

Classy

Workshop: 4 Event Design Essentials

Date

April 2023

Presenter

Nick Drammissi, Classy
Coaching



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Introductions

Meet Your Presenter



Nick Drammissi
Classy Coach

- Onboarding Coach
- Born and raised in San Diego
- Given design tips on hundreds of campaigns

Agenda

What Are We Doing Here?

- 01 Importance of Design
- 02 Workshop Overview
- 03 Workshop Session
- 04 Questions

Is design *really* that
important?

Statistics

The 4 Pillars of Design Importance

Visual Content

If a person hears information without seeing any accompanying visual elements, they only remember about 10% of it. If paired with a photo or graphic, they'll recall around 65% of the information.

Trustworthiness

A study by Charity Navigator found that 80% of donors consider the reputation and trustworthiness of a nonprofit when deciding whether to donate.

Conversion Rates

38% of users will stop engaging with a website if the content or layout is unattractive. Additionally, a well-designed user interface can increase conversion rates by up to 200%

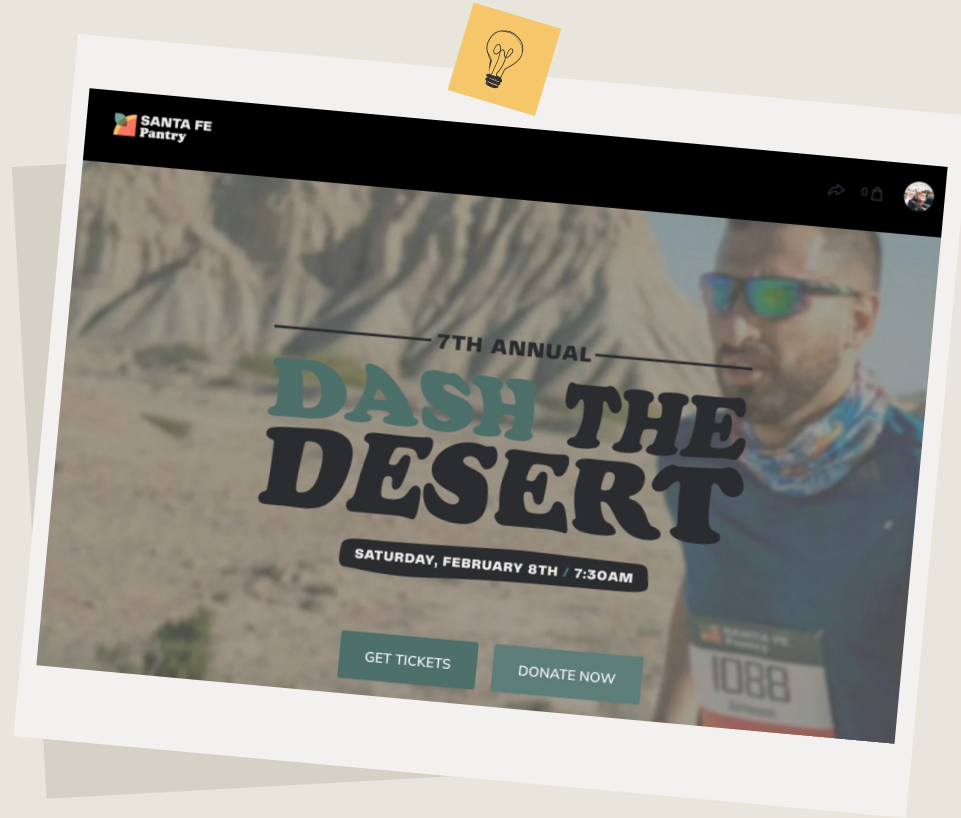
Mobile Optimization

A study by Google found that 61% of users are unlikely to return to a mobile site they had trouble accessing.



Workshop Overview

- Headline Images
- Sponsorship Logo Block
- Custom Impact Tiles
- Background Images and Settings



Headline Images

Looks great on mobile!



An astonishing 1 in 12 families turn to Santa Fe Pantry each month to help keep food on their table. With your help, we can continue to provide food to fill the immediate need, as we work toward long-term solutions.

