



StratusLIVE WEBINAR



The Art of Nonprofit Event Management:

Timeless Strategies and Modern Solutions



AGENDA

- Introductions
- Fundamentals of Nonprofit Event Management
- Engaging and Retaining Donors through Events
- Impactful Event Sponsorship and Partnerships
- Evaluating Event Success
- Demo
- Q&A

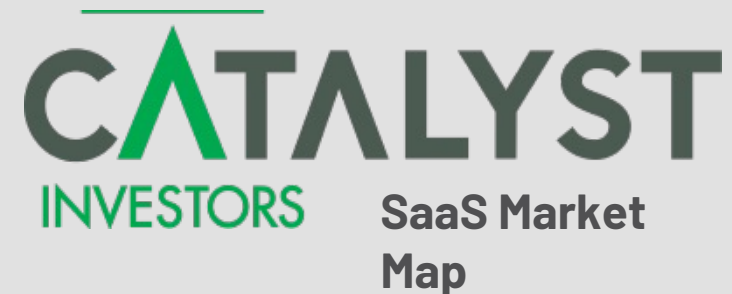
MEET THE SPEAKERS



Kelly Perry
Senior Digital
Marketing Manager
StratusLIVE



Lori Combs
Director of Solution
Engineering
StratusLIVE



Awarded by CIOReview



DRIVE CHANGE AND INCREASE IMPACT WITH STRATUSLIVE

100%
Implementation
Success Rate

20+ M
Donor Profiles

+58 NPS

\$1B+
Annualized Giving

StratusLIVE's Nonprofit Industry Cloud delivers a complete, fully-integrated, enterprise-class solution for modern digital fundraising.

FUNDAMENTALS OF NONPROFIT EVENT PLANNING

STEP 01:

Set Clear Objectives
and Goals

STEP 02:

Understand your
Audience

STEP 03:

Budget Planning and
Define an Event
Committee

STEP 04:

Define Event Details
(venue and
programming)



FUNDAMENTALS OF NONPROFIT EVENT PLANNING

STEP 05:

Develop a Promotional
Plan

STEP 06:

Select Sponsors and
Partners

STEP 07:

Create a Logistics Plan
and Identify Volunteers

STEP 08:

Follow-up!



Donor Engagement Strategies: Pre-Event



- Offer multiple ways to participate
- Create an attractive event landing page
- Generate excitement for the event on social media and within your e-newsletter
- Develop a seamless check-in process
- Create a post-event follow-up plan

Donor Engagement Strategies: During the Event



- Discuss the event purpose
- Offer donor and constituent testimonials or impact stories
- Incorporate interactive elements within virtual events
- Networking opportunities with conversation cards or Bingo
- One-click giving, QR codes, Text to Give
- Offer live updates toward fundraising progress
- Encourage social media posting with event hashtag

Donor Engagement Strategies: Post-Event



- Send an event follow-up email within 24 hours expressing gratitude and providing a survey
- Send an event summary email within a week
- Create a donor stewardship plan based on *Awareness, Interest, Involvement, and Investment*

SEGMENT YOUR EVENT DATA

Demographics

Behavioral

Psychographic

Financial
Contributions



KEYS TO IMPACTFUL EVENT SPONSORSHIPS

Alignment of your Values and Mission

Does your organization's mission align with your proposed partner's values?

Target Audience and Reach

Does your intended partner's consumer base align with your organization's demographic?

Contribution and Support

What can the event sponsor offer?

Sponsorship Packages and Benefits

What will you offer the sponsor for their support?

TIPS FOR EFFECTIVE SPONSORSHIP OUTREACH AND MANAGEMENT

Clear Value
Proposition

Effective
Presentation

Ongoing
Communication

Post-Event
Reporting

EVALUATING EVENT SUCCESS

01:

Revisit your Goals

02:

Collect and Analyze your Data

03:

Analyze Feedback from Attendees, Volunteers, Staff, and Sponsors

04:

Host a Post-Event Debrief





PRODUCT DEMONSTRATION

StratusLIVE Ignite with Lori Combs

THANK YOU

ANY QUESTIONS?

StratusLiVE

Stay In Touch

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