

*Classy*

# 10 Revenue Streams to Incorporate into your Event Strategy

**Date**

April 2023

**Presenter**

Emily Herrin, Classy Coaching



## Introductions

# Meet your Coach!



**Emily Herrin**  
Classy Coach

A little about me:

- Classy Pro!
- Worked at a San Diego nonprofit
- Converted in-person gala to virtual experience

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Look Ahead

# Our Agenda

- 01 ROI of Events
- 02 Campaign Features
- 03 Revenue at Your Event
- 04 Takeaways

# 01

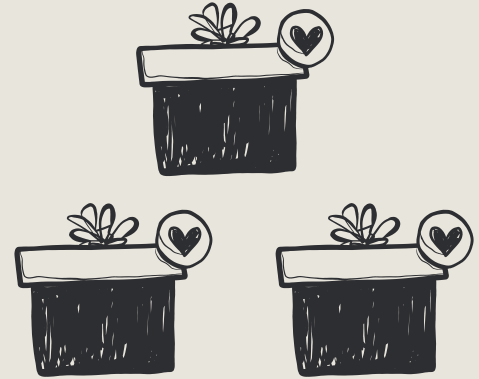
## ROI of Events



# ROI of Events

## The What

- What is the return of your event investments?
- Every \$1 into fundraising eventually averages an ROI of \$3-4
- Good expense ratio if 35% or less



# ROI of Events

## The Why

Expenses: Top Line Items	
Food and Beverage	61%
Facility Rental	58%
Programming	41%
Staffing	31%

Revenue: Top Sources	
Ticket Sales	75%
Grants or Donations	58%

What else can we add to revenue to increase our ROI?



# ROI of Events

## Revenue Streams

### Campaign

How can you use your campaign page to drive more revenue?

- Sponsorships**
- Add on Purchases**
- Peer to Peer**
- Fundraising Commitments**
- Donation Page**

### Event

What can you include at your event to drive more revenue?

- Text to Donate**
- Fixed Priced Items**
- Silent Auction**
- Live Auction**
- Paddle Raise**



# 02

## Revenue Streams on Your Campaign



## Revenue Stream #1

# Sponsorships

Sell sponsorships of varying levels with attendees included or not.



Learn more: [Corporate Sponsorship Basics](#)

Revenue on Campaign Pages

# Why You Should Add Sponsorships

## Your event is...



Luncheon

Gala

Community Visibility

## If you want to...



Local businesses engaged

More attendees at your event

## Your return is...



Substantial revenue

Major donors to steward

## Revenue on Campaign Pages

# Sponsorships on a Ticketed Campaign

Add to an existing event campaign with multiple attendees included

### Benefits:

- Capture attendee data
- Sync to Classy Live
- Cover fees by default
- Campaign progress bar reflects total revenue raised

Select tickets

**Gold Sponsor** \$5,000.00

Includes 4 attendees

Includes:

- Entry for four (4) golfers
- Eight (8) Pop-Up Shop Vouchers
- Tee Signs
- Full-screen full-color ad and publicity

Thank You and Shop Photo Displays

[Show more](#)

- 0 +

**Silver Sponsor** \$3,500.00

Includes 2 attendees

Includes:

- Entry for two (2) golfers
- Six (6) Pop-Up Shop Vouchers
- Tee Signs
- Half-screen digital ad and signage at the Silver Tee Grill

Thank You and Shop Photo Displays

[Show more](#)

- 0 +

**Dinner Reception** \$1,500.00

Includes 6 attendees

Includes:

Attendees

ID	Attendee Name	Status	Ticket Name	Date Created
10561698	Cheyne Vanarsdale cheyne@classy.org	Attending	Silver Sponsorship	2/2/2023
10561699	Jennifer Johnson jenif@classy.org	Attending	Silver Sponsorship	2/2/2023
10561700	Burch Ansen burch@classy.org	Attending	Silver Sponsorship	2/2/2023
10561701	Erica Robinson erica@classy.org	Attending	Silver Sponsorship	2/2/2023
10561702	Sean Robinson sean@classy.org	Attending	Silver Sponsorship	2/2/2023
10561703	Brad Cain brad@classy.org	Attending	Silver Sponsorship	2/2/2023

## Revenue on Campaign Pages

# Sponsorships: Donation Page

Hyperlink to a separate donation page to collect sponsorship payments

### Benefits:

- Keep checkout separate
- No attendee data to fill out
- ACH with 1% processing fee
- Optional Classy Mode

### Steps

1. Create a new donation page
2. Keep one donation amount toggled on
3. Add text or custom buttons to ticketed landing page
4. Hyperlink to donation page using pass-through parameters

[Watch Tutorial](#)

