

Red Cross Formula for Event Marketing

Promoting Fundraising Events



Survey: What Donors Want

- Create the “Donor Journey”
- Demonstrate Impact They Make
- Provide and Exhibit Authenticity
- More Visuals...Go With Video To Tell The Story
- Mobile Access
- Make It Easy



Getting The Word Out

Donor Base

- Send personal invites to your current donor base. Show them that they have a special place in your organization — you'd miss them if they didn't attend!
- Call major donors or special attendees to invite them over the phone.
- Mail personalized print invites to your mailing list.
- Email invites to your email list, including links to your event page
- Create a call to action via social media (ex: purchase tickets, volunteer for the event) and encourage followers to share with their own social networks.

Public Promotion

- Plan the advertising schedule at least 6 months before the event.
- Delegate PR tasks to your event committee.
- Set up newspaper, magazine, and radio ads, highlighting your star features.
- Plan social media promotions. Build an event page on your organizations website or on Facebook.
- A :30 second video on social can go a long way.
- Schedule a press release about notable attendees or event features 1-2 months before the event.



Bring Your Guests Into Your Cause

It's Not About Awareness, It's About Engagement

- Wrap your audience into the cause to be part of the solution. Let them be more than just a credit card.
- Build a brand around your event by creating a narrative.
- Don't just create an event, create a movement
- Encourage attendees to share their participation on social media. Make your hashtag about your cause, not just the organization.
- Use tools like leaderboards, text-to-give, testimonials, client stories, news clips.
- TELL THE STORY



“At the end of the day people won't remember what you said or did, they will remember how you made them feel.”

— Maya Angelou



Keep Them Coming Back For More

Plan for Next Year, This Year

- Creating a standardized event brand will help ensure that all of your marketing materials are easily identifiable. **You want people to recognize your event no matter where they see it** so that they remember your organization.
- Post your event photos to Facebook or Flickr and tag as many people as you know so that it shows up in their friends' newsfeeds.
- Drive some curiosity. Tell media outlets about the success of your fundraiser.
- Send out emails or social media posts to constituents asking for feedback on your event to see how you can improve for next year.
- Don't forget the post-event press release.



Use Your Resources

- What can your board members offer? Involve them.
- What else can your sponsors provide?
- Anyone in the media business?
- What can your venue provide?
- If you don't ask, you won't know.

