENTS

Think outside the box and set yourself apart.

05 TECHNOLOGY FOR TICKETS

The nitty-gritty: how do you make this happen?

06 QUESTIONS?

Welcome to GiveSignup | RunSignup

Raise more. Save time. Easy.

Used By

9,000

Nonprofits

Hosts

22,000

Race Events

Always

FREE

No subscription.

GiveSignup | RunSignup

- GiveSignup is built on the technology and business foundations of RunSignup
- Best in class technology to elevate nonprofits' revenue generation and supporter engagement
- Purpose-built Fundraising Technology for Nonprofits
  - Event fundraising
  - Online giving

GiveSignup | RunSignup

One platform, two purpose-built solutions

For Nonprofits

Ticket Events
Tickets for Nonprofits

Fundraising Campaigns
DIY and P2P Fundraising

Online Donations
Donation Forms & Websites

GiveSignup.org

For Nonprofits and Endurance Events

Memberships
Member management

Registration
for Runs/Walks/Rides

RunSignup.com or GiveSignup.org

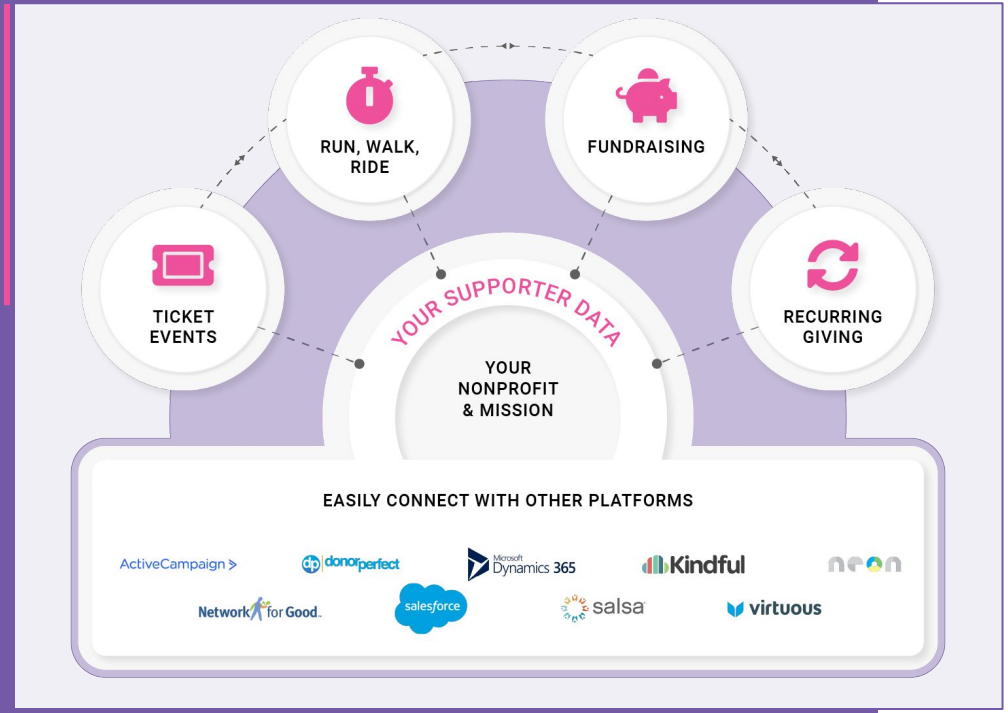
For Endurance Events

RaceDay Suite
Tools for Timers

RunSignup.com

One payment account, one login.

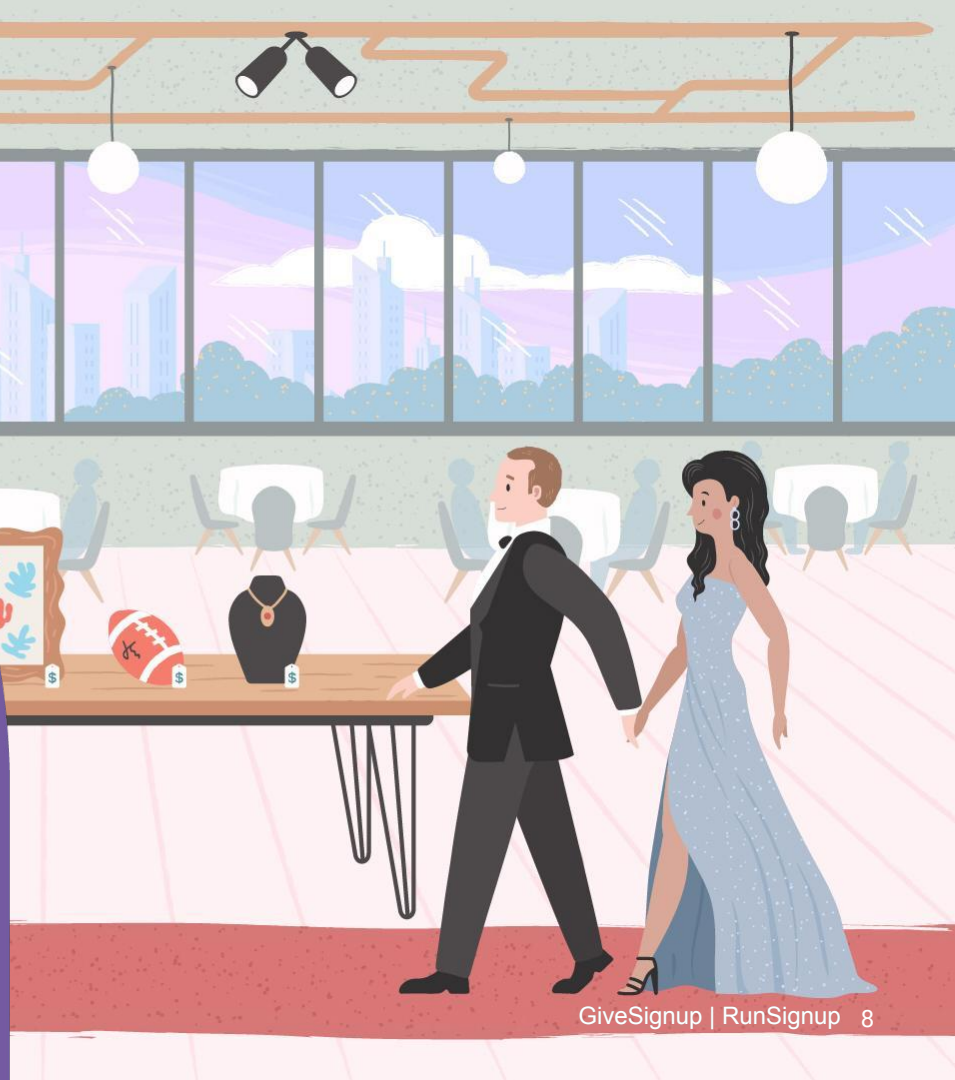
All-in-One Supporter Engagement Platform



- Data on supporters of all types
- Engage supporters with new events, fundraising campaigns and donation opportunities
- Easily connect to other platforms that your nonprofit uses
- Your mission is always first

Events, Now.

Hosting Events in 2021



56%

Of donors attend fundraising events regularly

63%

Of nonprofits host events to build community

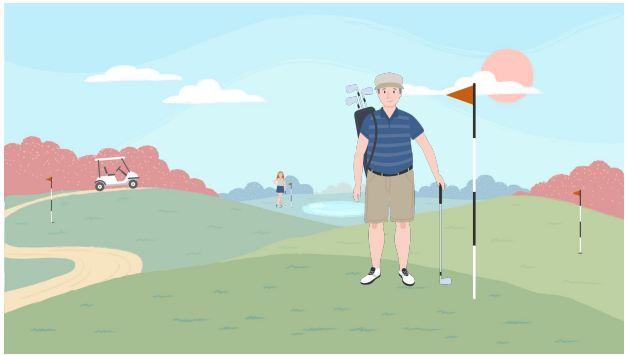
Ticket sales are the largest revenue driver for

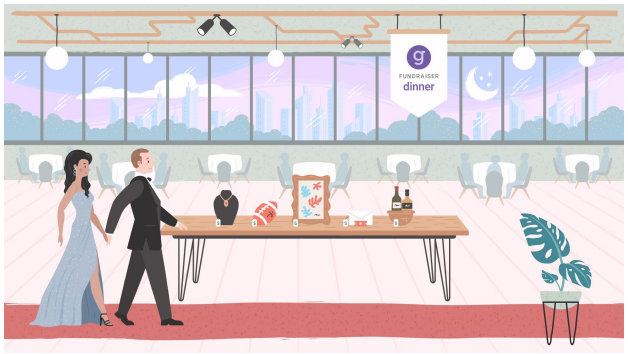
75%

Of fundraising events

Fundraising Events

Fundraising events are the key to making a more personal connection with your supporters, all while raising money for your cause.





What's Different

We know. Things are weird.

- Yes, there is uncertainty, with concerns about the virus and restrictions.