## Sponsorship Packages

**PARTNER • Gift Amount: \$25,000+**

<p><b>Starry Starry Night Gala*</b></p> <ul style="list-style-type: none"> <li>• Three reserved tables for 10 (value: \$6,000).</li> <li>• Full-page sentiment ad** in program (due date: 4/19).</li> <li>• One-hundred (100) complimentary raffle tickets (value: \$500).</li> <li>• Recognition:           <ul style="list-style-type: none"> <li>• Top listing of name on invitation (due date: 2/27).</li> <li>• Thanked as a MAC Partner during opening remarks.</li> <li>• Name included on a special banner displayed during event and on Morgan Autism Center campus.</li> <li>• Name highlighted as a Partner on event web page</li> <li>• Name included in all event-related eblasts, PR, collateral, social media, &amp; advertising.</li> </ul> </li> </ul>	<p><b>Year-Long Benefits</b></p> <ul style="list-style-type: none"> <li>• <b>Annual Report:</b> Tiered recognition.</li> <li>• <b>Website:</b> Tiered recognition on Home &amp; Sponsor Pages.</li> <li>• <b>Spring Newsletter:</b> Tiered listing in quarter-page thank-you ad.</li> <li>• <b>Lobby:</b> Tiered recognition on signage.</li> </ul> <p><b>Move-for-MAC Online Crowdfunding Event</b></p> <ul style="list-style-type: none"> <li>• Thanked by MAC Executive Director via opening video posted to event page.</li> <li>• Name highlighted as a Partner on event page and in all event-related eblasts, PR, collateral, social media, &amp; advertising.</li> <li>• Tiered name on back of special edition event shirt.</li> </ul>
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CLICK HERE to Become a Partner

**CHAMPION • Gift Amount: \$10,000-\$24,999**

<p><b>Starry Starry Night Gala*</b></p> <ul style="list-style-type: none"> <li>• Two reserved tables for 10 (value: \$4,000).</li> <li>• Half-page sentiment ad** in program (due date: 4/19).</li> <li>• Forty (40) complimentary raffle tickets (value: \$200).</li> <li>• Recognition:           <ul style="list-style-type: none"> <li>• Prominent listing of name on invitation (due date: 2/27).</li> <li>• Thanked during opening remarks.</li> <li>• Name highlighted as a Champion on event web page.</li> </ul> </li> </ul>	<p><b>Year-Long Benefits</b></p> <ul style="list-style-type: none"> <li>• <b>Annual Report:</b> Tiered recognition.</li> <li>• <b>Website:</b> Tiered recognition on Sponsor Page.</li> <li>• <b>Spring Newsletter:</b> Tiered listing in quarter-page thank-you ad.</li> <li>• <b>Lobby:</b> Tiered recognition on signage.</li> </ul> <p><b>Move-for-MAC Online Crowdfunding Event</b></p> <ul style="list-style-type: none"> <li>• Tiered name on back of special edition event shirt.</li> </ul>
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## Revenue Stream #2

# Add on Purchases

Purchase additional items that don't come with attendance to the event.



Learn more: [How to Add Items](#)

Revenue on Campaign Pages

# Why You Should Add on Purchases

## Your event is...



Gala

Endurance

Multi-Day Event

## If you want to...



To offer ways to get involved outside of attending

Advertisements + Merch

Build ongoing relationships

## Your return is...



Revenue with higher ROI

Repeat opportunities at other events

# Incorporating Add on Purchases



1. Create a new ticketed campaign
2. Add items as tickets with price and quantity
3. Add custom questions like shipping address or size
4. Add a custom button to main ticketed campaign
5. Hyperlink to checkout flow of item only ticketed campaign



## Revenue Stream #3

# Peer to Peer

Allow attendees to fundraise in advance of the event.



Learn more: [Peer to Peer Fundamentals](#)

Revenue on Campaign Pages

# Why You Should Add Peer to Peer

## Your event is...



Free to Attend

Multi-Day

Day of Giving

## If you want to...



Boost attendee engagement

Broaden event reach

Small donors to steward

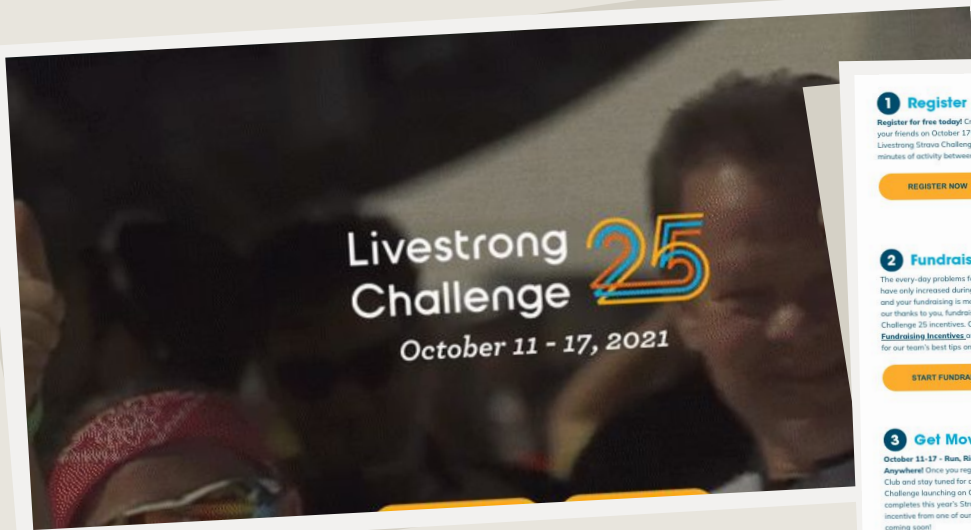
## Your return is...



