Classy

10 Revenue Streams to Incorporate into your Event Strategy

Mobilize and Empower the World for Good

Date
April 2023

Presenter
Emily Herrin, Classy
Coaching

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

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01

ROI of Events

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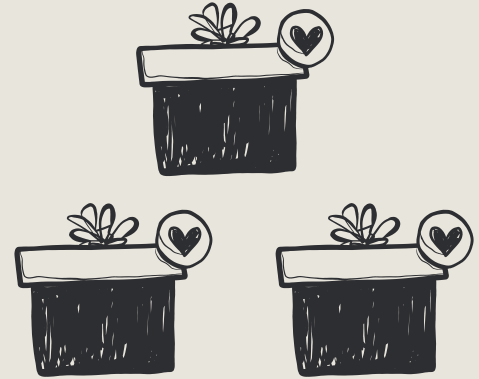
ROI of Events

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?

Eventbrite Pulse Report: Surveyed 500+ Nonprofits

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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

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Revenue Streams on Your Campaign

Revenue Stream #1

Sponsorships

Sell sponsorships of varying levels with attendees included or not.

Learn more: Corporate Sponsorship Basics

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

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

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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

Revenue Stream #2

Add on Purchases

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

Learn more: How to Add Items

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Why You Should Add on Purchases

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Your event is...	If you want to...	Your return is...
Gala	To offer ways to get involved outside of attending	Revenue with higher ROI
Endurance		Repeat opportunities at other events
Multi-Day Event	Advertisements + Merch	
	Build ongoing relationships	

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 <u>custom button</u> to main ticketed campaign

5. Hyperlink to checkout flow of item only ticketed campaign

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Revenue Stream #3

Peer to Peer

Allow attendees to fundraise in advance of the event.

Learn more: <u>Peer to Peer Fundamentals</u>

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

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

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1. Use a Registration with Fundraising campaign

2. Write out the steps to register and start fundraising

3. Keep up communication before your event

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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

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

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

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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

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

Why You Should Add Donation Pages

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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](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

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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!"
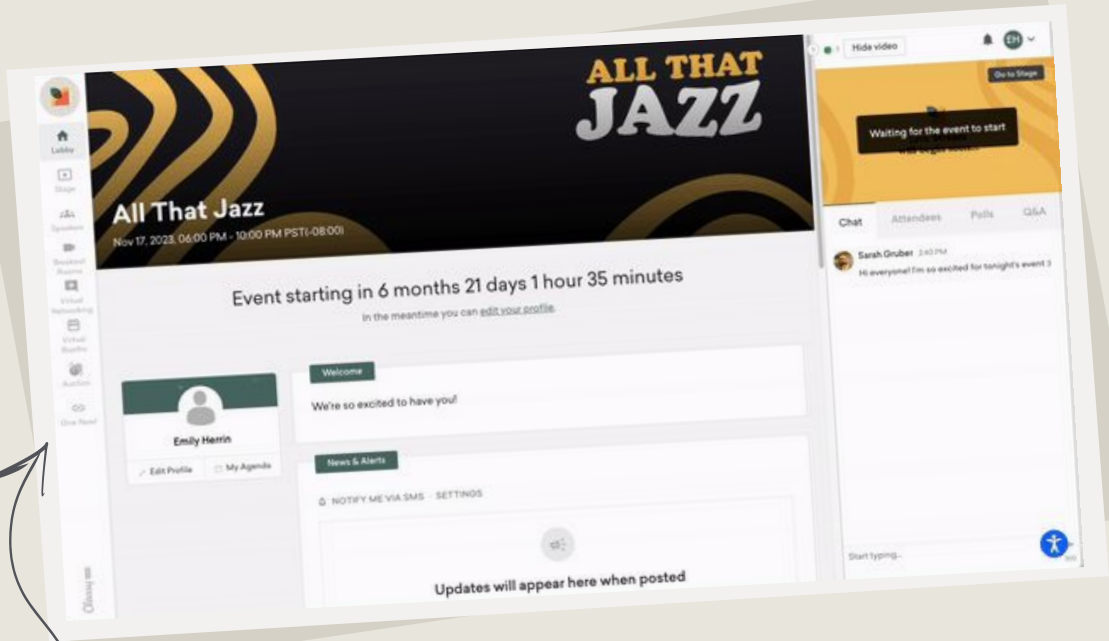
Add a Seamless Donation Option onto your Website

