

Classy

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

Date

May 2023

Presenter

Sarah Gruber
Classy Coaching



Housekeeping Items:

- Keep an eye out for the follow up email after this training, it will contain:
 - The **recording** of this training
 - A copy of the **slide deck**
- Feel free to drop your questions in the **Q&A** section - it will be monitored by our team
- Share tips, comments and successes with each other in the **chat**



Introductions

Meet your Classy Coach

Roca



Sarah Gruber

- Background in Education
- passionate about helping you succeed!
- Born and raised in Santa Cruz, currently living in San Diego.

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Agenda



01

Registration

02

Engagement

03

Experience

Event **Features** + **Strategies**:

Event Registration Features

Promo Codes

Goal

Offer exclusive access or discounts to your loyal supporters.

What is it

A code word you can attach to tickets to offer percentage or dollar discounts to the user.

Pro Tip

Think about your loyal or VIP supporters:

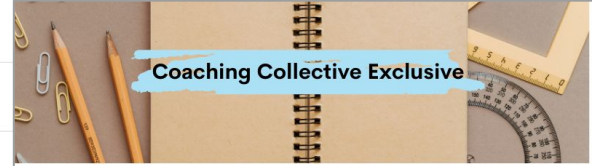
- Offer your recurring donors a discount
- Offer special early bird pricing
- Use them for your VIP Sponsors to hand out to the attendees they already paid for

Promo Codes

CREATE NEW

Manage and set up promo codes for your event.

ALL	ACTIVE	FORTHCOMING	COMPLETED	
Promotional Code	Discount	Claimed	Remaining	Status
FREEATTENDEE				
EARLYBIRDPRICING				
DISCOUNTEDSPONSORSHIP				



Exclusive Access

50% OFF

Our loyal donors mean the world to us! We want to offer our Coaching Collective members an exclusive discount to our upcoming event.

ENTER CODE:
COLLECTIVE
AT CHECKOUT



Custom Buttons

Goal

Make it as *easy as possible* for your attendees to interact with your event!

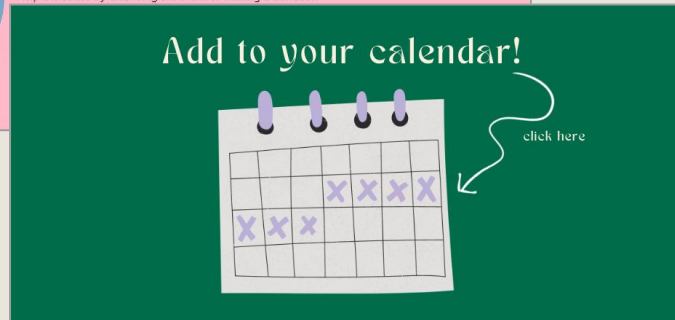
What is it

Hyperlinking images or text on your event landing page.

Pro Tip

Think about the flow of your attendees from beginning to end:

- Quick access buttons for your event and/or auction
- Add your event to their Calendar