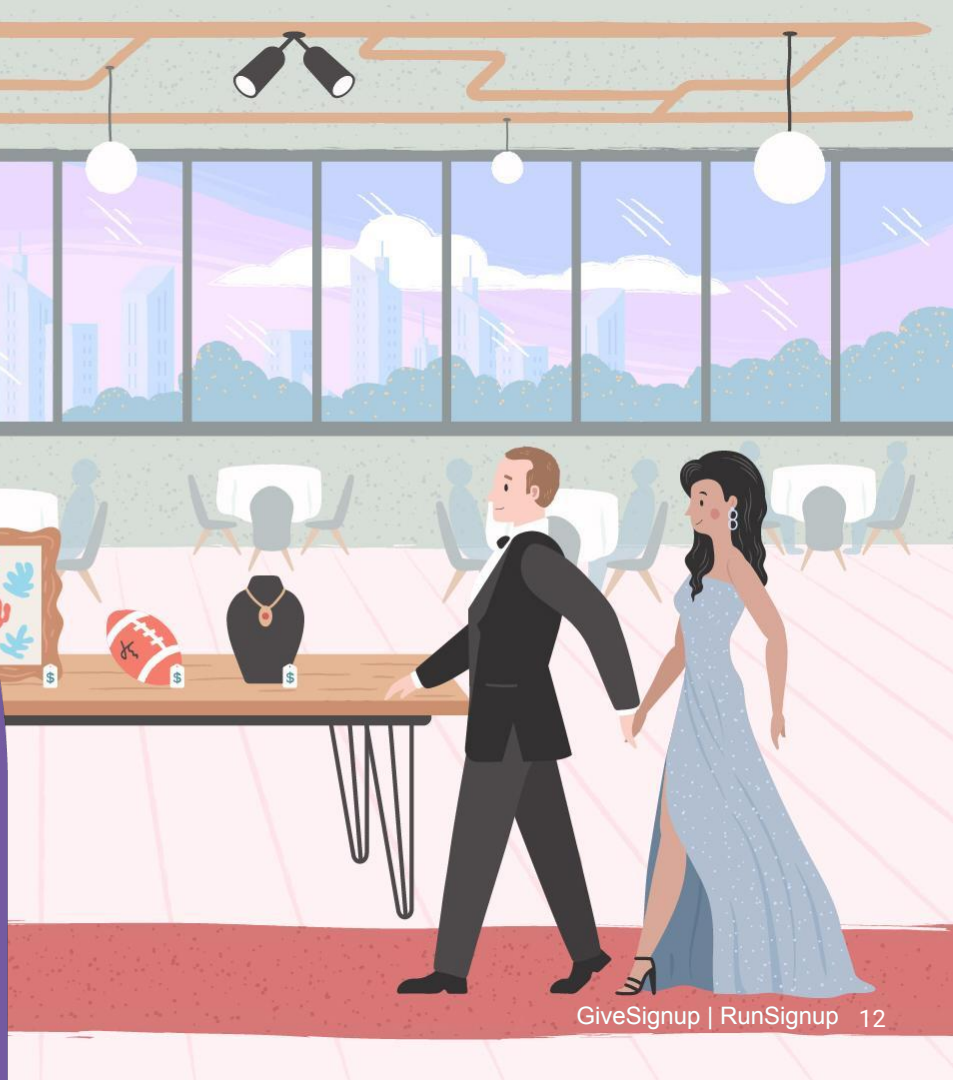
- BUT, supporters are *eager* to engage!
  - Donations were UP 5% in 2020, with a 69% increase in giving by individuals
  - People *want* to get back to fun activities and see their friends and family.

Choose the Right Type of Event

- Outdoors!
  - While the weather allows, it's the safest type of event and most likely to be allowed to proceed.
- Social.
  - Give people the opportunity to catch up with friends and family
- Showcase your Cause.
  - Remind people *why* they supported you in 2020 and share how they helped.

Traditional Events

Perennial Favorites.



You Know These Ones

Buy they’re always winners.

- Golf Tournaments
  - Social and socially distant
  - High-quality interactions with valuable supporters
- Festivals
  - Seasonal family fun
  - Something for everyone
- Gala Under the Stars
  - A night to remember
  - A showcase of your accomplishments

Golf Tournaments

Why Golf? It’s an experience.

- Provide an opportunity for supporters to chat, catch up, and cheer each other on
- Provide an opportunity for your supporters to get to know members of the nonprofit team, in person
- Experiences are more highly valued than things, especially among millennials and Gen Z
- Offers a social activity that is outside and generally considered one of the safest

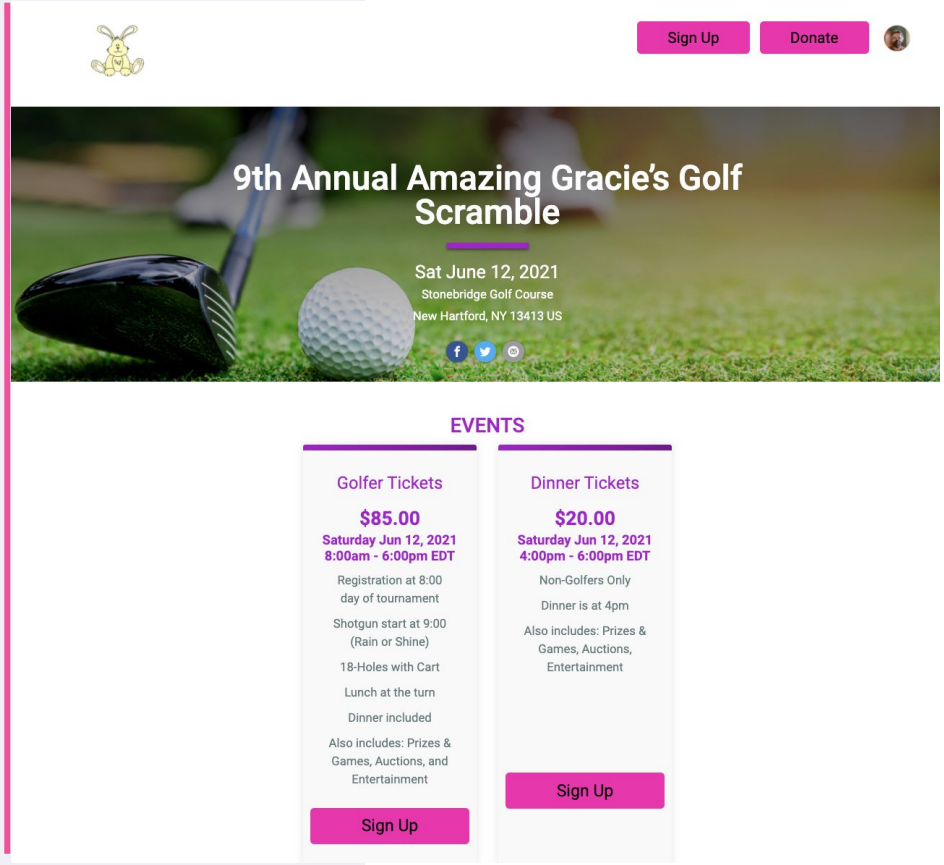
Golf Tournaments

Why Golf? It's inclusive.

- Possible in-person or virtual - or the best of both worlds, with an option for each.
  - Incorporates both local and distant supporters
- Hybrid events provide opportunities for both in-person sponsorships (like branded swag) and digital sponsorships (like ads in emails).
- Many formats for play allow for adaptations that suit your community

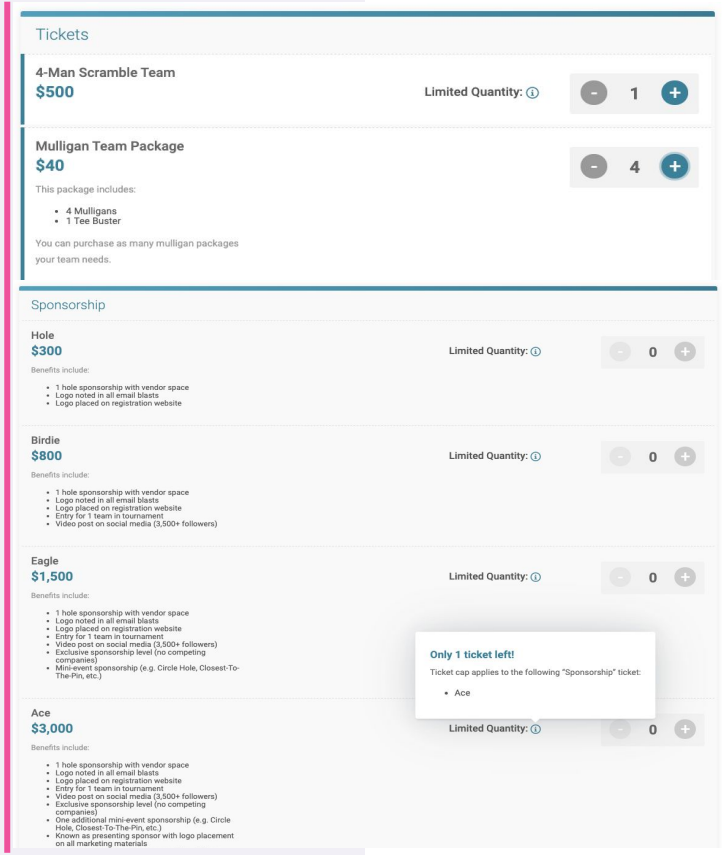
Gracies Golf Scramble

- Single golfer tickets, with a custom question to collect the names of fellow golfers
- Option to attend the dinner
- Donations accepted during purchase or as standalones