Highest grossing campaign type on Classy

4 out of 5 donors on fundraising pages are brand new

# Incorporating Peer to Peer



## 1 Register

**Register for free today!** Create a team, host a ride with your friends on October 17th, and complete the Livestrong Strava Challenge together by logging 250 minutes of activity between October 11-17th!

REGISTER NOW



## 2 Fundraise & Earn Incentives

The every-day problems faced by people with cancer have only increased during this on-going pandemic, and your fundraising is more important than ever. As our thanks to you, fundraisers are eligible for exclusive Challenge 25 incentives. Check out the [2021 Fundraising Incentives](#), and our [Fundraising Toolkit](#) for our team's best tips on getting started.

START FUNDRAISING



Fundraise \$500+ to Earn Your "Limited Edition" 25th Anniversary Livestrong Challenge Jersey

## 3 Get Moving!

**October 11-17 - Run, Ride or Walk with us Anywhere!** Once you register, be sure to join our Strava Club and stay tuned for our Livestrong Strava Challenge launching on October 4! Everyone who completes this year's Strava Challenge will receive an incentive from one of our newest partners - more info coming soon!

JOIN OUR STRAVA CLUB



These steps ensure attendees know the expectation that registering for the event includes fundraising!

1. Use a Registration with Fundraising campaign

2. Write out the steps to register and start fundraising

3. Keep up communication before your event


## Revenue on Campaign Pages

# Add a Toolkit

Ensure fundraisers feel confident sharing their page

What to include:

- FAQ's
- Impact statements
- Fundraising tips and tricks
- Example social media posts
- Example emails and text messages

Classy Nonprofit Resource


## Peer-to-Peer Fundraising Toolkit Template

Use this template as a foundation for your organization's fundraising toolkit. Add your own flare and make it unique to your specific campaign, or generalize it for a DIY campaign.

**DIRECTIONS:** Everything highlighted in yellow should be updated for your organization.

### Our Mission

Add information about your organization's mission and vision to educate your fundraisers on the work you are doing in your community.

**PRO TIP:** Don't forget to incorporate visual storytelling through images.

### Your Specific Campaign Name

If you're running a time-bound campaign, explain why you're fundraising, what impact it will make, and why you need it.

### The Power of Your Donations

- SX will allow us to make X impact!
- Impact Statement
- Impact Statement
- Impact Statement

## Template

Email is one of the easiest and most effective ways to fundraise. This should be the first place you start in your outreach strategy.

**PRO TIP:** Keep your message clear, direct, and timely! Don't be afraid to add some visual and personal elements to catch donors' attention and inspire immediate action.

**Example 1:**

**Subject - [Add Powerful Subject Line]**

Dear [Name],

I'm raising money for [Your Organization] and it would mean so much if you could help me reach my goal!

Please Click Here [\[Add Your Fundraising Page\]](#) to give.

Here are some quick facts about [Your Organization]'s mission:

**[Add information about your organization]**

Thanks so much for your support!

[Name]

**Example 2:**

**Subject - [Add Powerful Subject Line]**

Hey [Name],

I'm fundraising for [Your Organization], an organization that **[Why you support our organization]**. The money raised will go towards **[Your Organization's Impact]**.

I'm trying to raise **[\$ Fundraising Goal]** by **[DEADLINE]**. If I can inspire just five people to contribute **[\$ Fundraising Goal/\$]** or more, I'm there.

Important for driving revenue!

## Revenue Stream #4

# Fundraising Commitments

Challenge fundraisers to raise a specific amount by a specific day. If they don't, you can charge for the remaining amount.



Learn more: [Manage Fundraising Commitments](#)

Revenue on Campaign Pages

# Why You Should Add Fundraising Commitments

## Your event is...



Endurance

Hybrid

Comped Tickets

## If you want to...



Ensure attendee engagement

Broaden event reach

Small donors to steward

## Your return is...



4 out of 5 donors are brand new

Guaranteed revenue

## Revenue on Campaign Pages

# Fundraising Commitments

Add to the specific ticket you want to require a fundraising minimum on

- Edit commitment emails
- View the status of commitments
- Manage individual commitments
- Make bulk changes

Enable fundraising commitments

NOTE: Once someone purchases the registration, you cannot edit the commitment details below. But you can create a new registration with updated details at any time.

Fundraising commitments amount per attendee

\$100.00

Fundraising commitment deadline

February 1, 2023 12:00

### Commitment details

Fundraiser name Luna Glover	Commitment amount \$500.00 <a href="#">EDIT</a>
Fundraising page name Luna Reyes <a href="#">✕</a>	Amount raised \$450.00
Fundraising page ID 906221	Commitment remaining \$50.00
Ticket name Standard entry	Payment method on file Credit Card: **** * 4242
Deadline 1/5/2021, 1:00:00 AM	Status <span>Not achieved</span> <a href="#">WAIVE COMMITMENT</a>

[✕](#)

[📧](#) Make a charge

Charge remaining commitment balance \$50.00

Charge a specific amount

[CONTINUE TO CHARGE CONFIRMATION](#)

[☰](#) Activity

Action	Date	Commitment remaining
\$50.00 donation from Velda McGinty	11/3/2020, 11:25 AM	\$50.00

## Revenue Stream #5

# Donation Page

Allow attendees to give at any point of the event - both virtually and in person.