Pro Tip

Logos



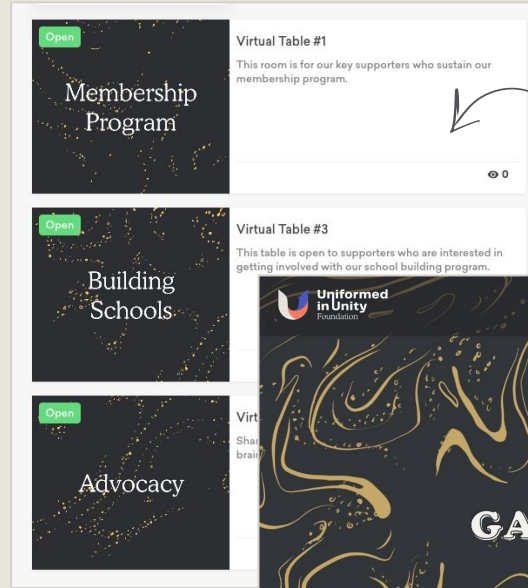
Colors



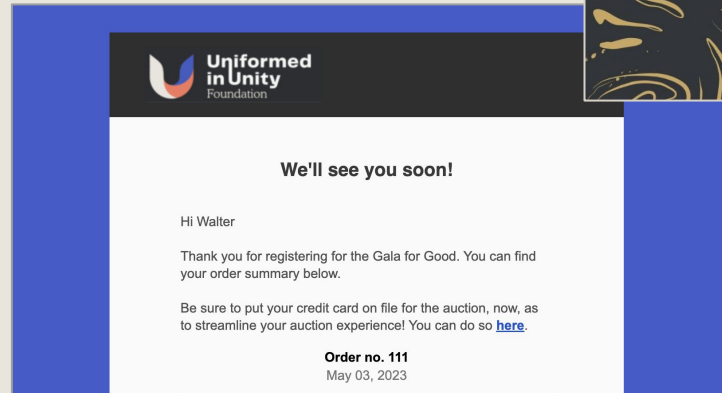
#415cc2



#f4775e



Virtual Event Spaces



Emails & Messaging

Registration Campaign

Confirmation Email

Goal

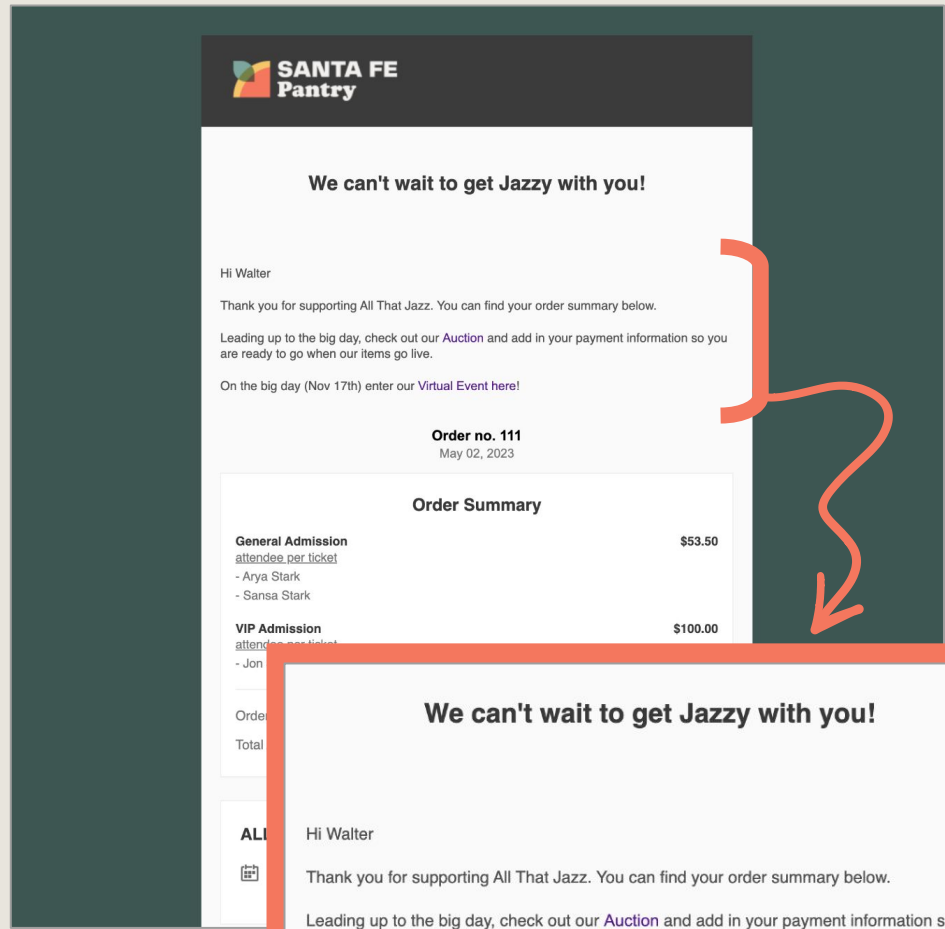
Make it as *easy as possible* for your attendees to interact with your event!

What is it

Making edits to the Emails in your Classy Campaign to fit the needs of your event.

Pro Tip

- Include next steps for attendees
- Add in links to event and auction
- Add branding elements into emails



We can't wait to get Jazzy with you!

Hi Walter

Thank you for supporting All That Jazz. You can find your order summary below.

Leading up to the big day, check out our [Auction](#) and add in your payment information so you are ready to go when our items go live.

On the big day (Nov 17th) enter our [Virtual Event here!](#)

Attendee Engagement Features

Attendee Engagement Features

Event Style Guide

- Classy Live is a great tool for successfully executing your event needs
- Look for this guide as I move through the features to utilize for your event