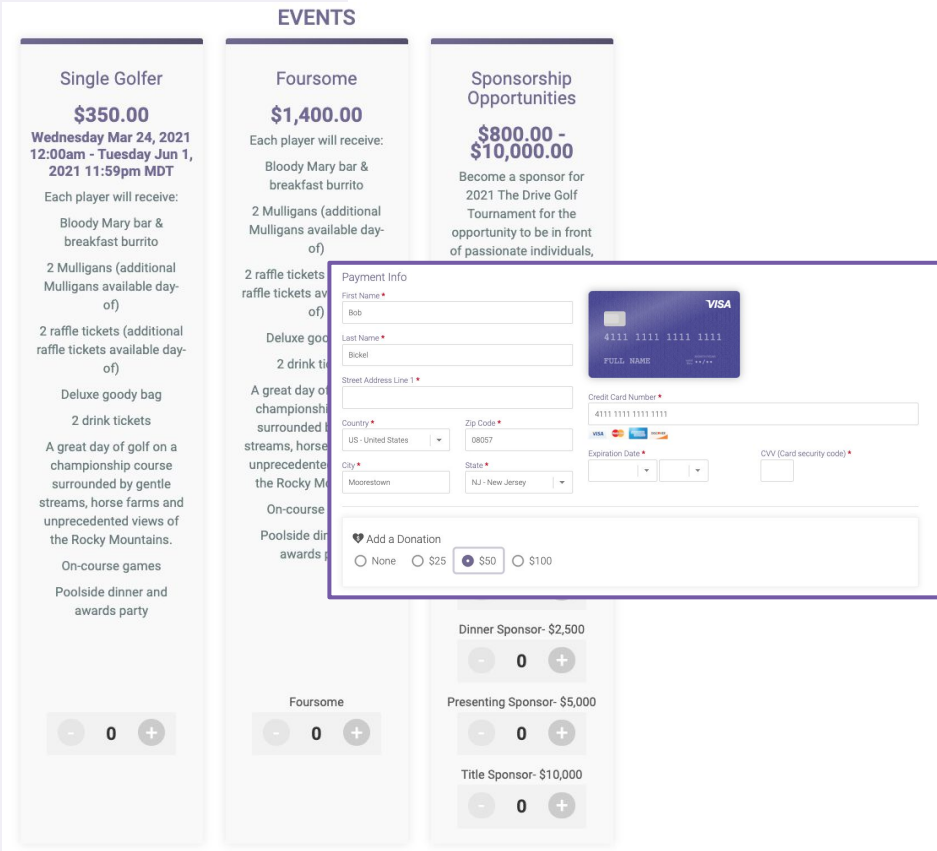
Heartland Autism Society

- Team signups, with options to purchase mulligans
- Sponsor levels with limits to availability
- Also included “fun” sponsorships like sponsoring the golf carts (not pictured).



Epilepsy Foundation of Colorado

- Single golfer, foursome, and sponsorship opportunities
- Donations within the purchasing path
- Additional donation reminder at checkout



Festivals

Why a Festival? It’s fun!

- Perfect for accommodating large groups of people - often outdoors
- Provides brand recognition and mission awareness for your nonprofit
- Versatile and can appeal to many different types of people
- Highly social and engaging
- Flexible time slots to work for anyone’s life
- Fun! They’re just fun!

Festivals

Why a festival? Many opportunities to raise more!

Opportunities for revenue at a festival include:

- Ticket sales
- Vendor fees
- Donations during ticket purchase
- Festival Merch
- Food and beverage sales
- Contests or games

Festivals Types

So many possibilities.

- Fall Festival
- Apple Festival
- Music Festival
- Beer Festival
- Food Truck Festival
- Cultural Festival
- Outdoor Film Festival
- Theater Festival
- Art Festival
- Community Festival
- School Festival

Chicago Craft Beer Festival

Large Scale Festival

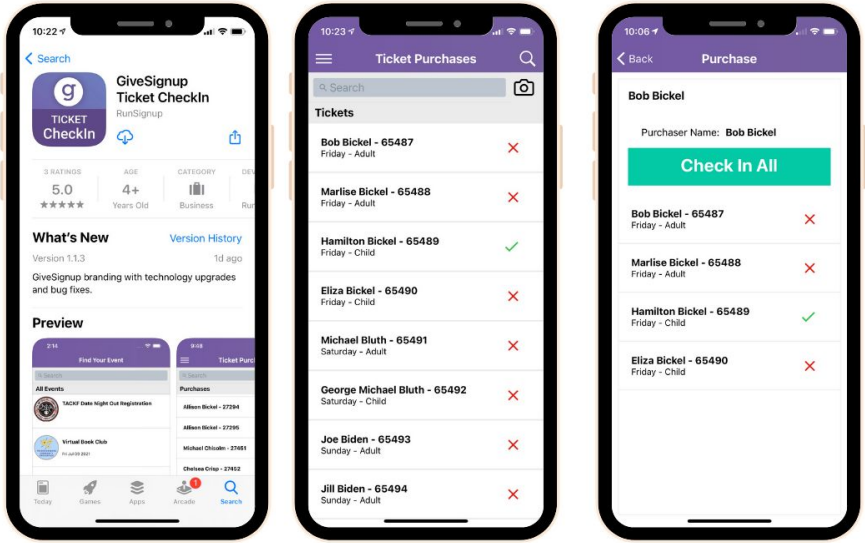
- Festival offered 8 time-slots over 3 days, with a maximum of 400 tickets allowed at any slot
- Professional cover page with *all* the details about the event
- Ultra-simple and speedy buying process, with no extra questions, only the purchasers information collected
- Average purchaser bought 2 tickets

[Chicago Craft Beer Festival Website]

Chicago Craft Beer Festival

Large Scale Festival

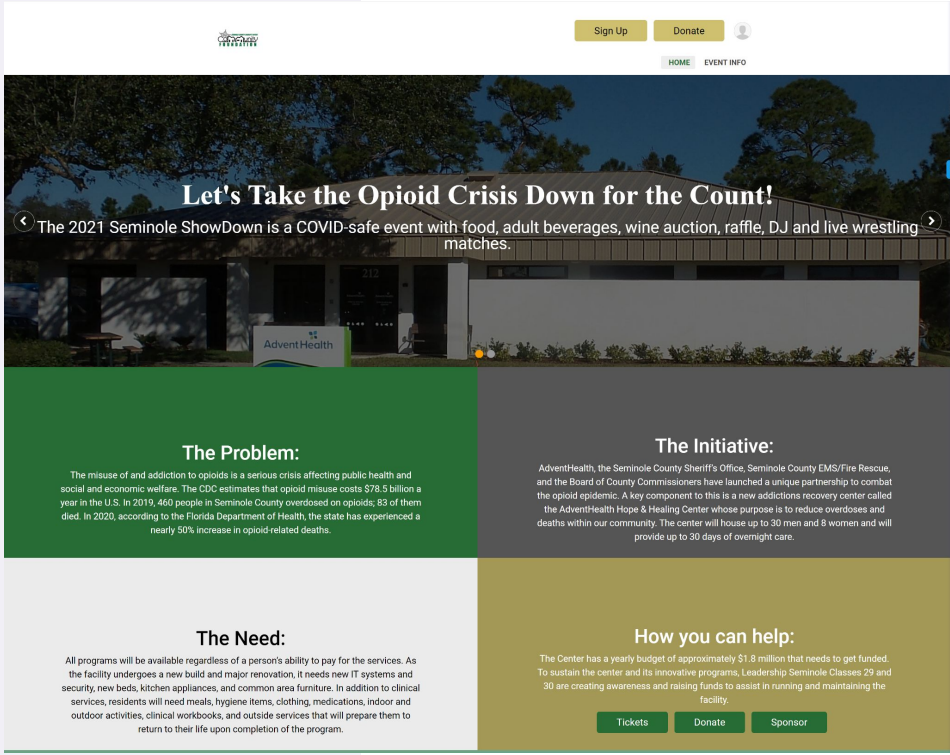
- First large ticket event to use new Ticket CheckIn App
- Separate lines by ticket, pre-registration status
- Volunteers in front to prepare phone, brightness for scanning QR
- Role playing with volunteers before gates opened
- Provided devices in case volunteers' devices were not charged or were not cooperating



Seminole Showdown

- Held in April
- In-person outdoor event with food trucks, beverages, auction, and wrestling matches
- Branded event website
- 54% of ticket purchases included a donation as well