**Learn more:** [Unique Ways to Promote Your Donation Page](#)



Revenue on Campaign Pages

# Why You Should Add Donation Pages

## Your event is...



In Person

Virtual

Hybrid

## If you want to...



Donations during a virtual event

Give people the option to quickly donate

ACH, Mobile Wallets, PayPal & Venmo

## Your return is...



Higher conversion rates

Recurring donations

# Collecting Donations in Person

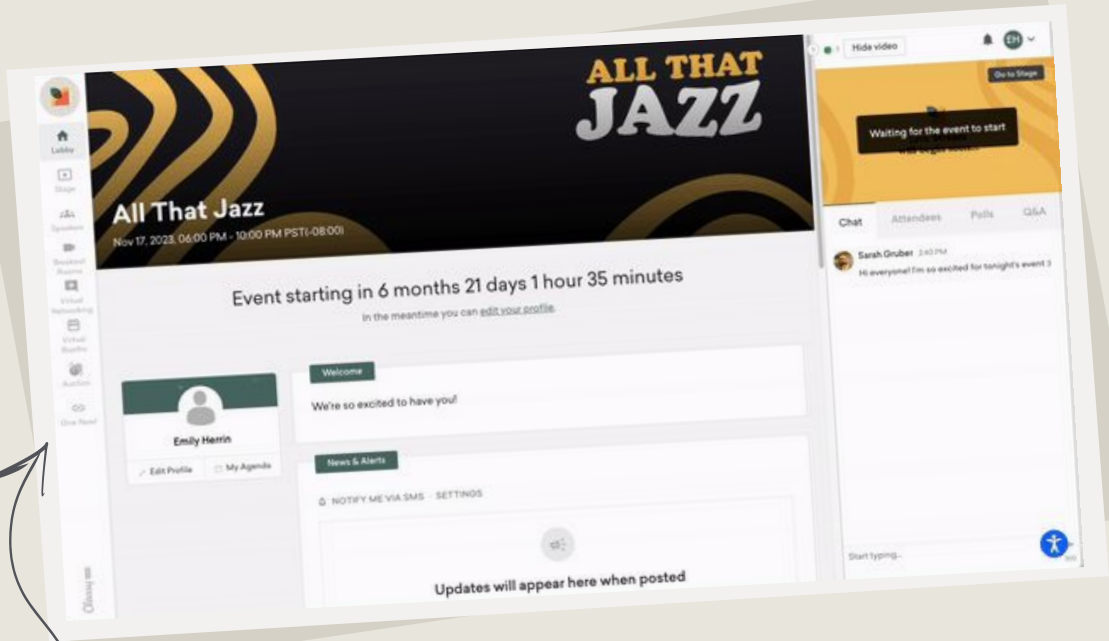
Use [QR.io](#) or [QR Code Generator](#)



1. Use the ticketed campaigns donation page URL
2. Convert that URL into a QR code
3. Include the QR code on print outs or presentations

# Collecting Donations Virtually on Classy Live

1. Access your Classy Live virtual venue
2. Within the Venue settings toggle on a new sidebar link
3. Select the sidebar type - External Link (New Window)
4. Hyperlink to your event campaign donation page
5. Label the sidebar link "Donate Now!" or "Give Now!"

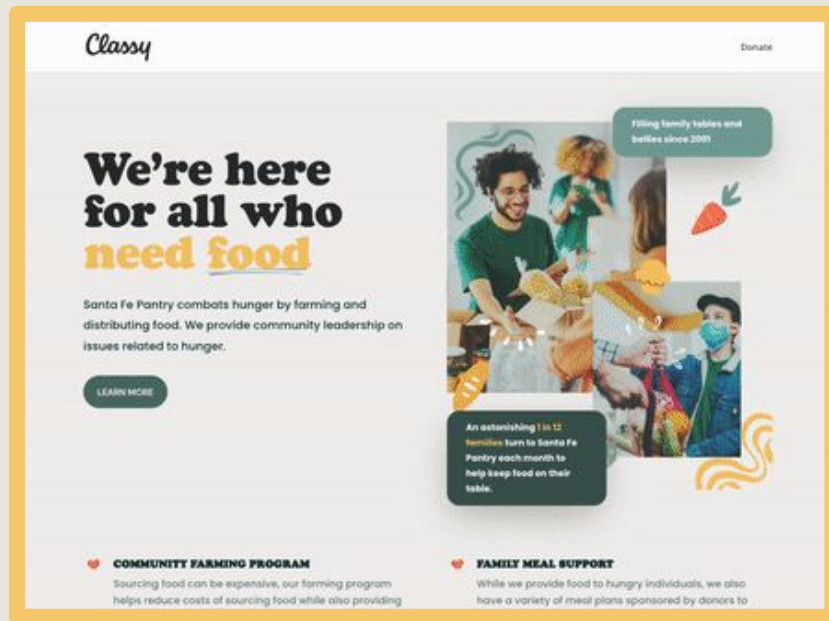


## Revenue on Campaign Pages

# Add a Seamless Donation Option onto your Website

Leading up to your event people will be headed to your website

- Make sure it's as easy as possible to give
- Use an Embedded Donation Form
  - **2X** conversions
  - **28%** more revenue



[Learn More about Embedded Donation Forms](#)

# 03

## Revenue Streams at your Event



## Revenue Stream #6

# Text to Donate

Anyone can make a donation anywhere, at any time, by texting a short keyword.