In-Person Event



Hybrid Event



Virtual Event

Virtual Venue

Goal

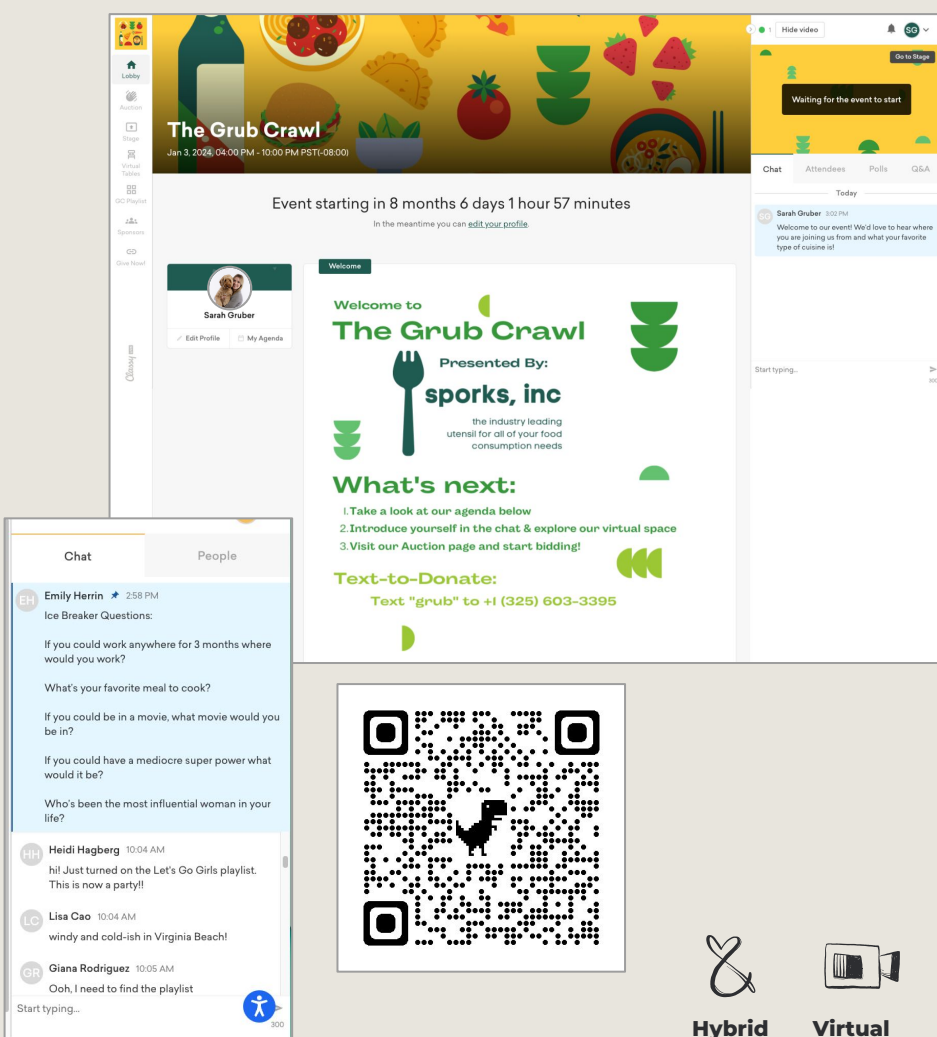
Continuous engagement + fundraising!
Make it easy to access your money making features like your Auction.

What is it

A virtual lobby for hybrid or virtual events

Pro Tip

- Utilize chat for engagement
- Leverage the lobby
- Tell attendees what to expect/where to go
- Use QR code or custom buttons to direct attendees to your auction or donation page
- Include text to donate number
- Feature important sponsors



Pro Tip

Welcome

Welcome to The Grub Crawl



Presented By:
sporks, inc

the industry leading
utensil for all of your food
consumption needs

What's next:

1. Take a look at our agenda below
2. Introduce yourself in the chat & explore our virtual space
3. Visit our Auction page and start bidding!

Text-to-Donate:

Text "grub" to +1 (325) 603-3395

Welcome

Welcome to the 9toThrive Speed Networking Social!

Agenda:

10:00-10:05 PT Familiarize yourself with the event page, edit your profile so you can add your company, city, and role, and make sure to open up a spotify playlist to listen to some tunes!

10:05-10:10 PT Join us in the Stage for a quick introduction and run down of how the speed networking will work

10:10-10:40 PT Pop over to Networking for our Speed Networking Social! Each session will be 3 minutes. If you've never met, we recommend starting high level (name, company, role, location, etc)! Meet new people, casually connect with colleagues, and feel free to continue chatting if you are enjoying the conversation!

We will give a final notice when the last session is starting!

Welcome

LET'S RIDE

Small group rides will begin at
10:00am in "Ride Rooms"

Don't forget to check out
our Auction, all items close at
5:00pm!