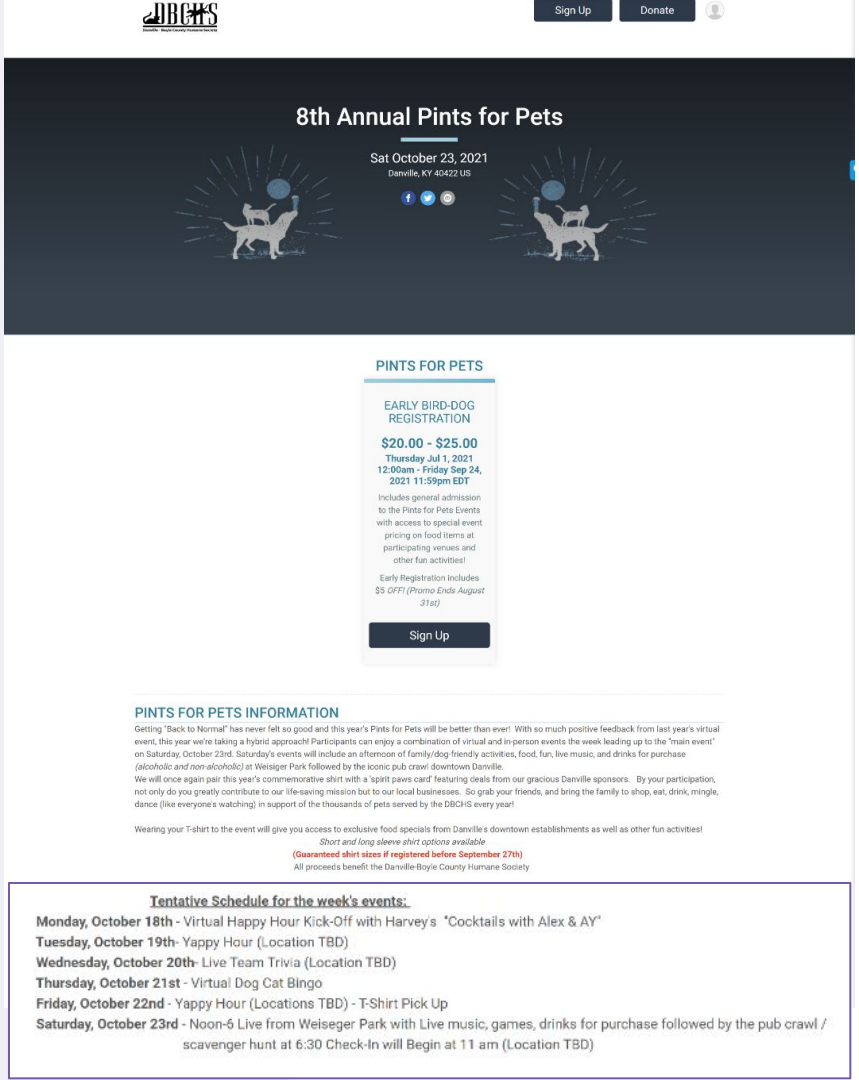
[Seminole Showdown Website]



DBCHS Pints for Pets

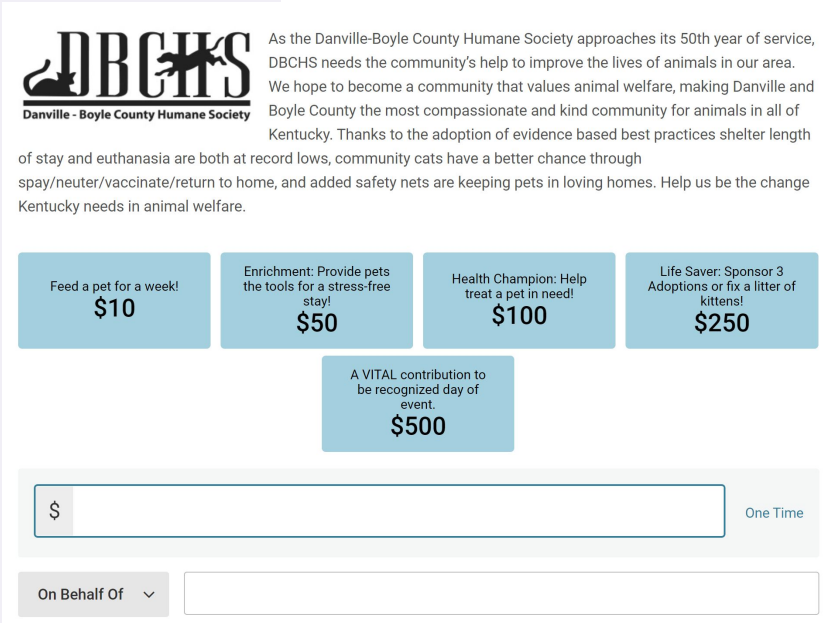
- A week of events,including virtual options, live happy hours, and a pet-friendly festival
- Keeping some of the successful virtual options from 2020 and combining with traditional in-person components
- Themed for cats and dogs

[DBCHS Pints for Pets Website]



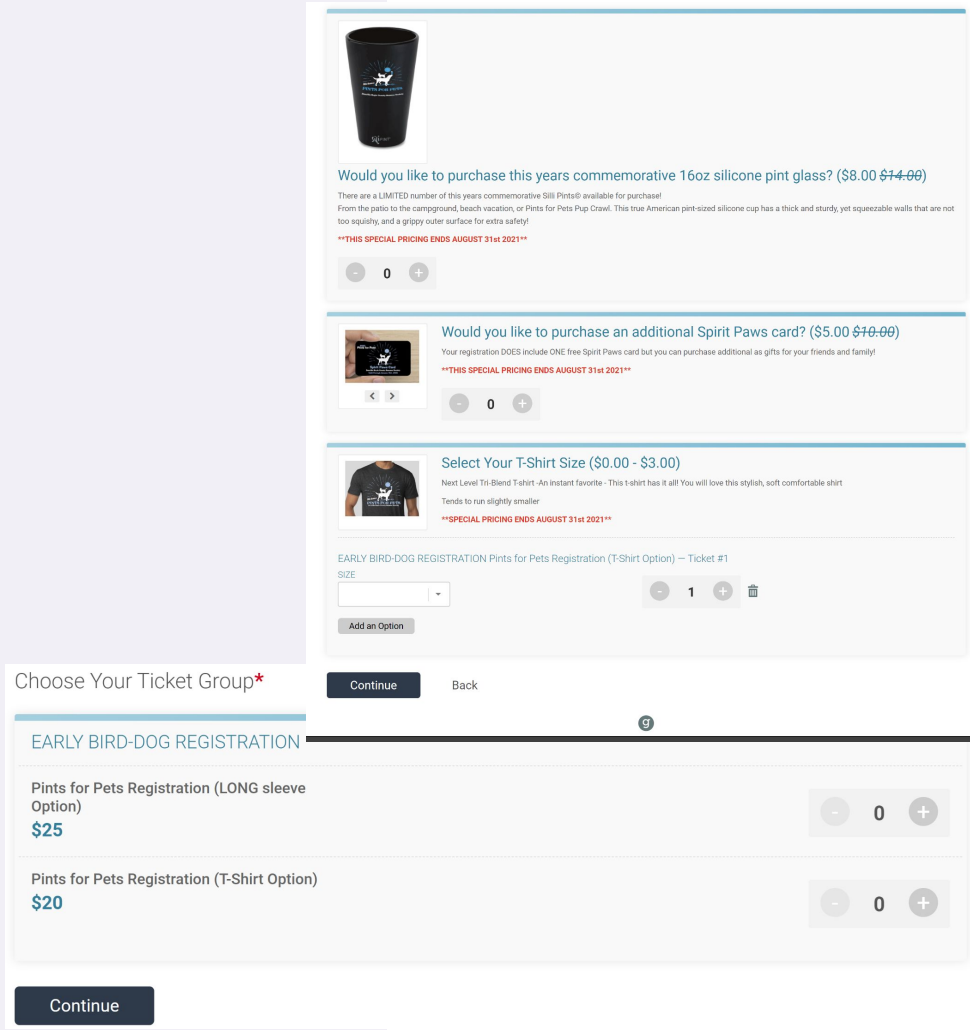
DBCHS Pints for Pets

- Donation levels highlighting the impact of every donation dollar
- So far, ½ of all ticket purchasers have added a donation



DBCHS Pints for Pets

- Ticket options for different t-shirt and long-sleeve options
- Select your size in during registration
- Additional options for merch, including strike-through pricing for the appearance of a deal



Gala/Dinner Outdoors

Why a Gala/Dinner? Everyone loves a celebration!

- Provides the opportunity to share your impact and make supporters feel good about the difference they are making
- Creates a community within your top supporters
- Makes your higher-dollar donors feel appreciated
- Becomes an annual tradition for supporters and makes your cause a part of their lives

Gala/Dinner Outdoors

Why a gala or dinner? Many opportunities to raise more!