Learn more: [Manage Text to Donate](#)

## Revenue at Your Event

# Why You Should Add Text to Donate

### Your event is...



In Person

Telethon

All Year

### If you want to...



Give people the option to quickly donate

Stored credit cards

Insights on donation activity and conversion

### Your return is...



More completed donations

Individuals to reach out to post event

## Revenue at Your Event

# Offer Text to Donate

Classy Live phone number and unique keyword to receive donations

- Market at your event
- Anyone can donate
- Donation page visitors will be tracked

**Make Your Mark on Our 10th Annual Gala**  
Thank you for your support. Start bidding!

- Jennifer J. bid \$175.00
- Erica R. donated \$250.00
- Emily H. bid \$250.00
- Sean R. donated \$500.00
- Emily H. donated \$1,000.00
- Emily H. purchased \$300.00
- Emily H. bid \$125.00
- Emily H. donated \$10,000.00
- Emily H. bid \$75.00
- Cheyne V. donated \$25,000.00

GOAL \$100,000.00  
TOTAL RAISED \$12,125.00

Want to donate now? Text GALA to 818-232-3232

All Transactions (58)   Unpaid (56)   Paid (2)

<input type="checkbox"/>	Status	Phone	Amount	Name	Email
<input type="checkbox"/>	UNPAID	+14792831602			
<input type="checkbox"/>	UNPAID	+19175133952			
<input type="checkbox"/>	UNPAID	+16042103589			
<input type="checkbox"/>	UNPAID	+19547890379			
<input type="checkbox"/>	UNPAID	+14756559411			
<input type="checkbox"/>	PAID	+18582328434	\$150	Christina Terr...	cterracin+live@clas...
<input type="checkbox"/>	UNPAID	+12086100137		Sarah Pillsbury	spillsbury@classy.org
<input type="checkbox"/>	UNPAID	+18582328434		Christina Terr...	cterracin+live@clas...

New Message   Cancel

To: 32560333

1 2 3 4 5 6 7 8 9 0  
\$ ! ~ & = # [ ]  
# += . - + [X]  
ABC space @ . return



## Revenue Stream #7

# Fixed Priced Items

Sell items, with specified quantities, on your auction page or during your event.



Learn more: [How to Sell Items at Your Event](#)

