



**More than Money: Event, Volunteers,
& Community Engagement**

Stratus**LIVE**

MEET THE SPEAKERS



Jennifer Mitchell

Project Manager

StratusLIVE



Lori Combs

Director of Solution

Engineering

StratusLIVE

AGENDA

- Intro
- Challenges
- Holistic Approach
- Recommended Steps to start
- Q&A





WE'RE GLAD YOU'RE HERE

Your mission isn't just about raising funds – it's about building community. At StratusLIVE we want to help move you from transactional fundraising to **transformational engagement!**



The Challenge of Modern Engagement

Typical Approach

- Siloed departments
- Disconnected data
- Event-based thinking
- Transactional relationships
- Focus on dollars raised

Integrated Approach

- Integrated team collaboration
- Unified constituent data
- Journey-based thinking
- Long-term relationships
- Focus on engagement depth

Organizations with integrated engagement strategies retain more supporters than those that do not.

Event Management That Builds Community



Day of Caring 2025

The largest, single-day volunteer effort in our community -- hundreds of employees from dozens of businesses and organizations across our entire county.

LOCATION

Cedar Crest Conference Center
22 Cedar Crest Rd
Green Bay, Virginia 23942
[View Map](#)

AUG 22
2025

8:30 AM - 4:00 PM EDT

CONTACT

Linus Van Pelt
Coordinator
linus@uwpec.org
(804) 555-1234

Join us in serving the needs of our community and its environs.

Each year, communities around the world come together to harness the volunteer spirit and improve the conditions in which they live. UWPEC joined local United Ways across the nation in creating similar day-of-action experiences that engage thousands of volunteers in community service projects throughout the country.

A majority of the companies at the Fortune 500 allow their employees to volunteer during work hours. These formalized Employee Volunteering Programs (EVPs), also called Employer Supported Volunteering (ESV), are regarded as a part of the companies' sustainability efforts and their social responsibility activities.

DONATE

REGISTER









[Fundraise](#) [Events](#) [Volunteer](#) [Leadership Groups](#) ▼

 [Give Now](#)



Donor Appreciation Dinner

Join us for an evening to celebrate you, our loyal donors

LOCATION

The Broadmoor
1 Lake Ave
Colorado Springs, CO 80906
[View Map](#)

JUN 27
2025

6:30 PM - 9:00 PM MDT

CONTACT

Lori Combs
Coordinator
lori.combs@stratuslive.com
877-281-2099

Join Community Transformation Foundation's Donor Appreciation Dinner: A Celebration of Your Impact!

RSVP

Event Management Features

Team/Group Entry

The screenshot displays the 'Participants' management interface for an event. The breadcrumb trail shows the path: EVENTS > 3F6AD189 5240 427A 936A 018B9644541A > PARTICIPANTS. The main heading is 'Participants - Event Name' with a sub-heading 'View and manage participants' and an 'Edit Event' button.

The interface features a sidebar with navigation options: Home, StratusLIVE, Organization, Content Management, Giving, Events, View Events (highlighted), Calendar, Volunteering, Communities, Partnerships, and Integrations.

The main content area has tabs for 'Registrations', 'Attendees', 'Donors', and 'Fundraising Pages'. Below the tabs is a search bar, a 'Filters' dropdown, and an 'Actions' dropdown menu. The 'Actions' menu is open, showing options: 'Add Registrant', 'Bulk Registrants Entry', and 'Email Attendees'.

<input type="checkbox"/>	REGISTRANT	EMAIL ADDRESS	FEES PAID	DATE
<input type="checkbox"/>	John Doe	johndoe@gmail.com	\$0.00	12/4/2024
<input type="checkbox"/>	Jane Smith	janesmith@gmail.com	\$0.00	12/4/2024

Showing 1 to 2 of 2 results

Navigation buttons: Previous, Next

Event Management Features

- Home
- StratusLIVE
- Organization
- Content Management
- Giving
- Events
 - View Events
 - Calendar
- Volunteering
- Communities
- Partnerships
- Integrations

EVENTS > 3F6AD189 5240 427A 936A 018B9644541A > PARTICIPANTS > BULK ADD PARTICIPANTS

Bulk Add Participants - Event Name

Add Large Numbers of Participants with CSV Upload (maximum of 200 rows) or Manual Entry

[Download CSV Template](#)
[+ Import CSV](#)