Opportunities for revenue via a gala include:

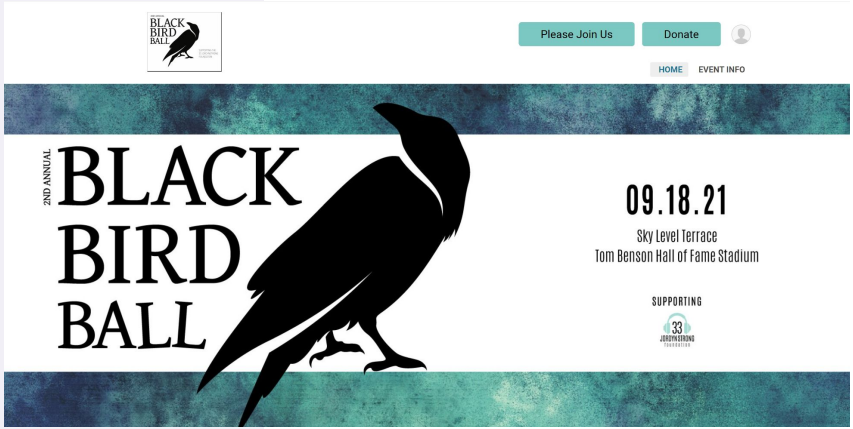
- High dollar ticket sales
- VIP or Premium options in ticket sales
- Silent Auctions
- Live Auctions
- Virtual Ticket Options
- Additional donations during ticket purchase

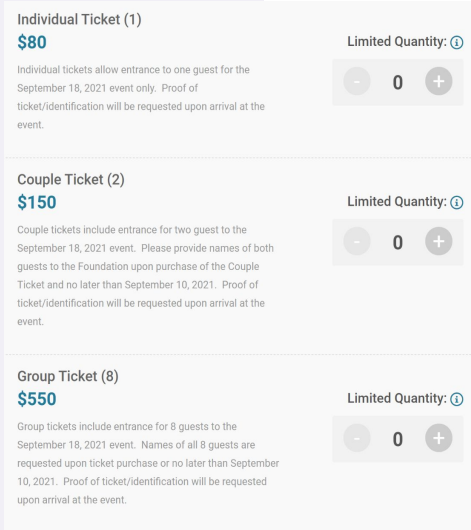
Black Bird Ball

For the 33 JordynStrong Foundation

- Individual, couple, and group ticket options
- Sponsor options from $100-$5,000, with and without tickets to the event
- Venue changed to a Skytop Terrace with a large, airy interior space at a Stadium.
- Includes many traditional gala elements, like food, drinks, dancing, raffles, and an auction.

[Black Bird Ball Website]

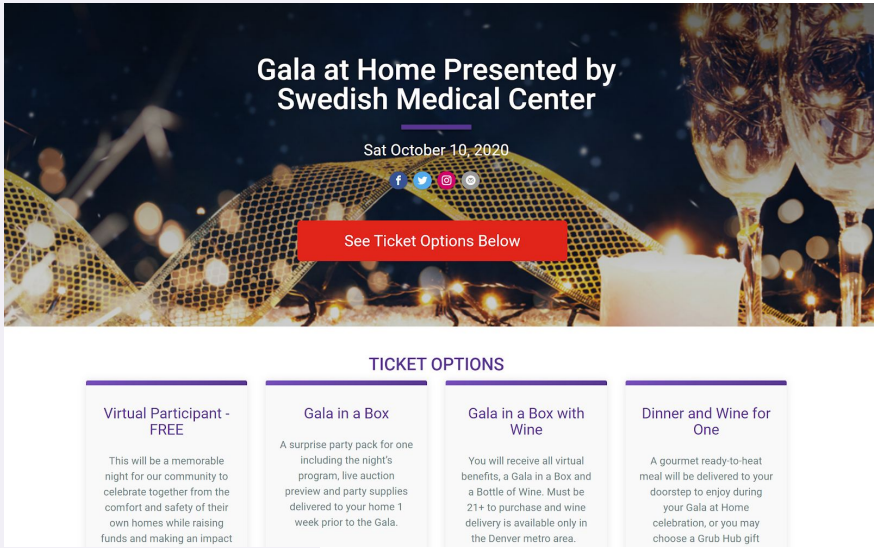




Epilepsy Foundation of Colorado Gala at Home

Virtual/Hybrid Option

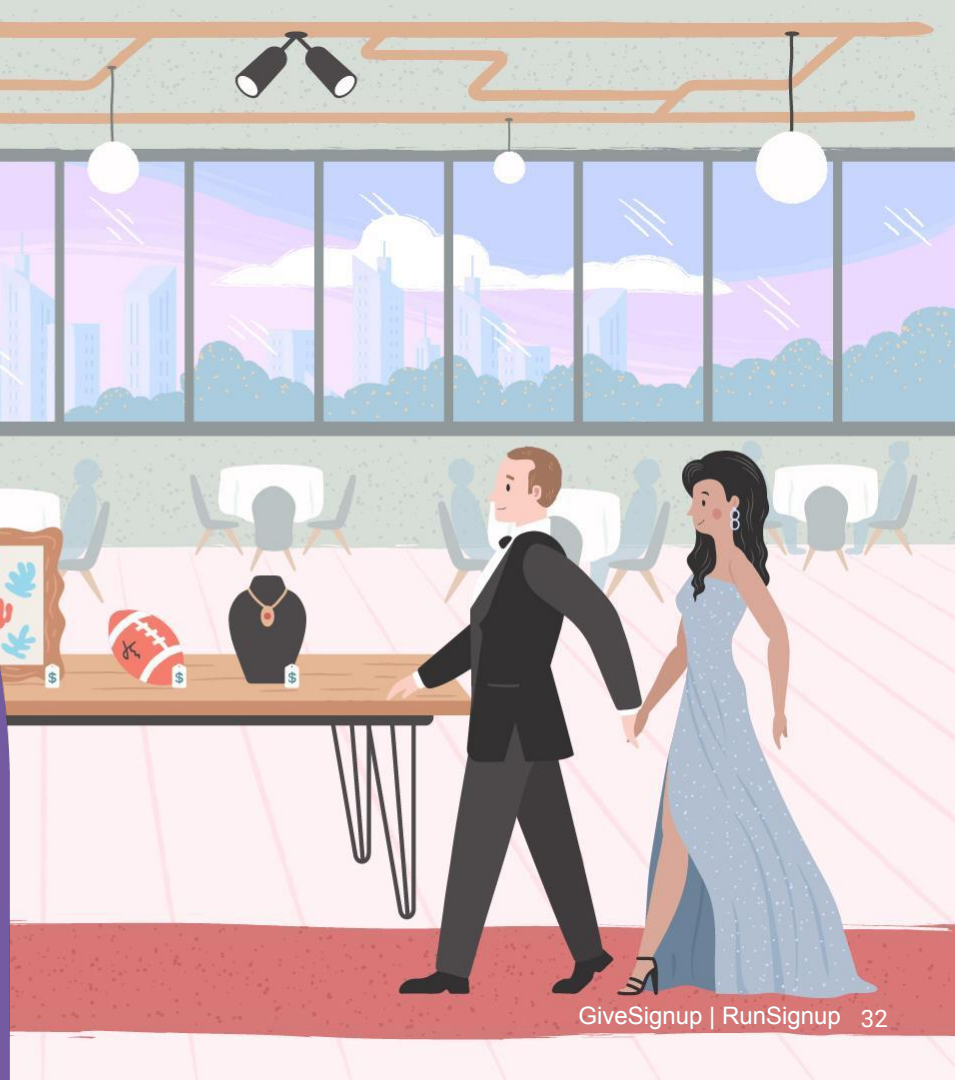
- Presenting sponsor clearly recognized
- Strong calls to action
- Inclusive options to reach more supporters
    - Grubhub gift certificate option for supporters out of town
- Creates an experience, event virtually
- Donations collected during ticket purchase



Gala at Home Website

Creative Events

Raise more. Save time. Easy.



Think Outside the Box

It pays off.