## Revenue at Your Event

# Why You Should Add Fixed Priced Items

### Your event is...



In Person

Hybrid

Virtual

### If you want to...



To sell raffle tickets in advance of your event

Have a wine drawing or game that involves a buy in

Sell smaller items day of

### Your return is...



Additional revenue from anyone who participates

## Revenue at Your Event

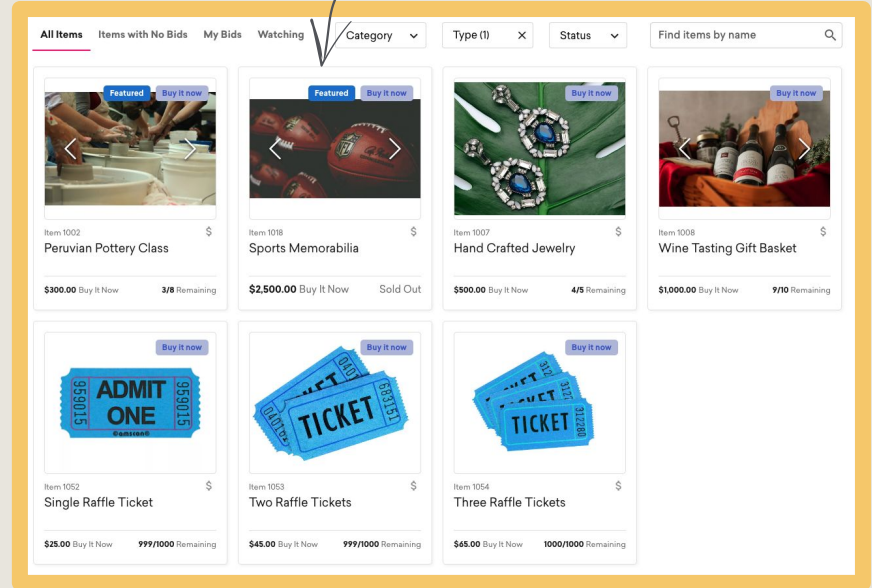
# Fixed Priced Items at Your Event

Add to your Classy Live auction page to collect item purchases or entries

### Use Cases:

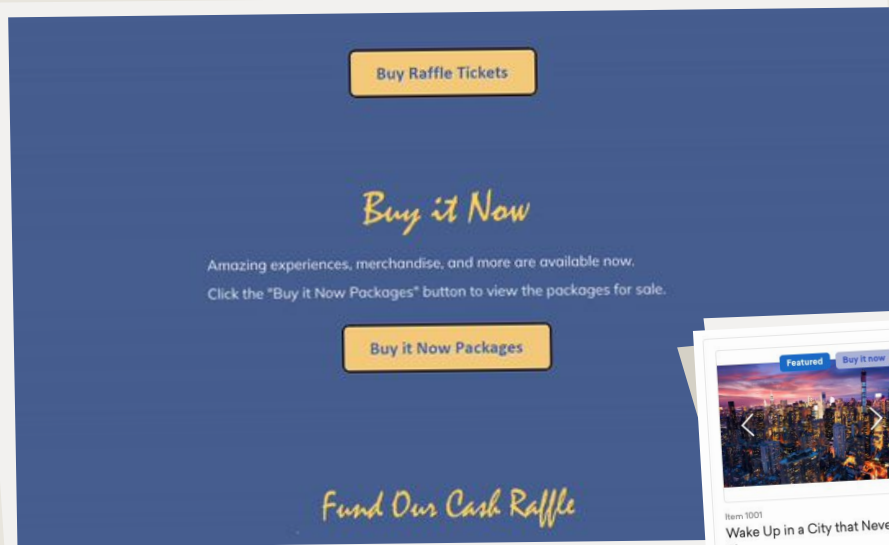
- Multiple of the same item donated
- Wine drawing and pulls
- Casino game entries
- Raffle entries
- Buy now items

Print item sheets for easy access to purchasing

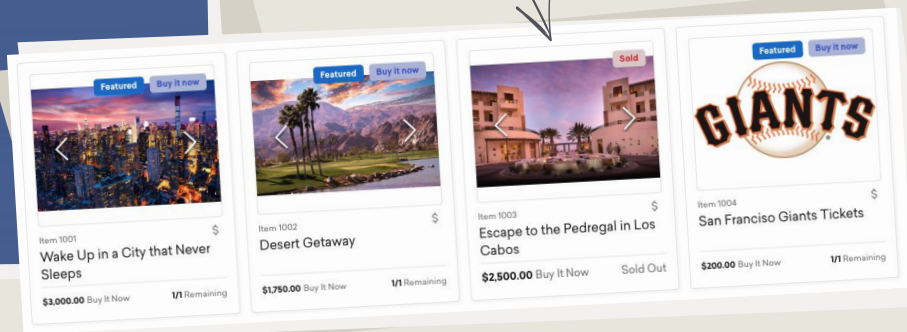


## Revenue at Your Event

# Fixed Priced Items Before Your Event



They sold this item in advance of their event!



1. Add Fixed Priced Items to your Classy Live event

2. Add a custom button onto your ticketed campaign

3. Hyperlink to the auction page or individual items

## Revenue Stream #8

# Silent Auction

Conduct a mobile auction virtually or in person.



**Learn more:** [Silent Auction on Classy Live](#) | [30 Silent Auction Ideas](#)

## Revenue at Your Event

# Why You Should Add a Silent Auction

### Your event is...



In Person

Hybrid

Virtual

### If you want to...



Open bidding to anyone

Automated Bidding

Reserve Pricing

Start auction in advance of event

### Your return is...



More bids being placed

Individuals to reach out to post event

50-60% of fair market value

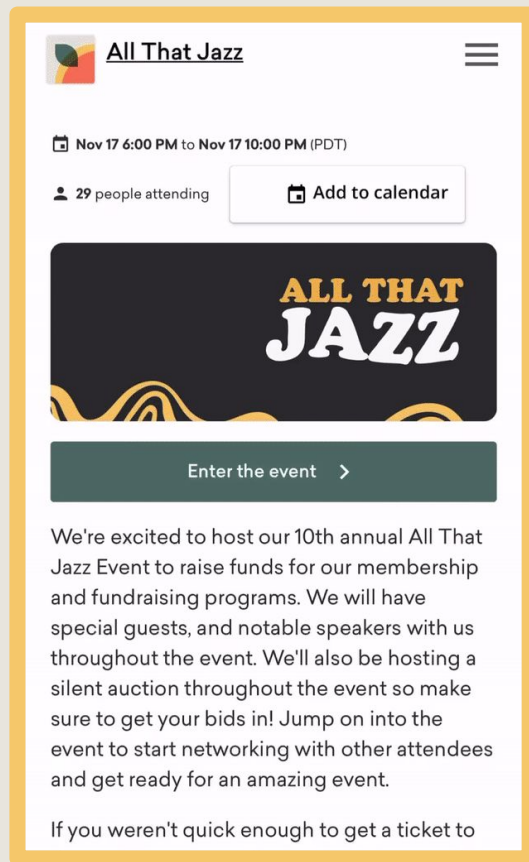
## Revenue at Your Event

# Adding a Silent Auction

Add silent auction items to your Classy Live event to offer mobile bidding where winners will automatically be notified

### Pro Tips:

- Reserve price ensures items are sold at a minimum amount
- Max bidding functionality drives higher bids
- Open auction up in advance to start bidding wars



Bidding can be done on any device!

## Revenue Stream #9

# Live Auction

Host a live auction with an auctioneer.