Scan here to donate



Virtual Venue

Goal

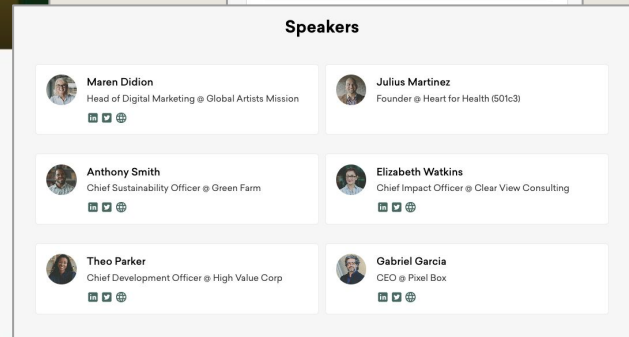
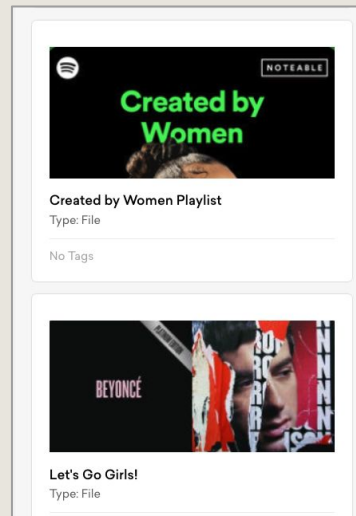
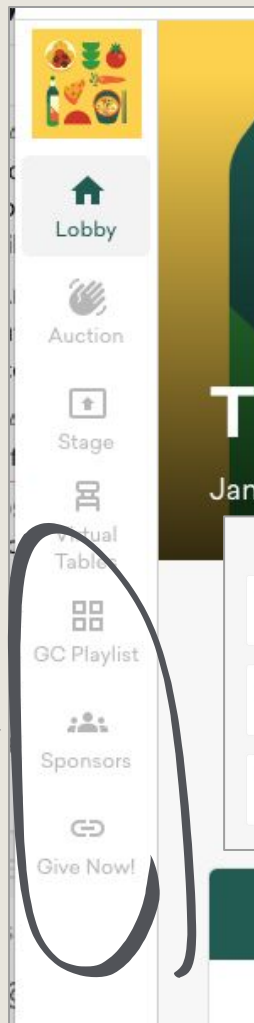
Maximize your navigation menu (left hand sidebar)

What is it

A virtual lobby for hybrid or virtual events

Pro Tip

- Link out to pre-recorded content
- Sponsor pages
- Donation page
- Speakers



Call to Action [Alerts]

Goal

Clearly communicate with attendees and make their flow as friction-free as possible.

What is it

A messaging system that allows you to send email, SMS or post directly to your Virtual Venue lobby wall.

Pro Tip

- “Call to Actions” prior to the event to collect payment methods
- Alerts sent to the Virtual Venue to guide attendees through your event

Send Call to Action

Message Content

Title

Get Ready to Bid!

B I U G L I E E E E T X

Our auction is full of amazing and unique items that you won't want to miss! Add your payment method to your profile now so you are ready to bid as soon as we go live.

Delivery methods Email

Email Alert User must have valid cell phone number & be opted in

SMS Text Alert*

★ **Call to Action ***

Action Label

Send to:

All attendees

People with unpaid balances

People with fully paid balances

Optional:

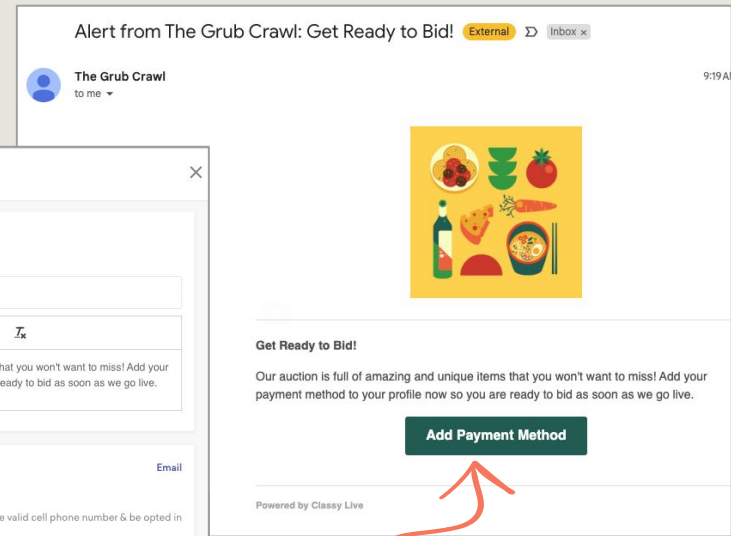
Only send to people with no card on file