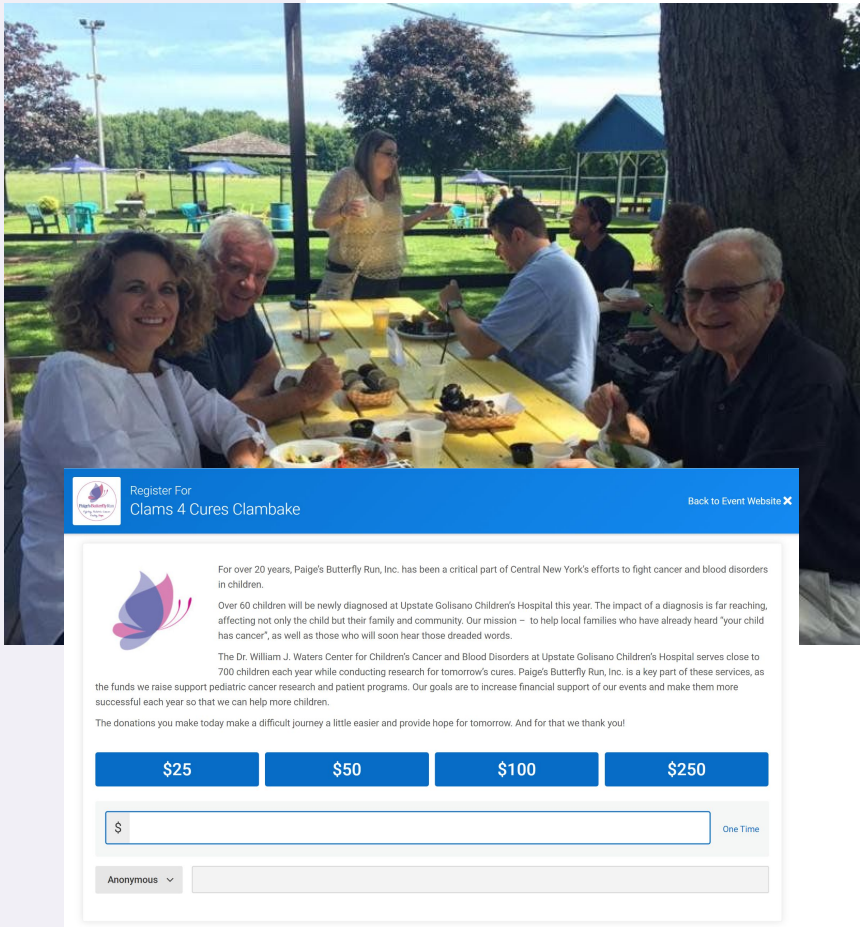
- Expand your reach by capturing the attention of people who are unfamiliar with your organization.
- Avoid competing with similar concepts by creating a completely unique event.
- Find events that are better suited for the circumstances of 2021.
- BE MEMORABLE.

Clams 4 Cures Clambake

The summer celebration option.

- BBQ, music, games, and CLAMS!
- Raising money to benefit pediatric cancer patients and their families in Central NY
- Geared towards supporters who join their annual run (Paige's Butterfly Run)
- Strong story in their integrated soft ask for donations

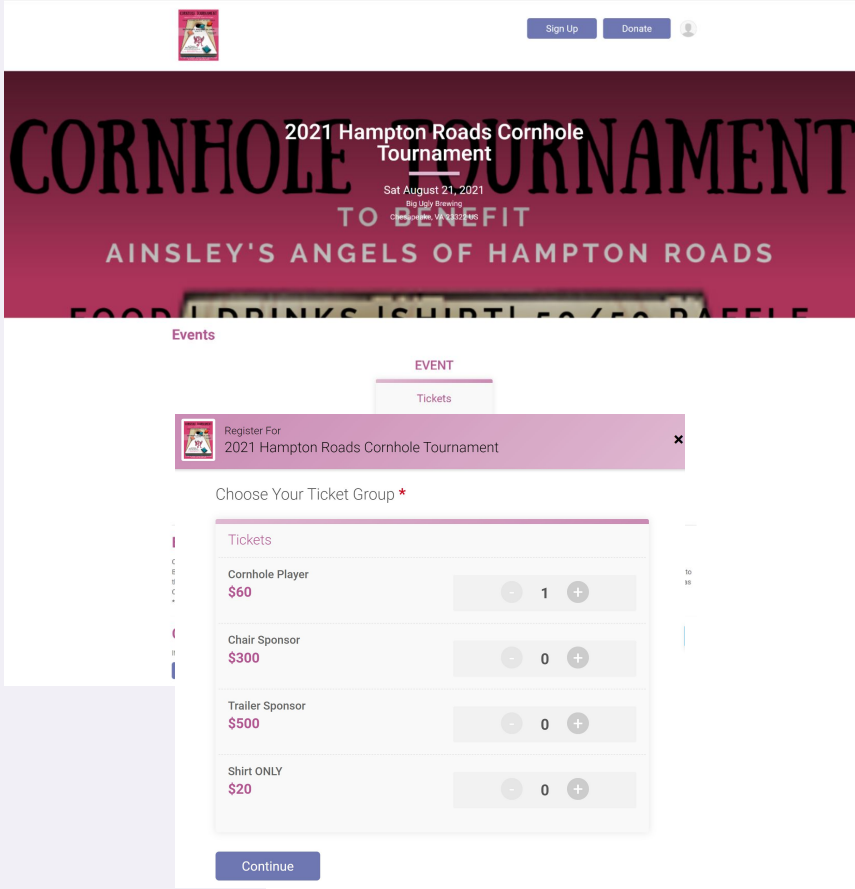
[Clams 4 Cures Clambake Website]



Hampton Roads Cornhole Tournament

The casual competition option.

- Built-in fun: compete with a partner!
- Benefits Ainsley's Angels to buy equipment and offer rider travel grants for local riders.
- Ticket options include individual players and sponsor options
- Player tickets include buy-in to tournament, t-shirt, 2 beer tickets, raffle ticket, and complimentary lunch
- First 5 sponsors got their name on a shirt!

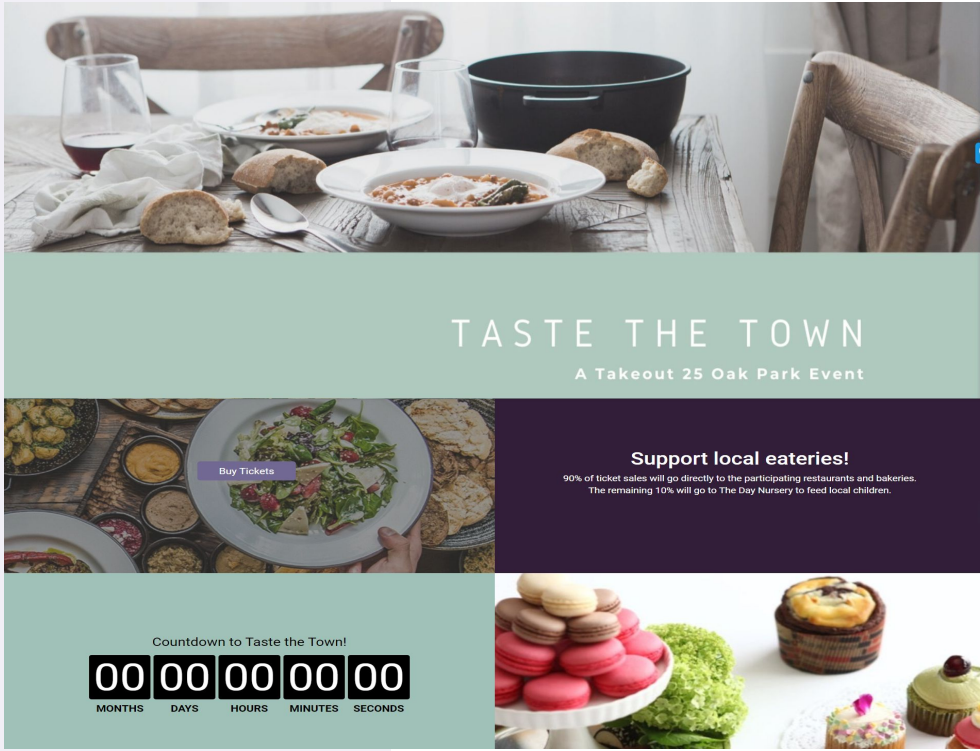


[Hampton Roads Cornhole Tournament Website]

Taste the Town

The community option.

- Creative take on food festival - multiple iterations!
- Supports nonprofit partner as well as local restaurants
- Flexible ticket groups for safe pickup
- 61% of transactions added donation!

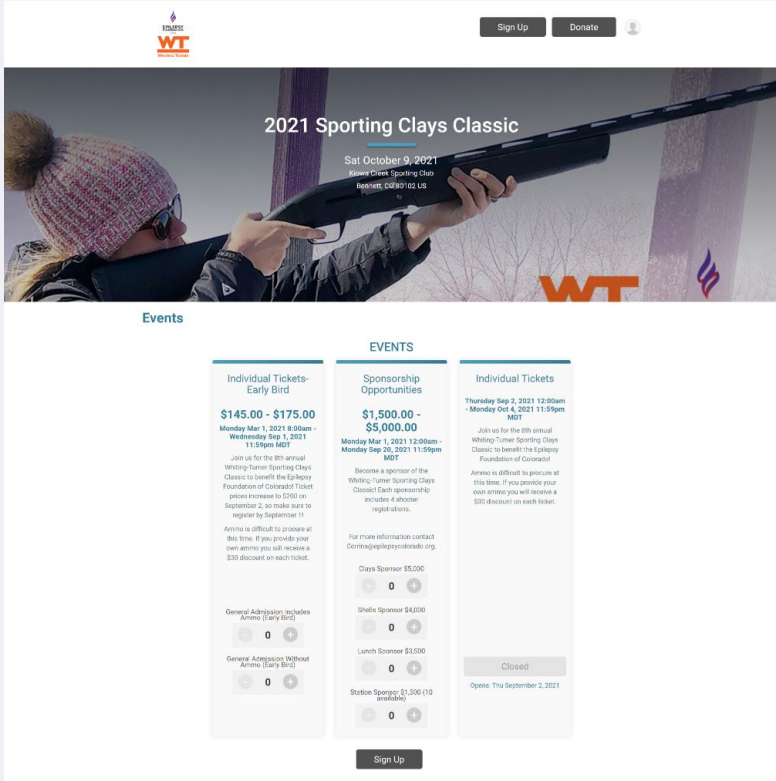


Taste the Town 1, 2, and 3

Epilepsy Foundation of Colorado Sporting Clays Classic

The sporting option.