Also a headline image!

Headline Images: The Why

- Good branding builds trust
- Makes your campaign stand out

[Video Guide](#)



Sponsorship Logo Block


Our Goal
\$10,000

can support a single family for a year.

GET TICKETS

DONATE

Our Sponsors



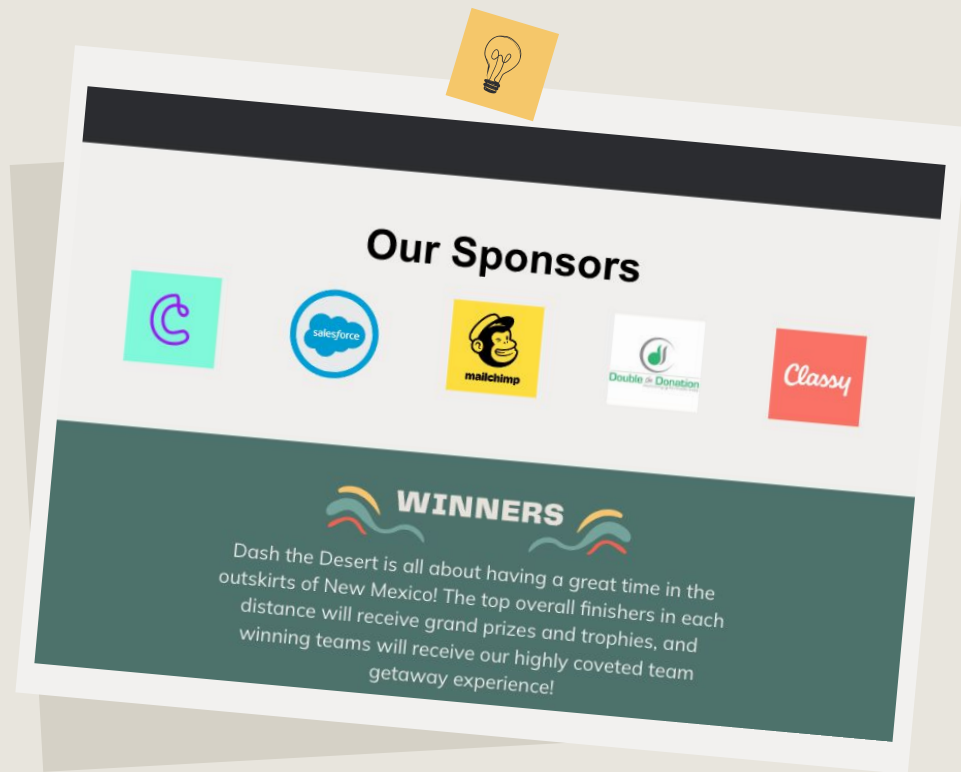
WINNERS

Dash the Desert is all about having a great time in the outskirts of New Mexico! The top overall finishers in each distance will receive grand prizes and trophies, and winning teams will receive our highly coveted team getaway experience!

Sponsorship Block: The Why


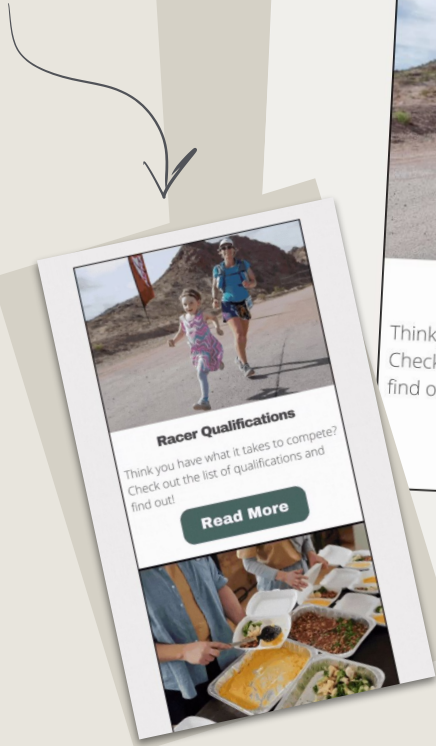
- Make it easy to access your sponsor's website
- Show these companies the value they get from sponsoring your organization

[Video Guide](#)



Custom Impact Blocks


Looks great on mobile!