When should this alert be sent Now

Send Now

Send Later

Save and preview →

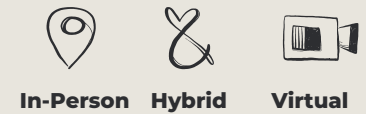


Delivery methods Virtual Venue

Email Alert User must have valid cell phone number & be opted in

SMS Text Alert*

Virtual Venue



Rooms

Goal

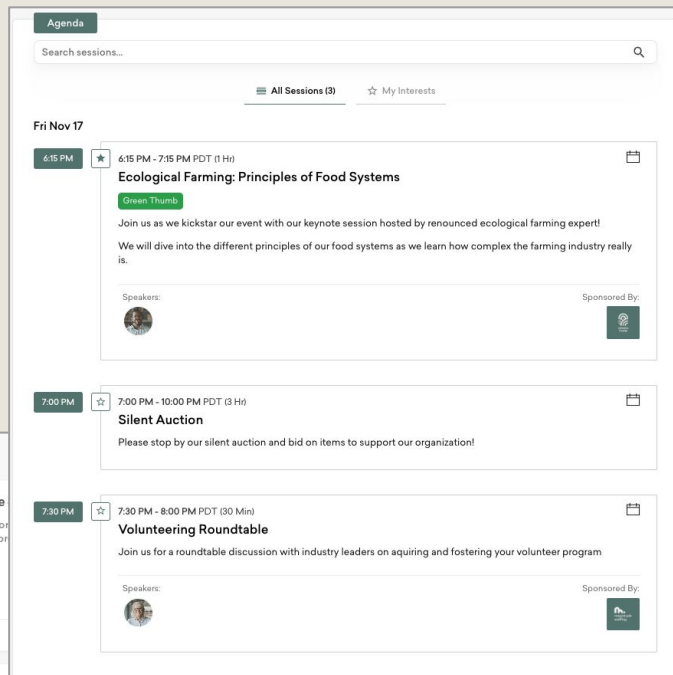
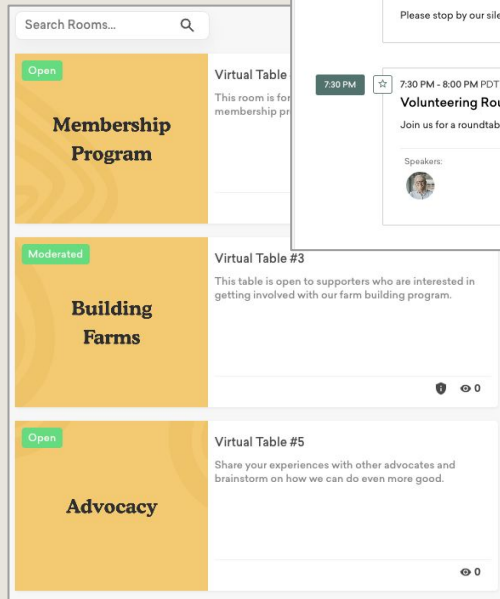
Provide more intimate spaces for your attendees to find value in your event

What is it

A virtual room where attendees can attend roundtable discussions or network in smaller groups

Pro Tip

- Add rooms to the event schedule
- Add sponsor and speaker information where possible
- Plan ahead for moderators in moderated rooms



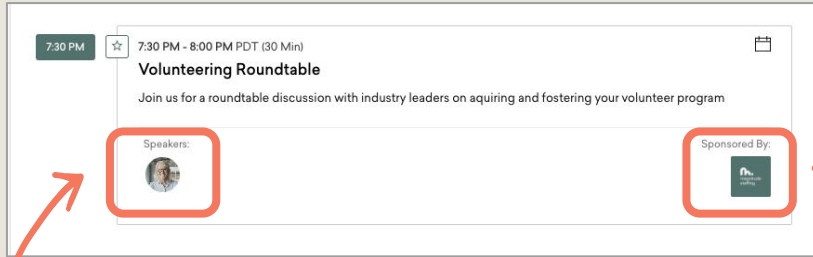
Hybrid



Virtual

Pro Tip

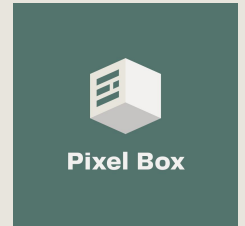
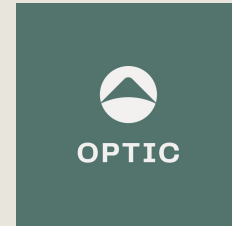
Sponsors:



Speakers:



Sponsors:



Event Experience Features

Check In

Goal

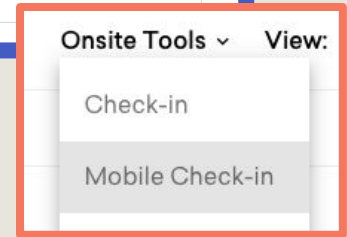
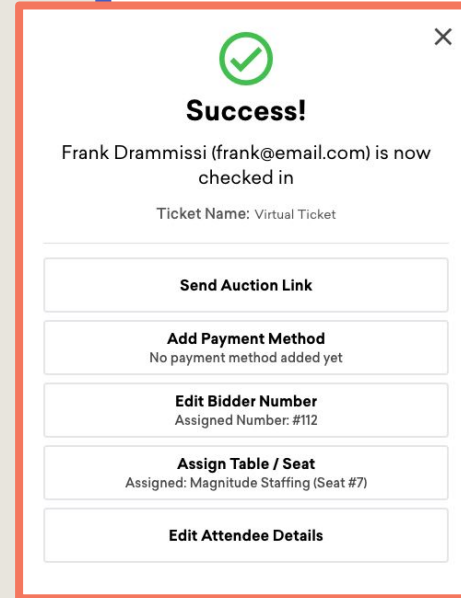
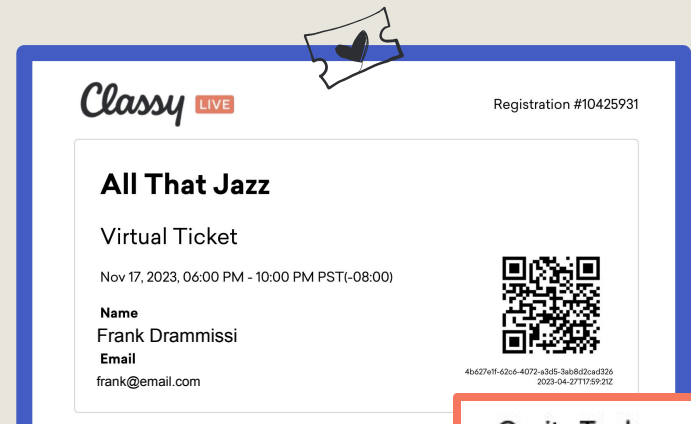
Make the process as smooth + productive as possible

What is it

A way to indicate which guests have arrived at your event and collect necessary information

Pro Tip

- Determine the number of volunteers needed
- Train volunteers prior to the event
- Provide check in staff with a FAQ sheet to minimize delays

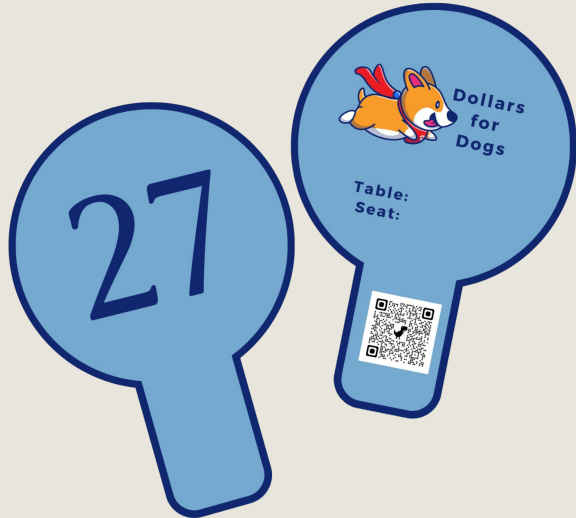


In-Person Hybrid

Check In


Pro Tip

- Provide attendees with bidder number and seating information
- Collect credit cards for your auction



Quick action
& edit
buttons



✕

Success!

Frank Drammissi (frank@email.com) is now checked in

Ticket Name: Virtual Ticket

Send Auction Link

Add Payment Method
No payment method added yet

Edit Bidder Number
Assigned Number: #112

Assign Table / Seat
Assigned: Magnitude Staffing (Seat #7)