Number of Entries
-
13
+

#	FIRST NAME	LAST NAME	EMAIL ADDRESS	PHONE NUMBER	TICKET TYPE	QTY	AMOUNT	
1	<input type="text" value="Linda"/>	<input type="text" value="Gilbert"/>	<input type="text" value="lgilly@gmail.com"/>	<input type="text" value="725-663-9548"/>	<input type="text" value="Gold - \$100"/>	<input type="text" value="2"/>	<input type="text" value="\$ 200.00"/>	⋮
2	<input type="text" value="Frank"/>	<input type="text" value="Anderson"/>	<input type="text" value="frank.anderson@example.com"/>	<input type="text" value="(555) 987-6543"/>	<input type="text" value="Bronze - \$50"/>	<input type="text" value="2"/>	<input type="text" value="\$ 100.00"/>	⋮
3	<input type="text" value="Diana"/>	<input type="text" value="Brown"/>	<input type="text" value="diana.brown@example.com"/>	<input type="text" value="(555) 876-5432"/>	<input type="text" value="Silver - \$75"/>	<input type="text" value="2"/>	<input type="text" value="\$ 150.00"/>	⋮
4	<input type="text" value="Henry"/>	<input type="text" value="Clark"/>	<input type="text" value="henry.clark@example.com"/>	<input type="text" value="(555) 654-3210"/>	<input type="text" value="Gold - \$100"/>	<input type="text" value="1"/>	<input type="text" value="\$ 100.00"/>	⋮
5	<input type="text" value="Henry"/>	<input type="text" value="Clark"/>	<input type="text" value="henry.clark@example.com"/>	<input type="text" value="(555) 654-3210"/>	<input type="text" value="Gold - \$100"/>	<input type="text" value="1"/>	<input type="text" value="\$ 100.00"/>	⋮
6	<input type="text" value="Jack"/>	<input type="text" value="Lewis"/>	<input type="text" value="jack.lewis@example.com"/>	<input type="text" value="(555) 890-1234"/>	<input type="text" value="Table - \$1000"/>	<input type="text" value="1"/>	<input type="text" value="\$ 100.00"/>	⋮
7	<input type="text" value="Bob"/>	<input type="text" value="Johnson"/>	<input type="text" value="bob.johnson@example.com"/>	<input type="text" value="(555) 765-4321"/>	<input type="text" value="Gold - \$100"/>	<input type="text" value="1"/>	<input type="text" value="\$ 100.00"/>	⋮
8	<input type="text" value="Hannah"/>	<input type="text" value="Wilson"/>	<input type="text" value="hannah.wilson@example.com"/>	<input type="text" value="(555) 654-3210"/>	<input type="text" value="Silver - \$75"/>	<input type="text" value="1"/>	<input type="text" value="\$ 100.00"/>	⋮
9	<input type="text" value="Jack"/>	<input type="text" value="Taylor"/>	<input type="text" value="jack.taylor@example.com"/>	<input type="text" value="(555) 432-1098"/>	<input type="text" value="Gold - \$100"/>	<input type="text" value="1"/>	<input type="text" value="\$ 100.00"/>	⋮

Event Management Features

Festival of Food 2025
Come together to celebrate our local restaurants and help our community

DONATE **REGISTER**

LOCATION
The Refinery
120 W Culpeper St
Culpeper, VA 22701
[View Map](#)

AUG 09 2025
11:00 AM - 6:00 PM EDT

CONTACT
Lori Combs
Coordinator
lori.combs@stratuslive.com
[877-281-2099](tel:877-281-2099)

What to Expect:
The Festival of Food brings together local restaurants for a friendly competition, with proceeds going to the Community Transformation Foundation to support families in need.