Racer Qualifications

Think you have what it takes to compete? Check out the list of qualifications and find out!


[Read More](#)



Questions?

See if anyone else has the same ones on our FAQs doc!

[FAQS](#)



Allyson Felix Signed Shoes

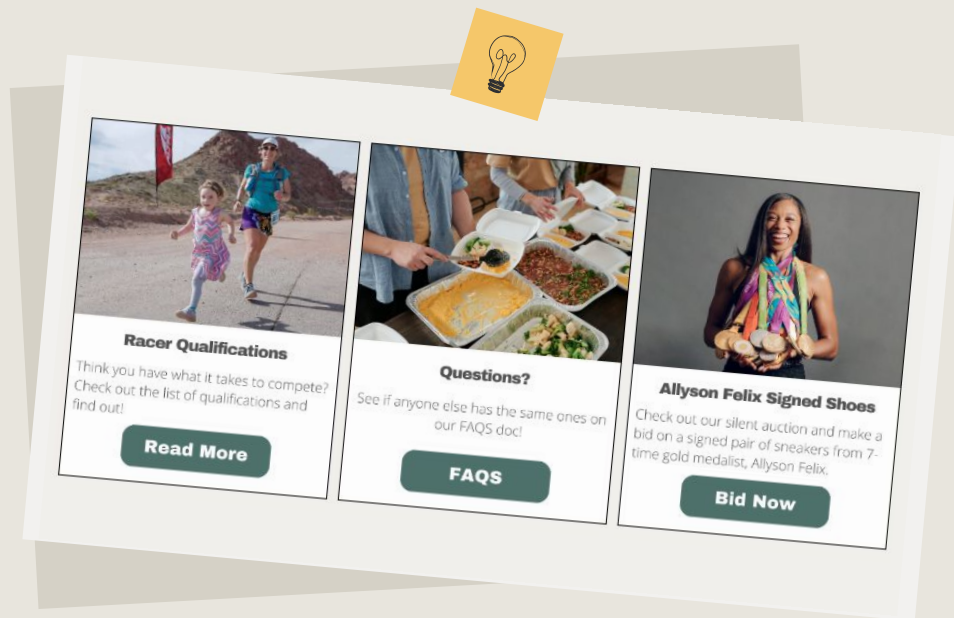
Check out our silent auction and make a bid on a signed pair of sneakers from 7-time gold medalist, Allyson Felix.

[Bid Now](#)

Custom Impact Blocks: The Why

- Link out to your Classy Live event
- Pairing words with visual content is more powerful than just words alone

[Video Guide](#)



