

Classy

From Idea to Impact: Event Season on Classy

Date

April 2023

Presenter

Rilee, Classy Coaching



Introductions

Meet your Coach!



Rilee Eidsmoe

- Worked in nonprofit for several years, specifically in animal rescue
- Lover of all animals

This presentation, together with all documentation, text, ideas, images, video, content, methodologies, tools, creative, and other materials prepared by Classy, Inc. (“Classy”) are confidential and proprietary information of Classy and/or its affiliated entities and licensors (together, the “Materials”). The Materials are being shared for presentation purposes only. Classy does not make any representations or warranties about the Materials, and they are provided on an “as is” basis. You may not publish, reproduce, distribute, copy, display, share, use, or rely upon the Materials. Classy disclaims all liability to you or any other party should the Materials be published, reproduced, distributed, copied, displayed, shared, used, or relied upon. The Materials may describe strategy and possible future developments that may or may not be undertaken by Classy and may be changed by Classy at any time, for any or no reason without notice. This document is for informational purposes and does not create any commitment on behalf of Classy.

Look Ahead

Our Agenda

- 01 Event Options on Classy
- 02 Key Elements & Inspiration
- 03 Toolkits
- 04 Wrap Up

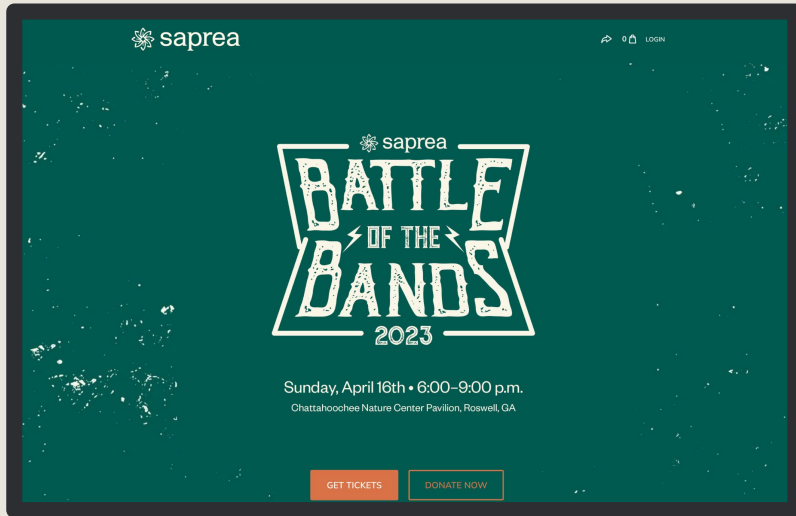
01

Event Options on Classy

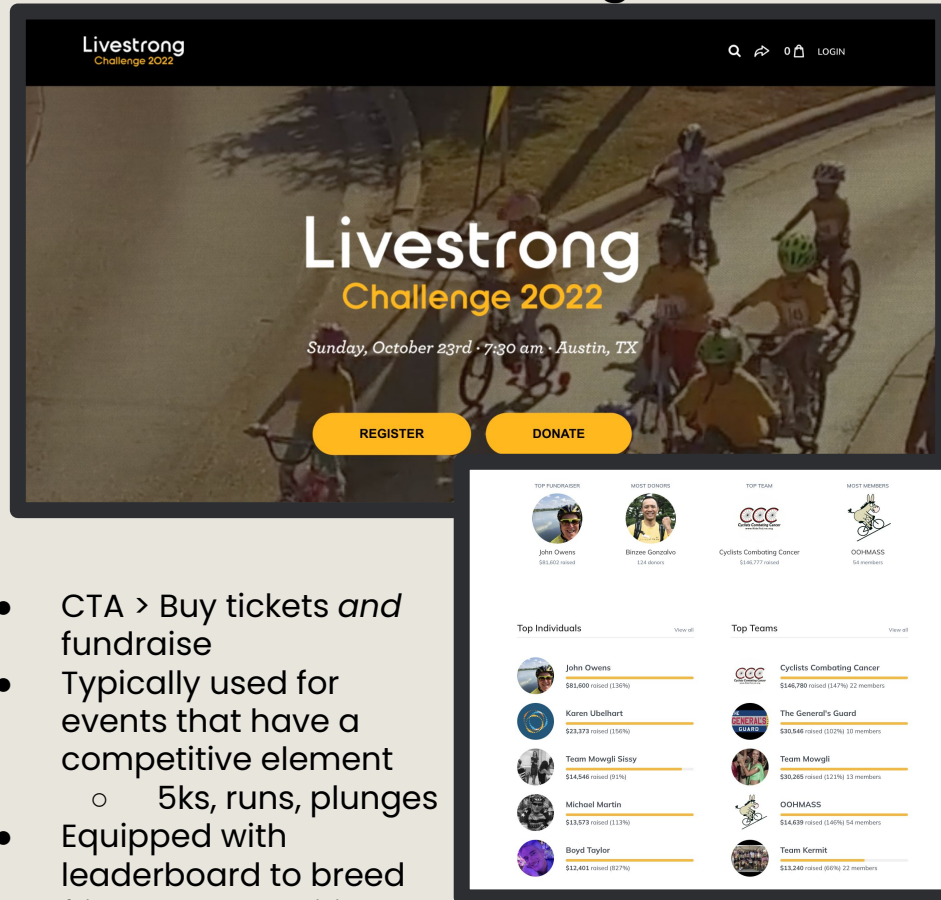




Ticketed Events



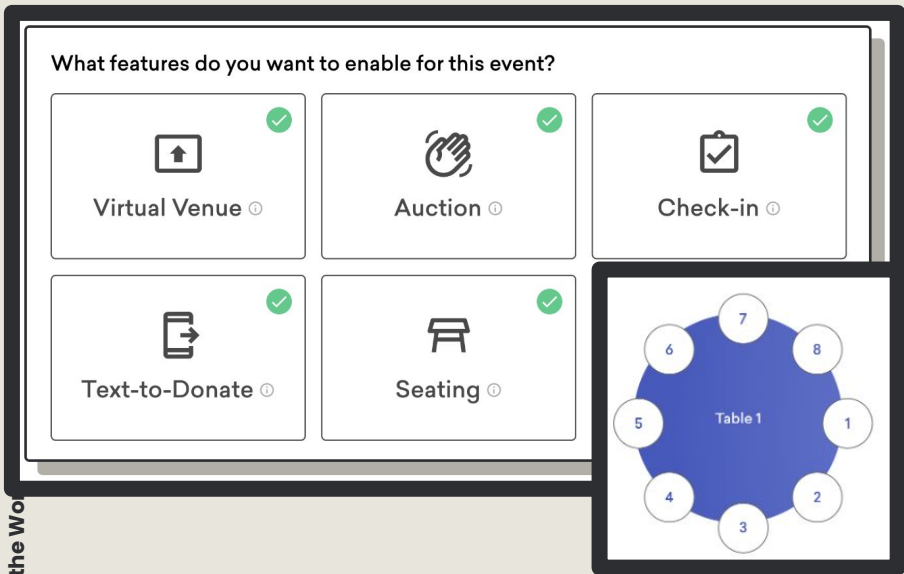
Registration with Fundraising



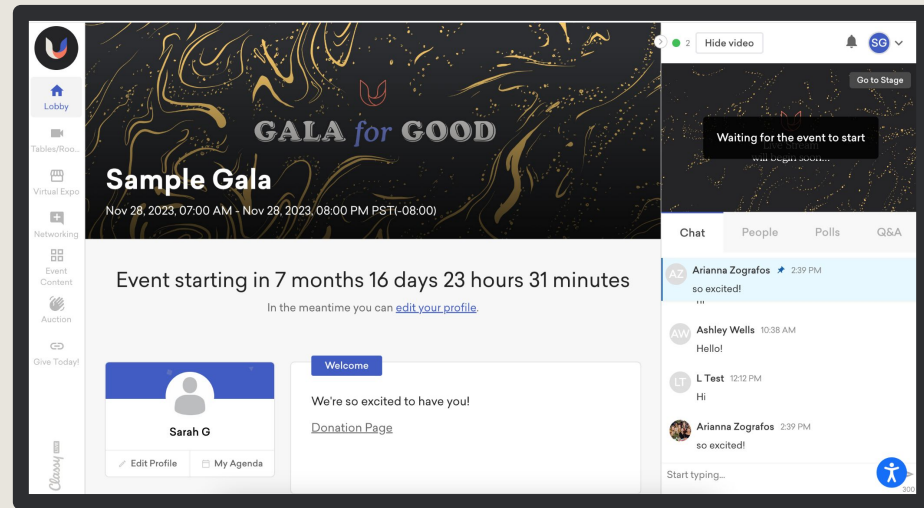
- CTA > Buy tickets
- Typically used for Galas & signature events

- CTA > Buy tickets *and* fundraise
- Typically used for events that have a competitive element
