

EventSpot from Constant Contact Offers Tips to Kickstart Fall Fundraising

WALTHAM, Mass.--([BUSINESS WIRE](#))--As fall approaches, many nonprofits are looking to reignite fundraising efforts after a summer lull. From large community events, to black-tie galas, to intimate cocktail receptions, events offer an ideal opportunity to not only raise funds, but to promote the cause and inspire involvement for the coming year. The event marketing experts at [EventSpot](#) from [Constant Contact®, Inc.](#) (NASDAQ: CTCT) have developed the following tips to ensure that nonprofits maximize their event potential and close out a successful fundraising year:

- Create online video content for fundraising events: In May of 2011, Nielsen reported that Americans streamed 15 billion videos. They provide an inexpensive and powerful way to promote events and create connections with donors. Some suggestions:
 - Be authentic.
 - Tell a story.
 - Interview event attendees.
 - Capture event highlights.
 - Include a call to action (donate, follow us on Twitter or Facebook, join our email list).
 - Keep it short (between 60 and 90 seconds).
- Use online event registration to get to know supporters: Online registration removes the labor-intensive process of managing registrant details and provides the perfect opportunity to capture valuable demographic information from both new and existing supporters. By capturing key background information (age, gender, income level, interests, etc.), invitation lists for future events can be highly targeted. For example, golfers can be invited to golf tournaments, foodies to private chef demos, gardeners to home garden tours, etc.
- Make fundraisers mobile friendly: Take advantage of the options available to use mobile tools to register, process payments, and check in guests. Mobile options even include the ability to send customized text messages to attendees, volunteers, and staff, including last-minute reminders and schedule changes.
- Use Facebook: Be sure to encourage event attendees to “Like” the organization’s Facebook Page to build an engaged Facebook community that can serve as an effective fundraising avenue. According to the [2012 Nonprofit Social Networking Benchmark Report](#), 98% of nonprofits have raised no money from Facebook, a true missed opportunity. [Union Settlement Association](#) in East Harlem developed a fundraising campaign encouraging Facebook Likes and promoting awareness. The campaign raised \$570 in donations, with the support of an anonymous donor who pledged to match each new Like with \$1 in donations. They promoted the campaign through emails, Twitter, and reaching out to bloggers and local businesses for support. In a month, they went from 338 fans to almost 1,000 fans, and their Facebook Page has become a resource for connecting with the community of East Harlem.
- Follow prospective sponsors on social media: Get to know potential sponsors better by following them on Facebook, Pinterest, and Twitter, and be sure to create an ongoing dialog. Begin active outreach at least four months out, set up a timeline, and make a list of businesses that have something valuable to offer. Then start reaching out, referencing some of the information gleaned from the social connections. Once a sponsor is secured, encourage them to highlight their support on their Facebook page and other social media platforms. This will greatly amplify the exposure, and support, of the organization and the fundraising event.
- Introduce and connect the donor community: After the event is over, initiate a conversation on Facebook through a poll, survey, or open-ended question that will spark more conversations. Provide regular updates on the results and use the information as fodder for more conversations. Introduce and connect others, perhaps by common interests, to solidify donor relationships and organization ties.
- Offer fresh and relevant content: To boost search engine placement:
 - Share a steady stream of compelling and relevant information on the organization’s website, Facebook page, blog, and Twitter feed.
 - Show as opposed to tell. The stories most likely to inspire action are those that invoke emotion or create an image in the audience’s mind. In all social media and email communications, illustrate the organization’s benefits to the community and the role of donors in making these efforts possible.
 - Enable social sharing of anecdotes through buttons so supporters can forward and post the

stories on Facebook, blogs, and Twitter.

“Given their limited budgets and resources, nonprofits need to realize greater efficiencies by maximizing the event management and social media tools available to them,” said Christopher M. Litster, vice president and general manager of EventSpot at Constant Contact. “Creative events that are promoted on a multitude of channels can make a huge impact on how nonprofits meet their year-end fundraising goals.”

EventSpot was developed with the needs of nonprofits and small businesses in mind, providing a turnkey solution for planning, managing, and promoting a successful event – easily and cost effectively. For more information on event management best practices, check out [Constant Contact's Learning Center](#).

About Constant Contact, Inc.

[Constant Contact](#) wrote the book on Engagement Marketing™ – the new marketing success formula that helps small organizations create and grow customer relationships in today's socially connected world. More than half a million small businesses, nonprofits and associations worldwide use the company's online marketing tools to generate new customers, repeat business, and referrals through email marketing, social media marketing, event marketing, local deals, digital storefronts, and online surveys. Only Constant Contact offers the proven combination of affordable tools and free KnowHow, including local seminars, personal coaching and award-winning product support. The company further supports small organizations through its extensive network of consultants/resellers, technology providers, franchises and national associations.

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