Learn more: [Live Auctions on Classy Live](#)



## Revenue at Your Event

# Why You Should Add a Live Auction

### Your event is...



In Person

Gala

Golf Tournament

### If you want to...



Big ticket items

Real time engagement

Tease items in advance of event

### Your return is...



Increased fundraising engagement

Larger bids placed

65-70% of fair market value

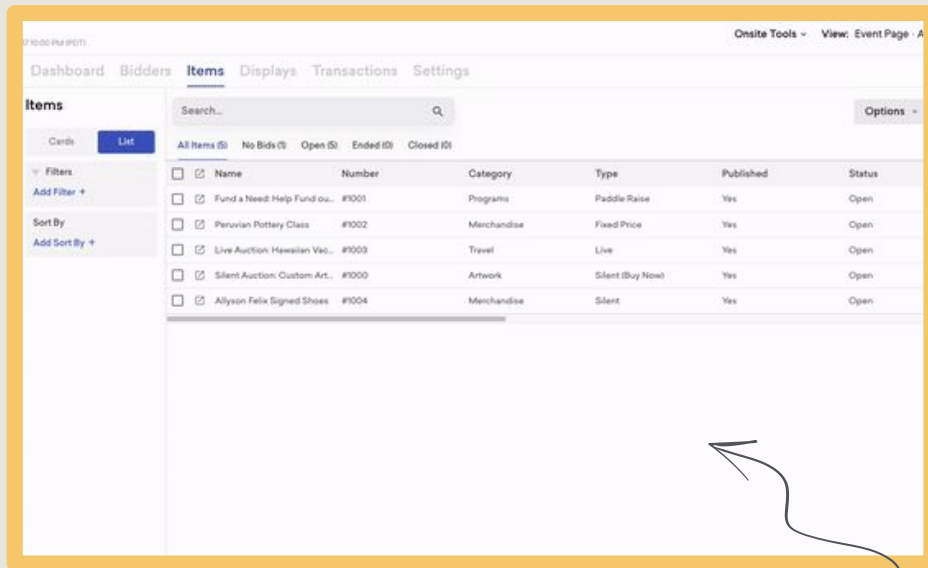
## Revenue at Your Event

# Adding a Live Auction

Live auction items are added to and managed on your Classy Live event but bidding takes place in person

### Pro Tips:

- Publish live auction items to generate excitement
- Capture card information in advance or at check-in to guarantee payment



Multiple admins can do this at the same time!

## Revenue Stream #10

# Paddle Raise

Fund a need appeal to raise money for specific programs or needs.



Learn more: [Paddle Raise on Classy Live](#)

## Revenue at Your Event

# Why You Should Add a Paddle Raise

### Your event is...



In Person

Hybrid

Virtual

### If you want to...



Influence donations with social proof

Give external bidders the option to donate

### Your return is...



Increased number of donations

## Revenue at Your Event

# Paddle Raise in Person

Encourage donations or pledges at varying levels for one or multiple programs

### Pro Tips:

- Multiple admins can indicate who won in real time
- Start with your largest level then work your way down to secure top donations first

12:10:05 PM (PDT)

**Get started with your Paddle Raise** ✕

Use this "Quick Add" view on your computer, phone or tablet to quickly record the paddle numbers being raised for your paddle raise items when you're doing a Paddle Raise. To get started, select a paddle raise item that you've added. You'll then be able to record pledges being raised for different amounts. These commitments will show in the attendee's cart so they can pay for them before or after your event is over.

**Select a Paddle Raise Item:**

Select an item to get started...

Pledges will be added to carts automatically!