Background Image Settings



Cancel Save

Edit Image Positioning

About the Campaign

Zoom - +

Rotate

Preview Tablet Mobile

Reset Image

Image position Adaptive Cover

Image opacity 75 %

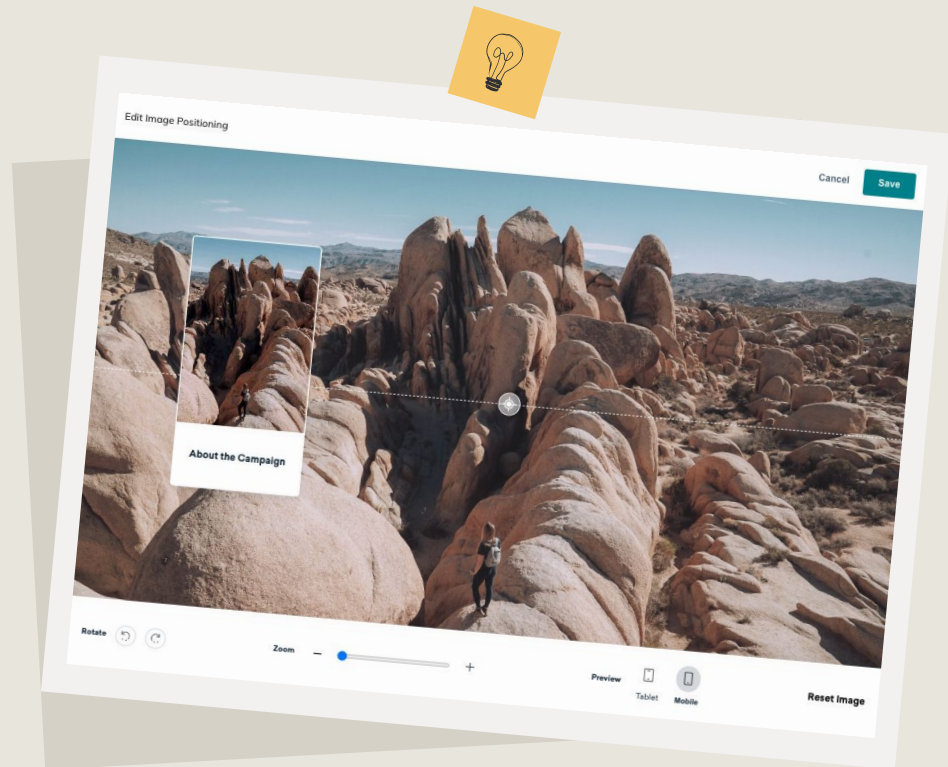
Image blur 0 %

Hero height Fill browser window height with background image

Background Images: The Why

- Mobile Optimization
- Important for every single campaign type and every content block

[Video Guide](#)



Design Toolkit

Workshop

Almost Finished

What Did We Learn?

Importance of Design

Great visual content builds trust and increases conversion rates.

Mobile Users are Taking Over

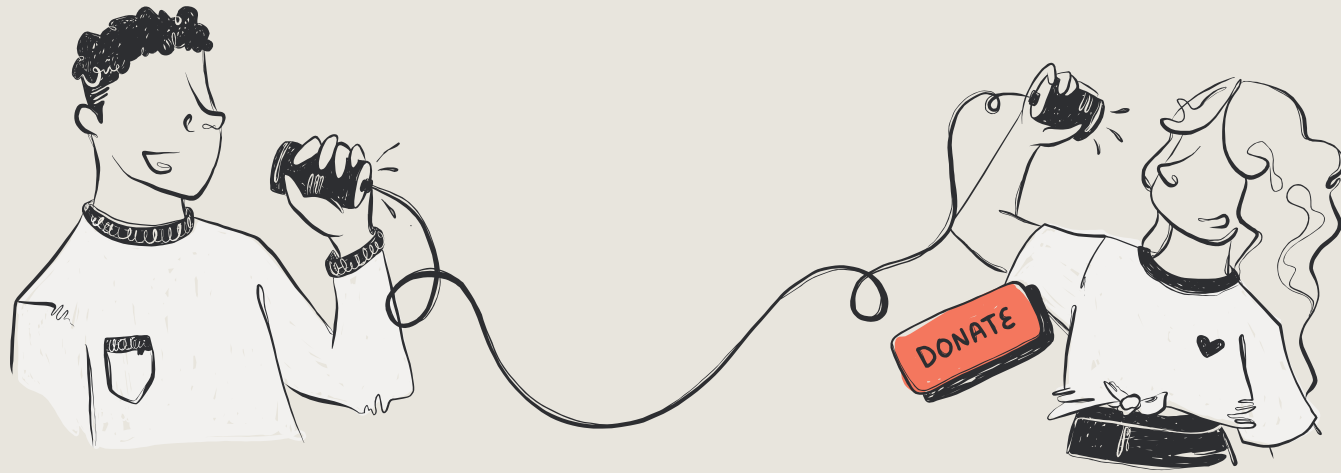
Over half of all online traffic is mobile and now we know how to give those mobile users a good experience.

We are all Graphic Designers

Seriously, pat yourself on the back.



Resources and Reminders



Elevate Your Event Season

A Six-Part Coaching Series



[Register Here!](#)



Organizations that attend Coaching Series training raise more on average than those that don't!

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

Ticket Cost

\$299 | January – March

[Booking Link](#)

Attendee Hotel

NEW Loews Philadelphia

[Booking Link](#)



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