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
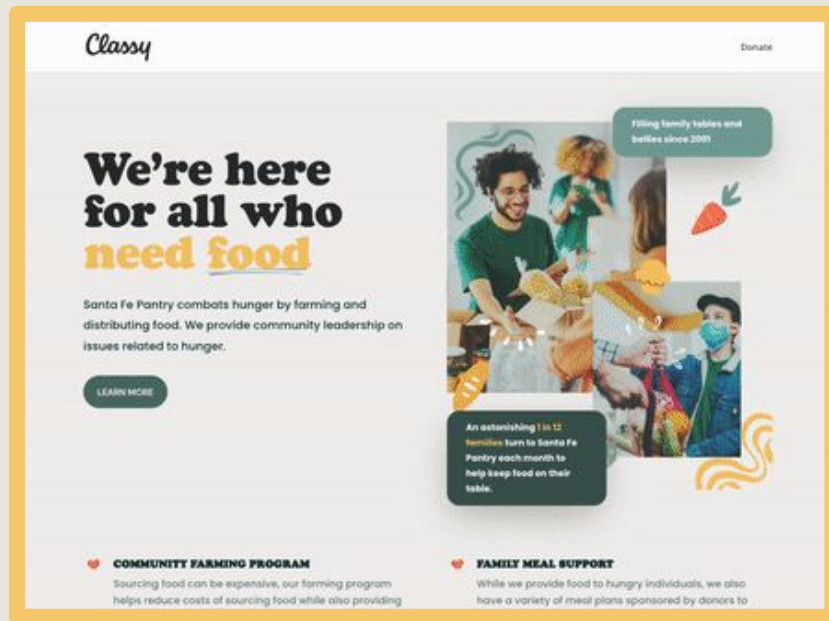
Learn More about Embedded Donation Forms

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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

Why You Should Add Text to Donate

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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

$90,000
$50,000
$10,000

GOAL
$100,000.00

TOTAL RAISED
$12,125.00

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

	Status	Phone	Amount	Name	Email
	All Transactions (58)	Unpaid (56)	Paid (2)		
☐	UNPAID	+14792831602			
☐	UNPAID	+19175133952			
☐	UNPAID	+16042103589			
☐	UNPAID	+19547890379			
☐	UNPAID	+14756559411			
☐	PAID	+18582328434	$1.50	Christina Terr...	cterracin+live@
☐	UNPAID	+12086100137		Sarah Pillsbury	spillsbury@classy.org
☐	UNPAID	+18582328434		Christina Terr...	cterracin+live@clas...

New Message   Cancel

To: 32560333

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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

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

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Fixed Priced Items Before Your Event
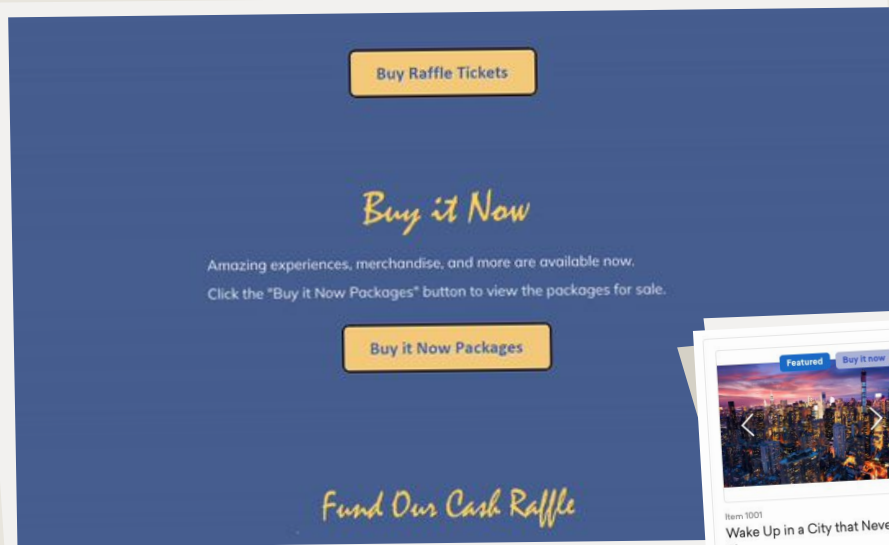
They sold this item in advance of their event!