- Took place in Oct, 2020
- Naturally socially distant
- Inclusive for attendees of all levels
- One event in a series of events hosted by the nonprofit in 2020, including:
  - Virtual Run/Walk
  - Free educational webinars
  - Mindful Monday Virtual Sessions
  - Gala at Home
  - Charity athlete DIY fundraising

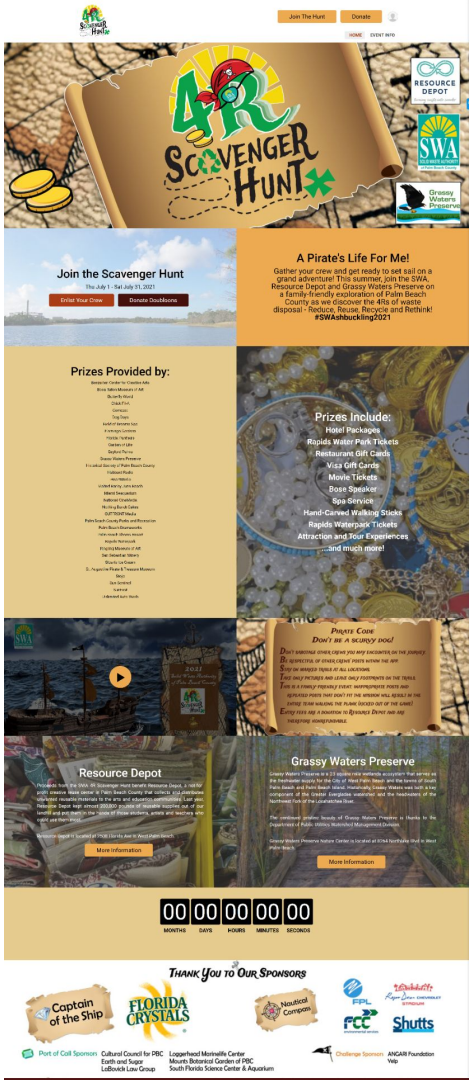


[Sporting Clays Classic Website]

SWA 4R Scavenger Hunt

The Unexpectedly Fun Option

- How do you make the Solid Waste Authority fun and engaging? Pirates!
- Custom wording on buttons to stay consistent with the theme
- Tons of prizes via local partners
- Supports the Resource Depot; a creative reuse and environmental education center
- Fun and informative pirate-themed video on the cover page
- Sponsors incorporated into all content

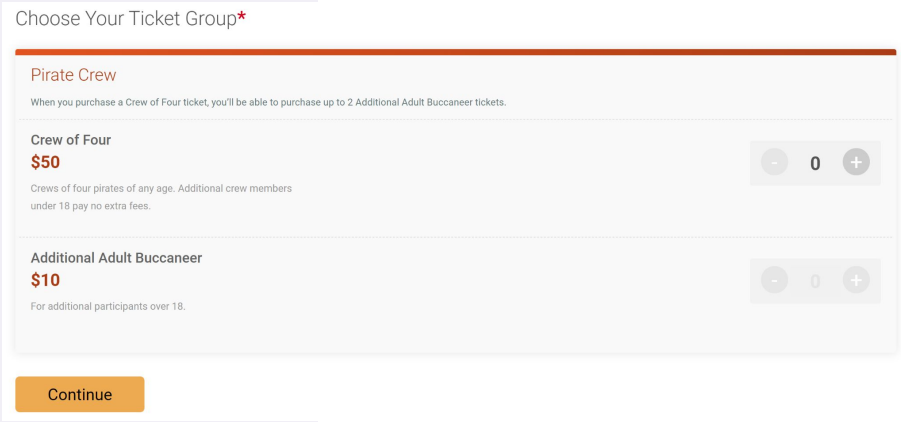


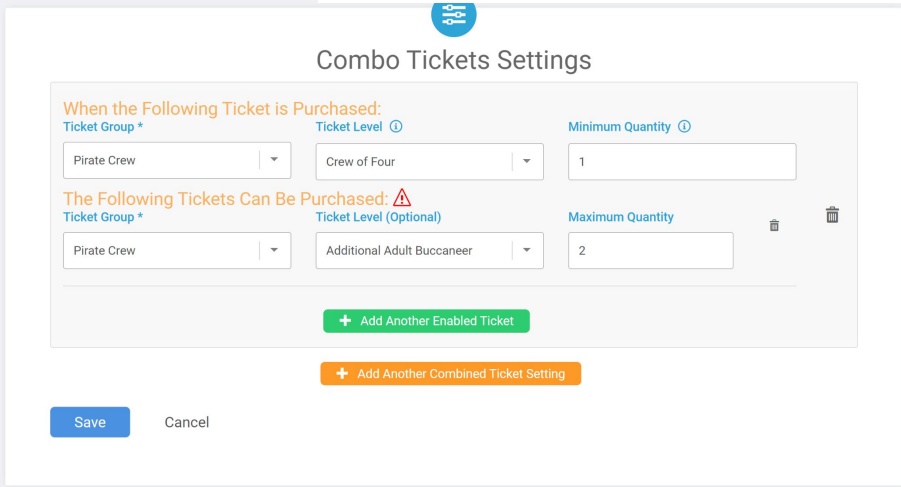
SWA 4R Scavenger Hunt

The Unexpectedly Fun Option

- Do it with friends: “crew” sign up
- Family-friendly option for extra kids to join for free.
- Additional adults only available after adding a pirate crew via Combo Tickets

[SWA 4R Scavenger Hunt Website]





Just a few more ideas...

But really. Anything!

- Pickleball Tournament
- Polar Plunge
- Fashion Show
- BBQ Competition
- Talent Show
- Rollerblading Tour
- Trivia Night in the Park
- Craft Fair
- Costume Parade
- Field Day

Technology For Tickets

How do you set this all up?

Purpose-Built Ticketing Platform for Nonprofits

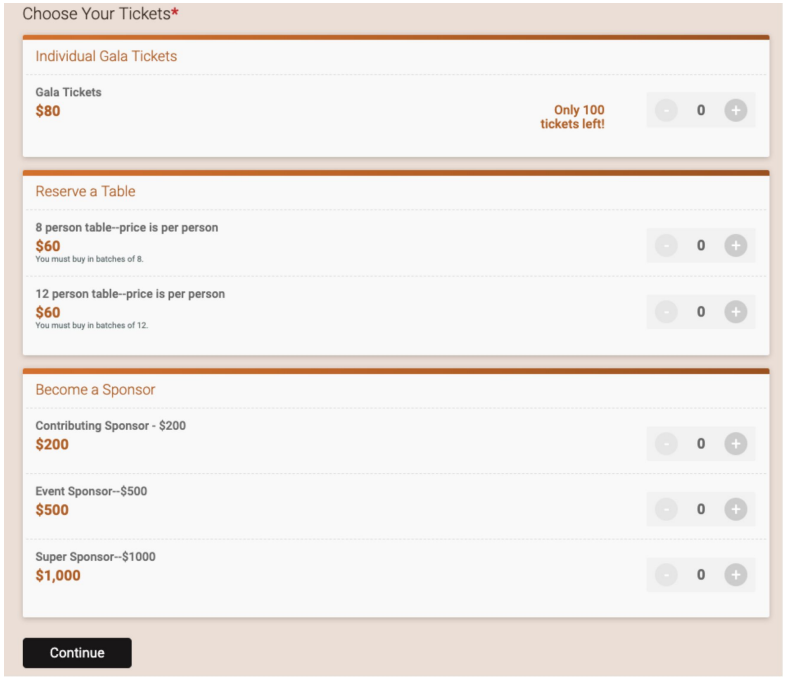
- Customizable event websites branded for your cause
- Sell more tickets with automated rewards
- Integrated one-time and recurring donations and donation discounts
- Easy data exports and financial reporting
- Free platform with a flat 4% processing fee that you can opt to have donors cover

Tickets and Ticket Groups

Easy Signup.

Ticket Groups let you categorize your tickets. In this case, the ticket groups are Individual Tickets, Table Reservations, and Sponsor Opportunities.

Tickets are your base offering, such as an individual ticket and a group ticket. You can offer an unlimited number of different tickets. In this case, there is only one ticket for an individual, two types of tables for a table, and three ticket options for a table.