Event Registration

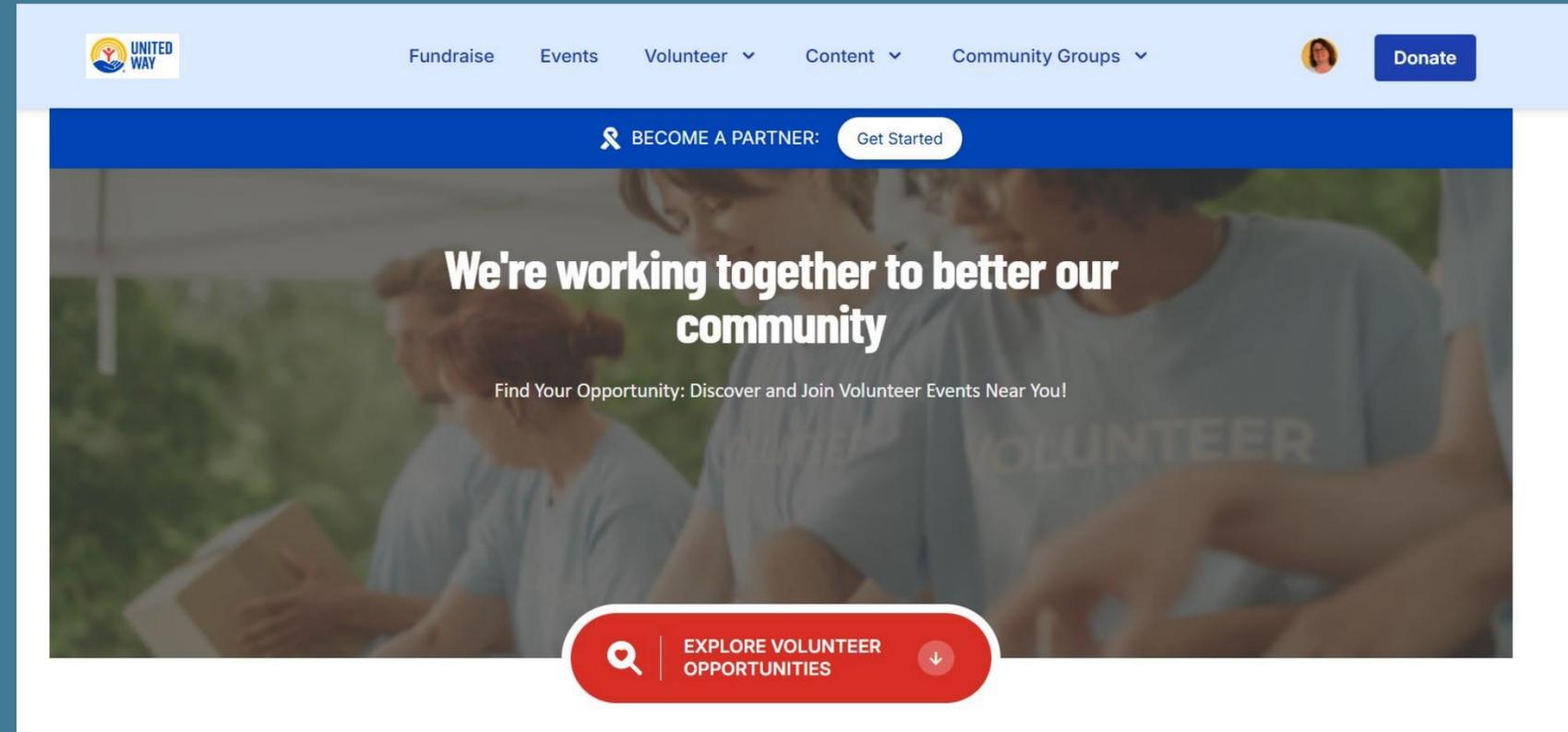
How would you like to participate?
Check all that apply

Register as Participant

Volunteering

Sign up to help as a volunteer

Volunteer Mobilization Strategy (CVC)