Edit Attendee Details



Card Readers

Goal

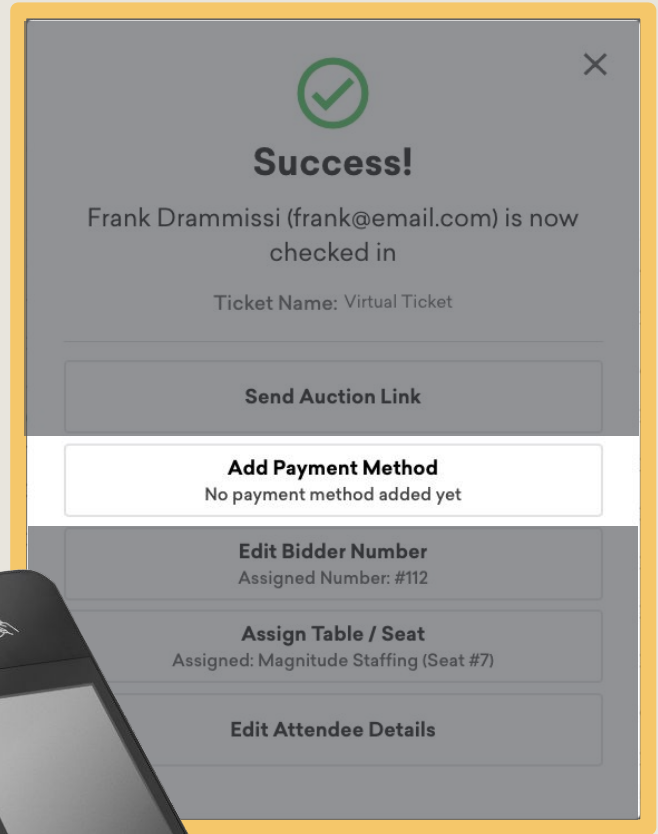
Expedite your check in process for your attendees

What is it

A device that allows you to tap, insert or swipe a credit card to store payment information in the Classy Live Auction

Pro Tip

- Determine number of readers needed
- Set up readers prior to your event
- Use readers in your 'practice' check in



Seating

Goal

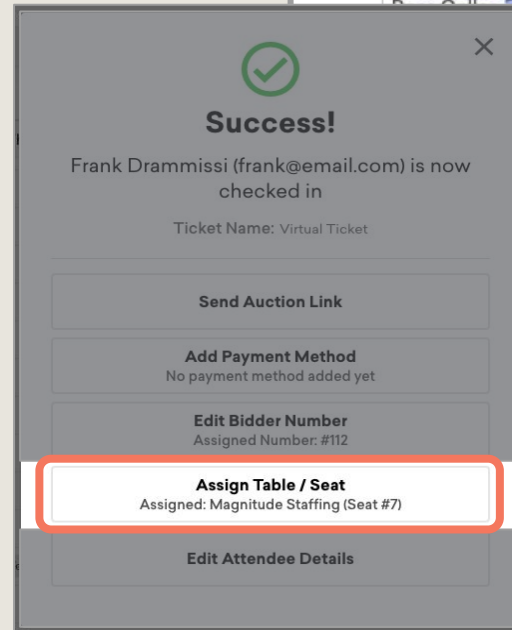
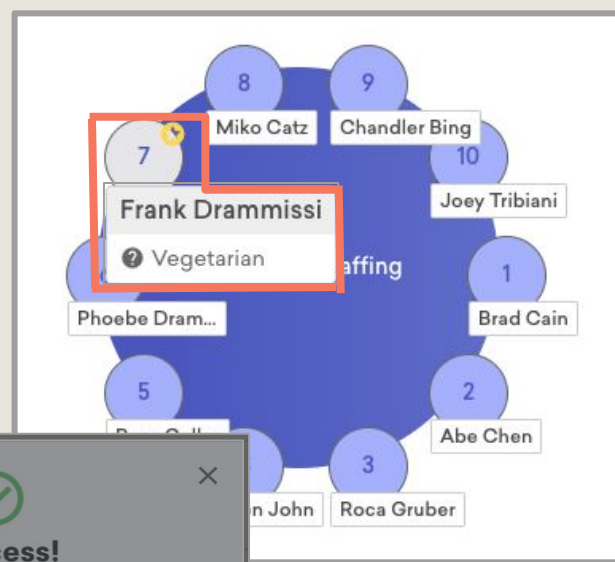
Expedite your check in process for your attendees

What is it

A virtual space on the back end of Classy Live event that allows you to thoughtfully plan your seating chart

Pro Tip

- Pull in custom questions that are relevant (meal preferences)
- Provide seating information to attendees upon check in



In-Person Hybrid

Text to Donate

Goal

Offer a variety of modalities in which your attendees can donate to your organization

What is it

A way for your attendees to text a phone number using a unique keyword and receive a donation link via their mobile device.

Pro Tip

- Make your keyword as straightforward as possible
- Make the number and keyword visible in various locations
- Run a Text to Donate only campaign for a low lift event

The Grub Crawl
Thank you for supporting our organization in bringing healthy food to those who need it most.

Select or enter an amount to donate

\$50 \$100
\$250 \$500

USD \$

Your Information
First Name *
Last Name *

Search...
All Transactions (9) Unpaid (9) Paid (0)

<input type="checkbox"/>	Status	Phone	Amount	Name	Email	Do
<input type="checkbox"/>	UNPAID	+1 [REDACTED]		Emily Herrin	eherrin@classy.org	http
<input type="checkbox"/>	UNPAID	+1 [REDACTED]		Emily Herrin	eherrin@classy.org	http
<input type="checkbox"/>	UNPAID	+1 [REDACTED]				

10:33
+1 (325) 603-3395 >

Grub

Thanks for your supporting The Grub Crawl.