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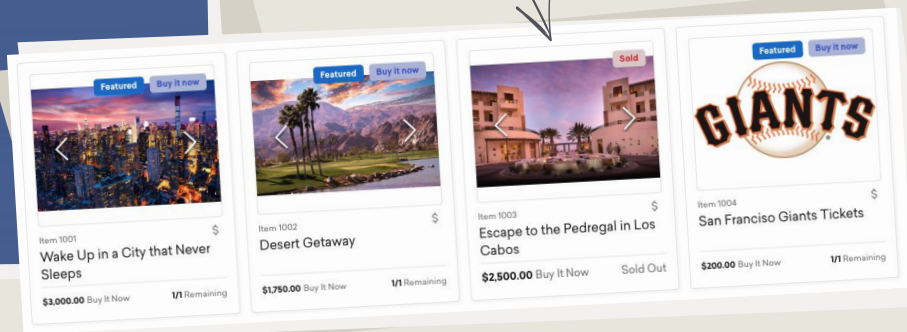
1. Add Fixed Priced Items to your Classy Live event

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

Why You Should Add a Silent Auction

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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

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
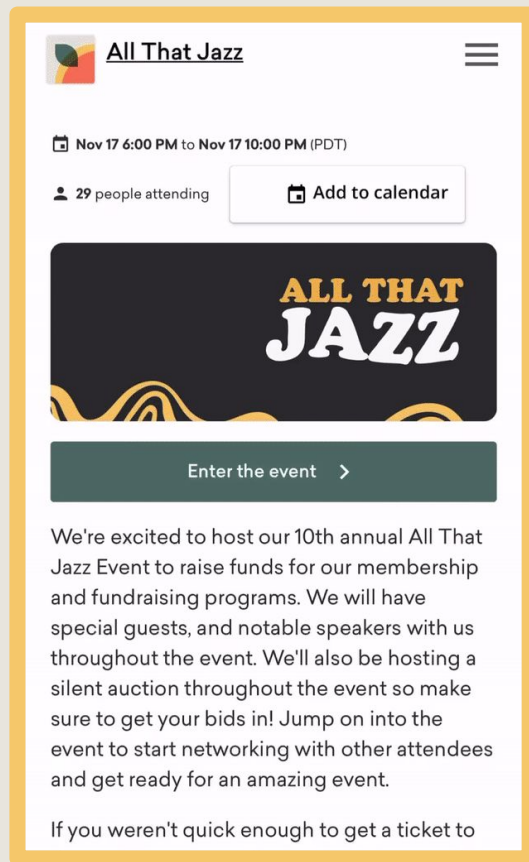
Bidding can be done on any device!

Live Auction

Host a live auction with an auctioneer.

Learn more: <u>Live Auctions on Classy Live</u>

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Why You Should Add a Live Auction

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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

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
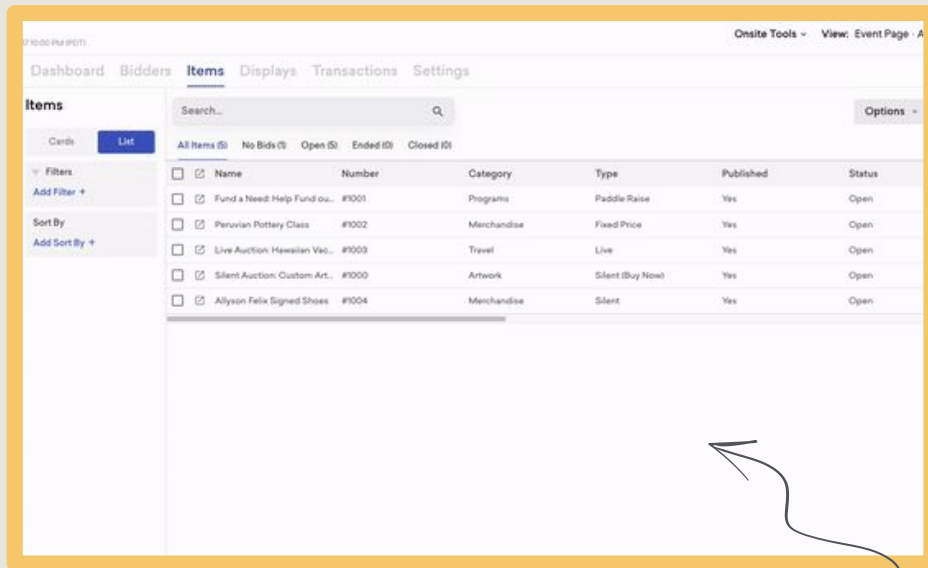
Multiple admins can do this at the same time!

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Revenue Stream #10

Paddle Raise

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

Learn more: Paddle Raise on Classy Live

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

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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

Pledges will be added to carts automatically!