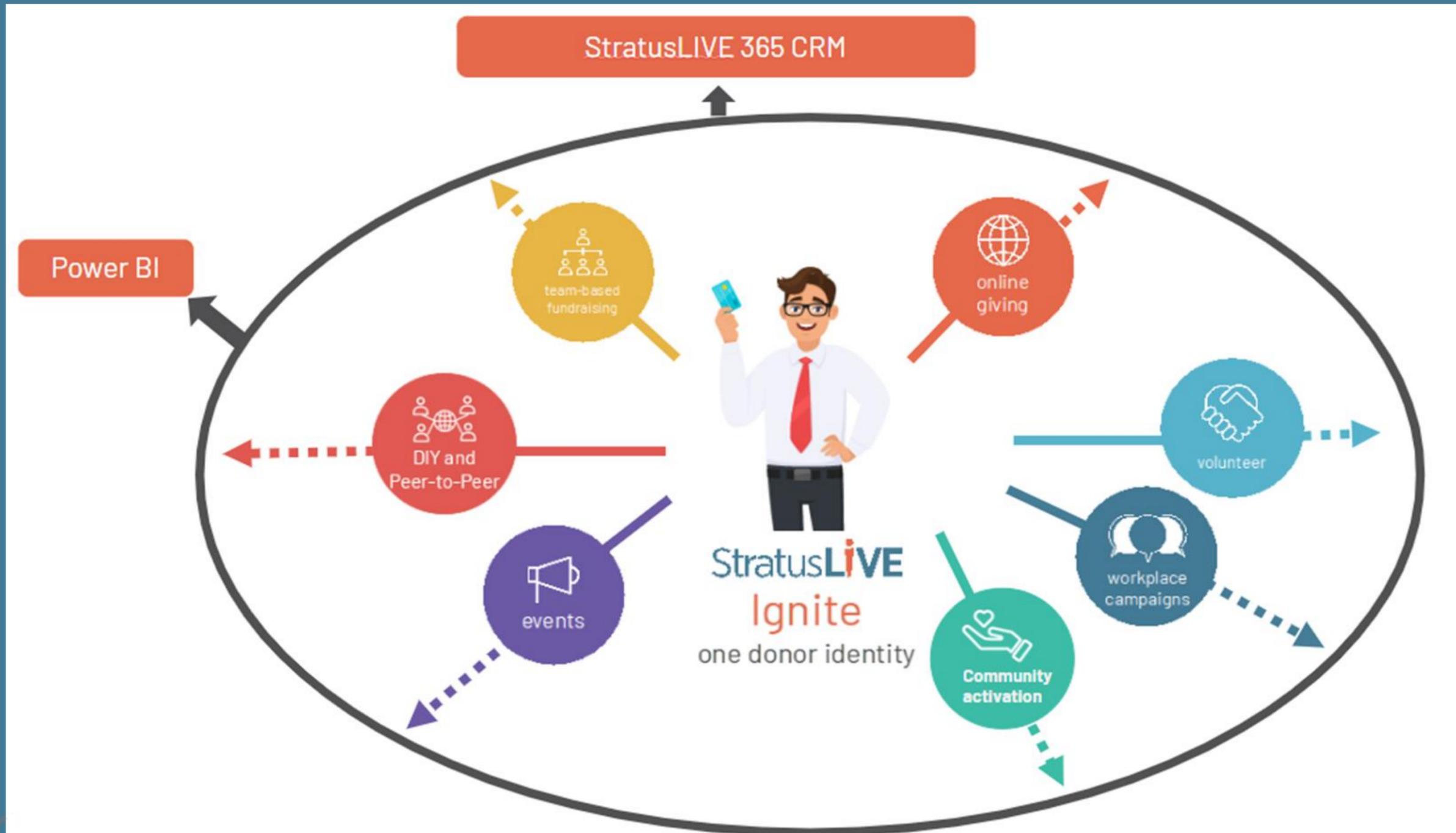
The Volunteer-Donor Connection

- Skills-based volunteering creates deeper bonds
- Volunteering is gateway to advocacy
- Volunteers donate more

StratusLIVE Volunteer

- Team/Group Management
- Automated communications via email partner
- Skills and Interests tracking

A Holistic Engagement Platform





Demo

Donor Hub

Community Volunteer Center

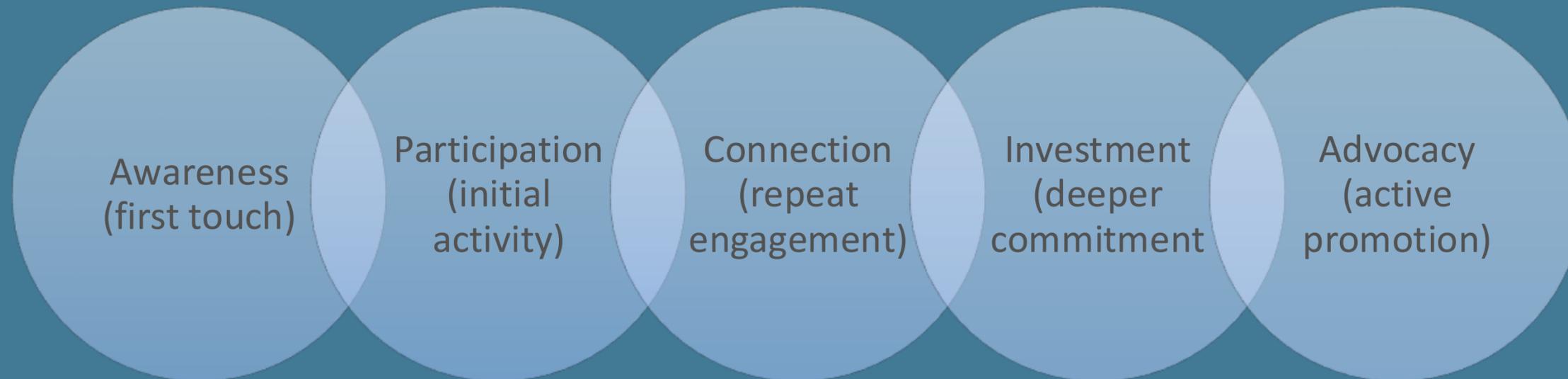
Events

Integration to CRM

Interests and Engagement

Marketing Lists

Deepening Engagement Beyond Donations



StratusLIVE Engagement tools:

- Online Event, Volunteering, donations all fully integrated to CRM
- Interest, engagement and preference tracking with CRM 365
- Marketing lists

Measuring Engagement:

- Engagement Scores
- Diversity of engagement types - interests
- Dashboards
- ROI

How Do We Get There?

Where are you now?

- What tools are you using?
- Have you set realistic goals?
- Do you recognize constituent service?
- Are all of you invested in success?

Action Plan

- Eliminate silos
- Create cross-engagement journeys
- Personalize your messaging
- Measure and optimize

Polls for the Group

- How successful is your current engagement strategy?

- Which of the following have you done:
 - integrated a donation page within an event
 - highlighted an event on your Give at Work site
 - included volunteer options within events
 - done peer to peer or team fundraising events



THANK YOU

FOR YOUR TIME!