Complete your gift here: <https://live.classy.org/donate/0f2410a3-b3dd-46e8-a0bd-28a3a4d63a5a>

Reply STOP to unsubscribe. Msg&Data Rates May Apply.

In-Person Hybrid Virtual

Displays

Goal

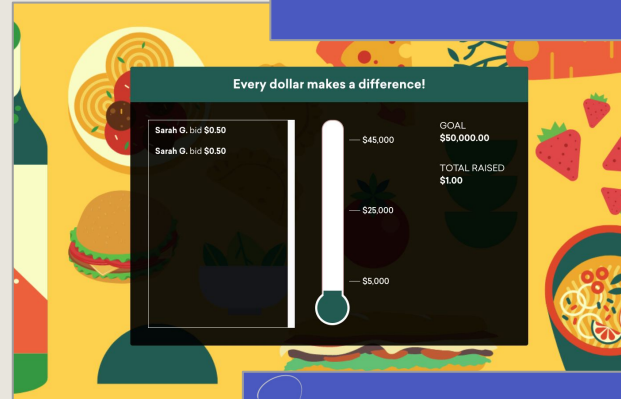
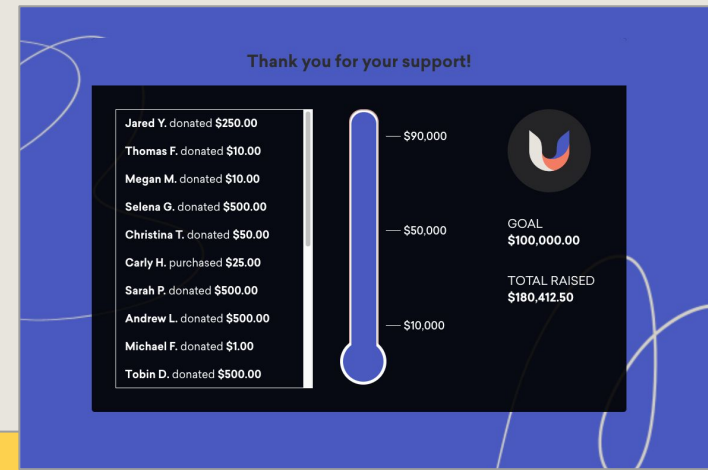
Provide a visual representation of your fundraising goals for your attendees

What is it

A digital display of your progress towards your fundraising goal

Pro Tip

- Fully brand your display
- Test your display prior to your event (make sure you know where/how you will display it for your attendees)



In-Person Hybrid

**What's coming
soon?**

Coming Soon

Classy Live

Group Registration

A more autonomous experience for sponsors and groups to register.

CC Tokenization

Credit card used to purchase ticket will automatically be added to as the Classy Live payment method.

Bulk Item Import

Bulk upload auction item data into a Classy Live Auction.



Features That Take Your Event to the Next Level

Recap

1

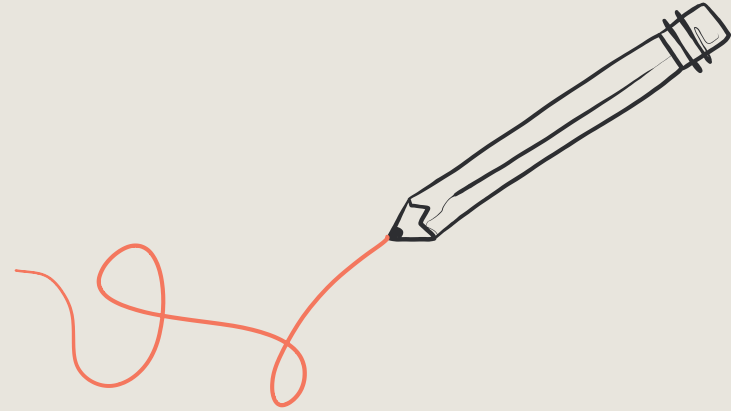
Put yourself in your attendees shoes - determine how to make their flow through your event as easy as possible

2

Choose the features that will help elevate your event experience

3

Revisit my pro tips for the features you choose to utilize to ensure your event is as successful as possible



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!



From Idea to Impact: Event Season on Classy



4 Event Design Essentials



Event Engagement: Best Practices You Need to Know



10 Revenue Streams to Incorporate Into Your Event Strategy



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