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

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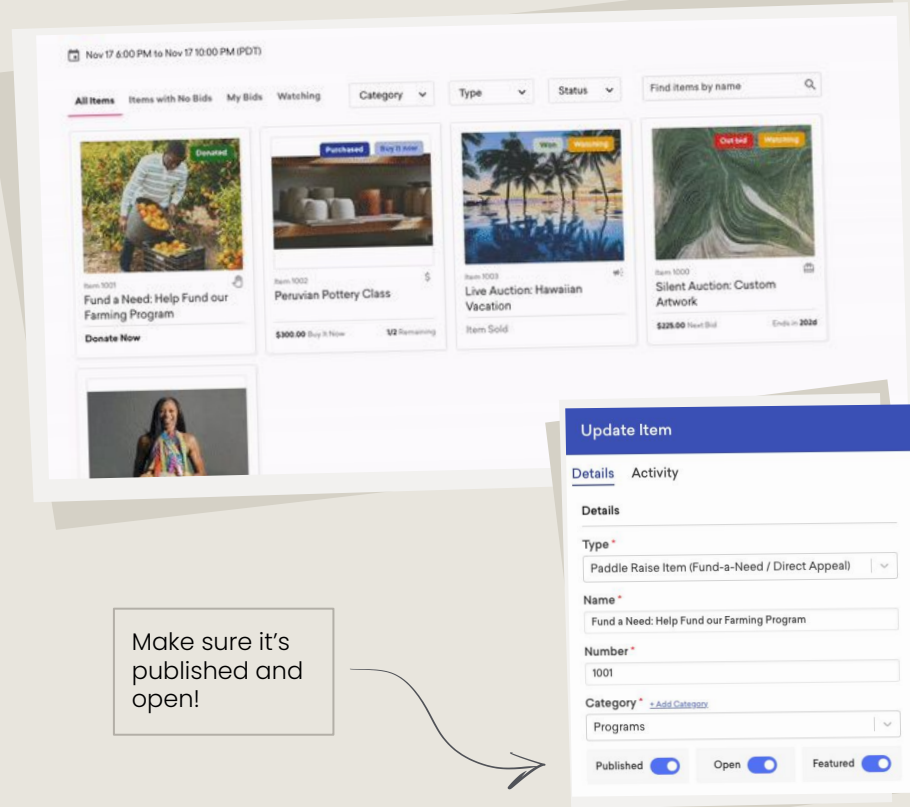
Paddle Raise Virtually

Allow attendees and external bidders donate during the auction experience

Pro Tip:

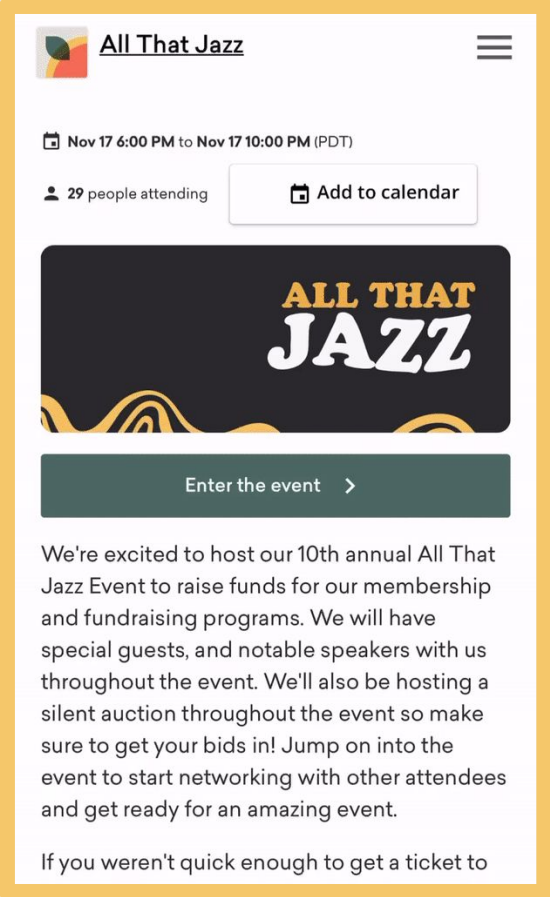- Requires card information to make donation
- Encourage bidders who don't win to make a donation instead

Make sure it's published and open!

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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

All That Jazz

Nov 17 6:00 PM to Nov 17 10:00 PM (PDT)

29 people attending   📅 Add to calendar

ALL THAT JAZZ

Enter the event ›

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.

If you weren't quick enough to get a ticket to

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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

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