Keep "published" toggled off if you don't want it visible on your auction page

**Update Item**

Details Activity

**Details**

Type \*  
Paddle Raise Item (Fund-a-Need / Direct Appeal) | ▾

Name \*  
Fund a Need: Help Fund our Farming Program

Number \*  
1001

Category \* [+ Add Category](#)  
Programs | ▾

Published  Open  Featured

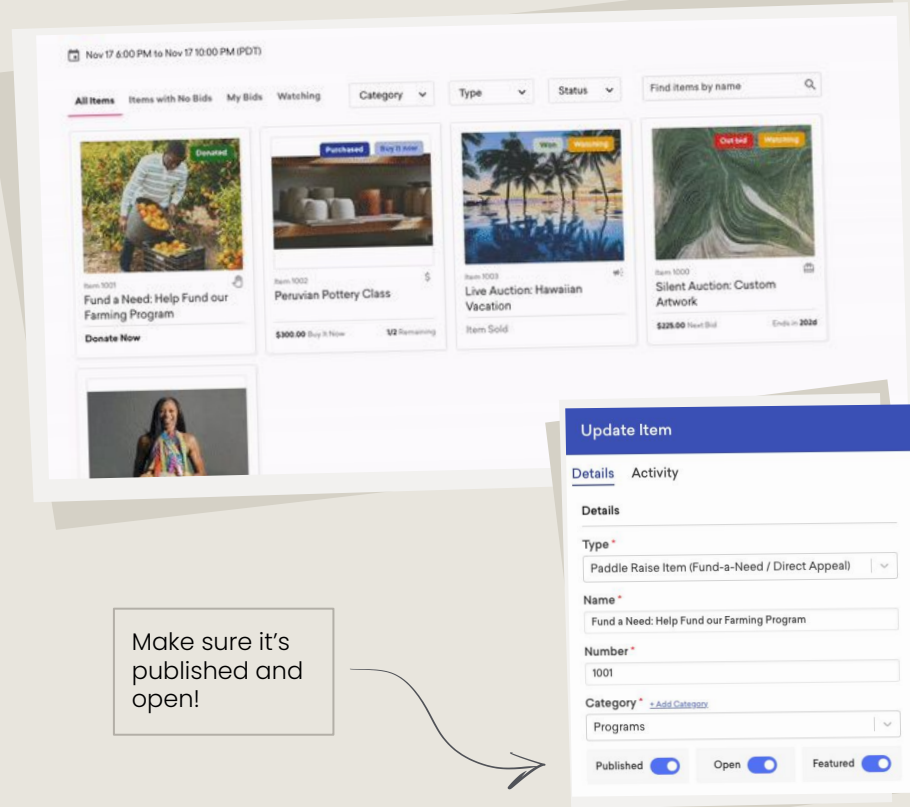
## Revenue at Your Event

# Paddle Raise Virtually

Allow attendees and external bidders donate during the auction experience

### Pro Tip:

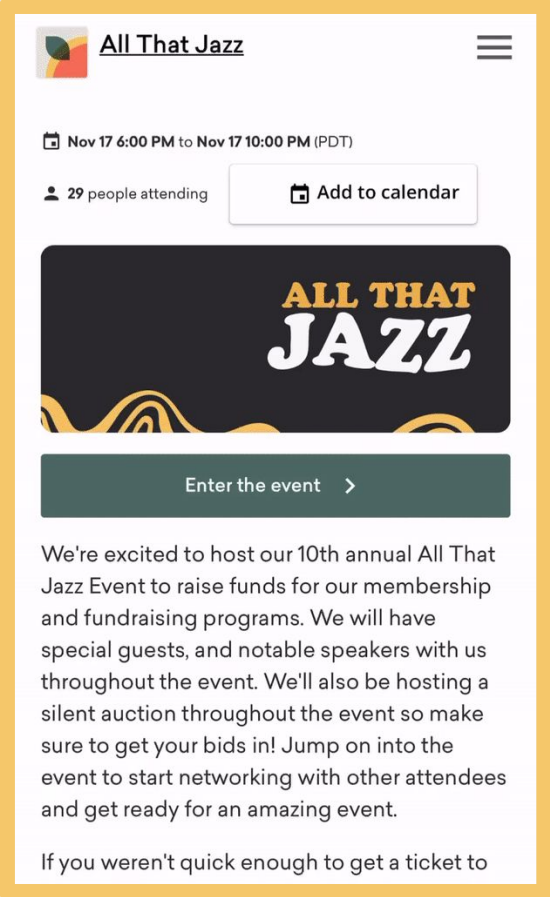
- Requires card information to make donation
- Encourage bidders who don't win to make a donation instead



## 10 Revenue Streams to Incorporate into Your Event

# Takeaways

- There are plenty of ways to raise money so make sure you are including the right ones
  - Consider the type of event you are running
  - Determine what you want to get in return
- Not everything can be a donation
  - Be okay spending money to get money in return - but be mindful of your ROI
- Be creative with how you are asking **before** and **during** your event



The screenshot shows a mobile event page for 'All That Jazz'. At the top, there is a logo for 'All That Jazz' and a hamburger menu icon. Below the logo, the event date and time are listed as 'Nov 17 6:00 PM to Nov 17 10:00 PM (PDT)'. There is a button that says '29 people attending' and another button that says 'Add to calendar'. Below this information is a large banner image with the text 'ALL THAT JAZZ' in a stylized font. Underneath the banner is a dark green button with the text 'Enter the event >'. Below the button is a paragraph of text: 'We're excited to host our 10th annual All That Jazz Event to raise funds for our membership and fundraising programs. We will have special guests, and notable speakers with us throughout the event. We'll also be hosting a silent auction throughout the event so make sure to get your bids in! Jump on into the event to start networking with other attendees and get ready for an amazing event.' At the bottom of the page, there is a line of text: 'If you weren't quick enough to get a ticket to'.

# Elevate Your Event Season:

A Six-Part Coaching Series



[Register Here!](#)



Organizations who attend Coaching Series trainings, raise more on average than those that don't!

**Apr 11**

**From Idea to Impact: Event Season on Classy**

**Apr 18**

**Workshop: 4 Event Design Essentials**

**Apr 25**

**Event Engagement: Best Practices You Need to Know**

**May 2**

**10 Revenue Streams to Incorporate into Your Event Strategy**

**May 9**

**Features That Take Your Event to the Next Level**

**May 16**

**Event Stewardship: Converting Attendees to Loyal Donors**



# Collaborative

Join us in Philly with fellow nonprofit professionals & social sector experts.

Together with the brightest minds & best fundraisers in the industry, we uncover the ideas that will propel our sector forward & unlock the world's generosity.

## Dates

June 7-8, 2023

## Location

Philadelphia, Pennsylvania  
at The Fillmore



*Classy*