Basic Ticket Options

- Ticket Caps for each type of ticket or for multiple types of tickets
- Custom pricing for each ticket, with option for multiple pricing periods
- Flexible information collection to gather only the details you need
    - Option to require information for only the purchaser or for every ticket

Branded, Professional Event Website

Your Mission First

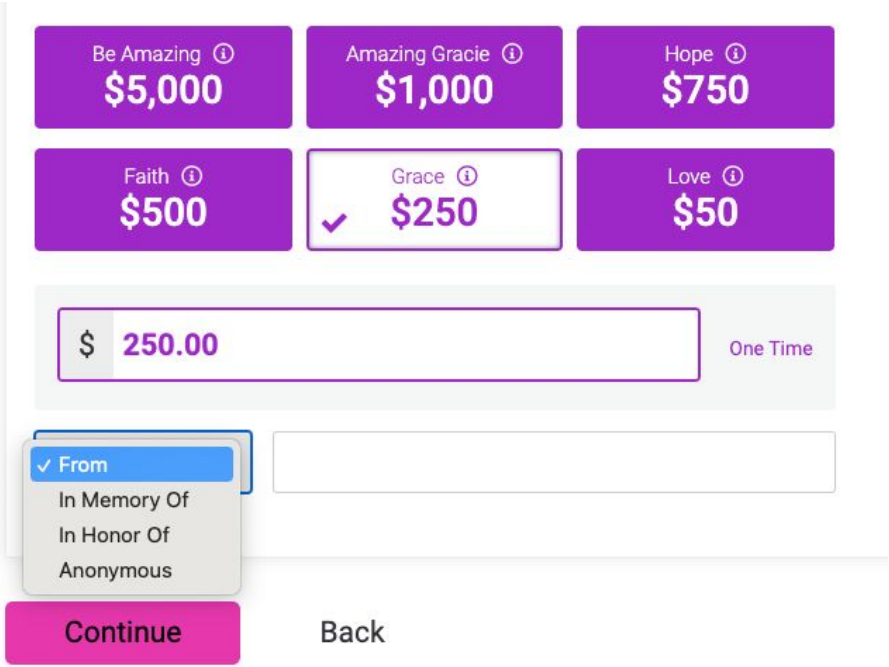
- Free with every event
- BYO domain or subdomain
- Promotes your brand - and your mission
- Keeps everything in one central location
- Gives your event more credibility
- Can be easily updated
- Widens your reach
- Urges more people to sign up

Integrated Donations

Raise More.

Include the option to make an additional donation in the registration path.

- Custom donation levels
- Option to make donation in honor of someone else
- Option to make donation recurring



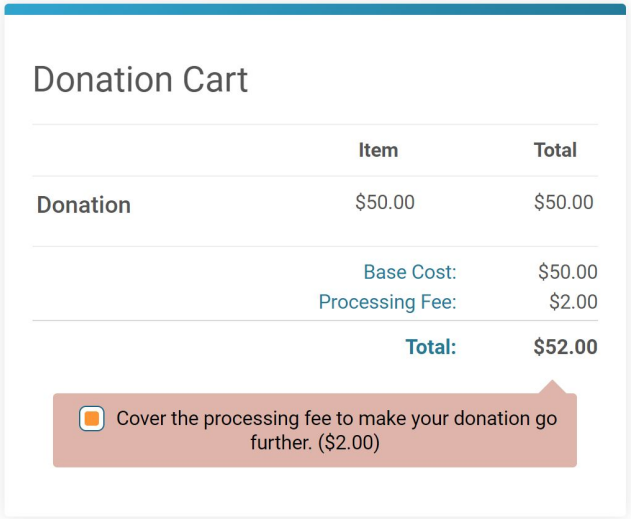
Donation at Checkout

Raise More.

Maximize donations with a donation prompt at checkout for anyone who did not donate during the ticket purchasing path.

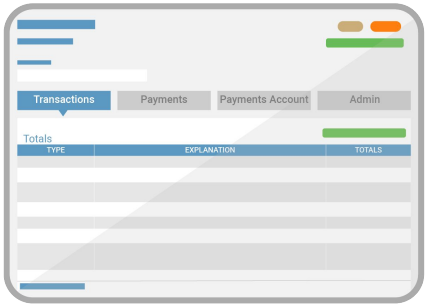
Give Options on Fees

Enable an auto-checked option for your donors to cover the flat 4% processing fee on donations.



Data Exports and Financial Reports

Save time on reconciliation.



- Quick reports on all ticket purchases and individual tickets with export options
- Donation reports
- Financial Summary report with all financial information
- Payment reports
- Exports of all transaction information

Advanced Features

But not *that* advanced.

- Combo Tickets that must be bought together
  - for example, a discounted child ticket available only if 2 adults buy single tickets
- Pricing that automatically changes the per-ticket price based on the number of tickets being purchased
  - for example, tickets are $200, but if you buy 3 of them, they're only $180/each

Give Signup Run Signup

Demo

Give Signup Run Signup

Thank You!

Chris Newcomer
Chris@givesignup.org
Jake Unger
Jake@givesignup.org

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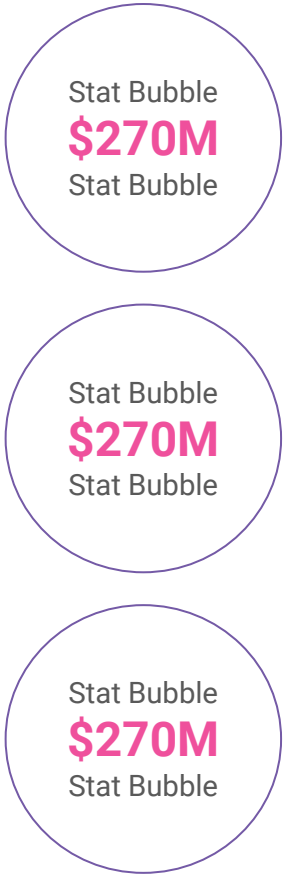

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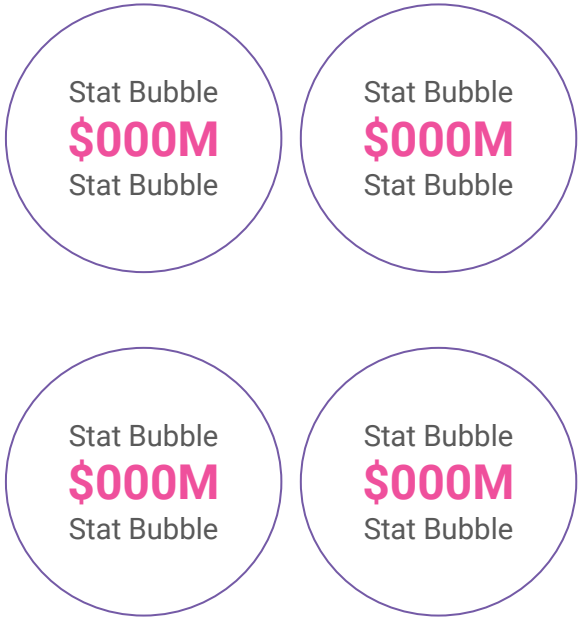

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Resources

- 2020 Year in Review
- Series A Financing
- GiveSignup Strategy paper
- GiveSignup - Our Shot
- GiveSignup | RunSignup
- Product Hubs
  - Virtual Events
  - Challenge Events and Fundraising Campaigns
  - Ticket Events
  - Hybrid Events
- Annual Race Trends Report
- Registration Market Analysis
- Resources from past Symposiums
- YouTube Channel
- Podcast with Bob reviewing Company History

Resuming Growth

START TIMELINE

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02

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03

TITLE THREE

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04

TITLE FOUR

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05

TITLE FIVE

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06

TITLE SIX

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TITLE SEVEN

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TITLE ELEVEN

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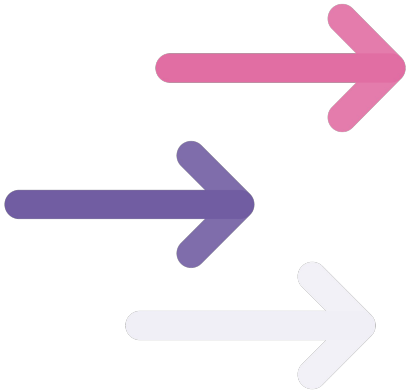
END TIMELINE

Branded Graphics Available for Use

Please feel free to utilize any of the following graphics to help build your slides.

Graphics for Use



Graphics for Use

Stat Bubble
$270M
Stat Bubble

Stat Square
25%
Stat Square

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Graphics for Use

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Table for Use

	2018	2019	2020	2021 Growth Plan	2022 Growth Plan
Transactions	$212,742,449	$270,381,000	$217,913,000	$259,233,000	$397,581,000
Net Revenue	$6,404,337	$7,726,715	$6,013,697	$7,709,756	$12,286,000
Gross Margin	92%	92%	90%	90%	93%
Operating Income	6%	7%	-11%	-35%	-8%