 - 5ks, runs, plunges
- Equipped with leaderboard to breed friendly competition

In Person Event Management



Virtual Event Management

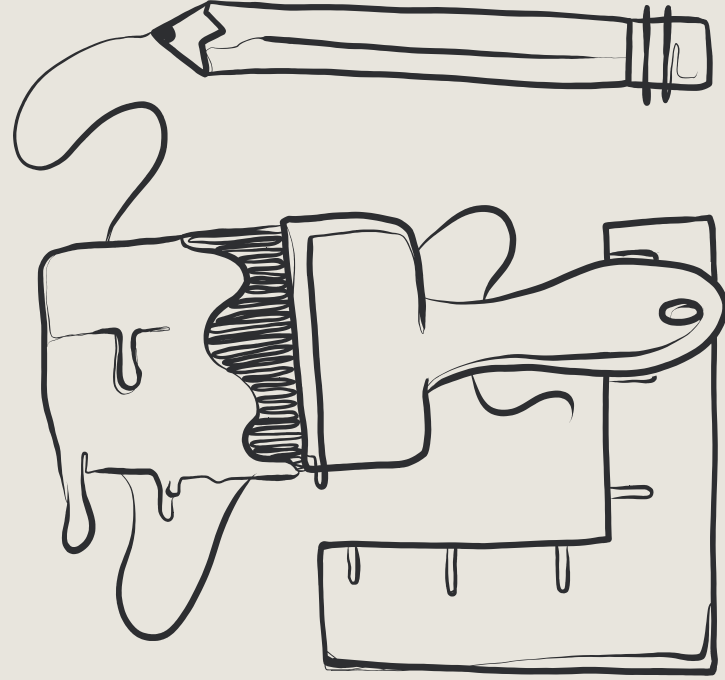


- Auctions
- Table & Seating Management
- Check in
- Paddle Raises
- Text to Donate
- Attendee Communication (emails, SMS, alerts)

- Auction
- Virtual Venue
- Live Streaming
- Attendee Communication
- Breakout Rooms
- Networking Opportunities
- Sponsor/Expo Booth

02

Key Elements & Inspiration



Impact

Key Elements of an Impactful Event Page

- First Impressions
- Generating Event Interest
- Storytelling for your Cause
- Compelling Design
- Effective Ticketing
- Showcasing Sponsors



Key Element #1

First Impressions

10TH ANNIVERSARY

An Evening of Changing Lives



REFLECTIONS

SATURDAY, SEPTEMBER 16, 2023
MARRIOTT MARQUIS SAN DIEGO MARINA

REGISTER

DONATE NOW

Looks great on
mobile!



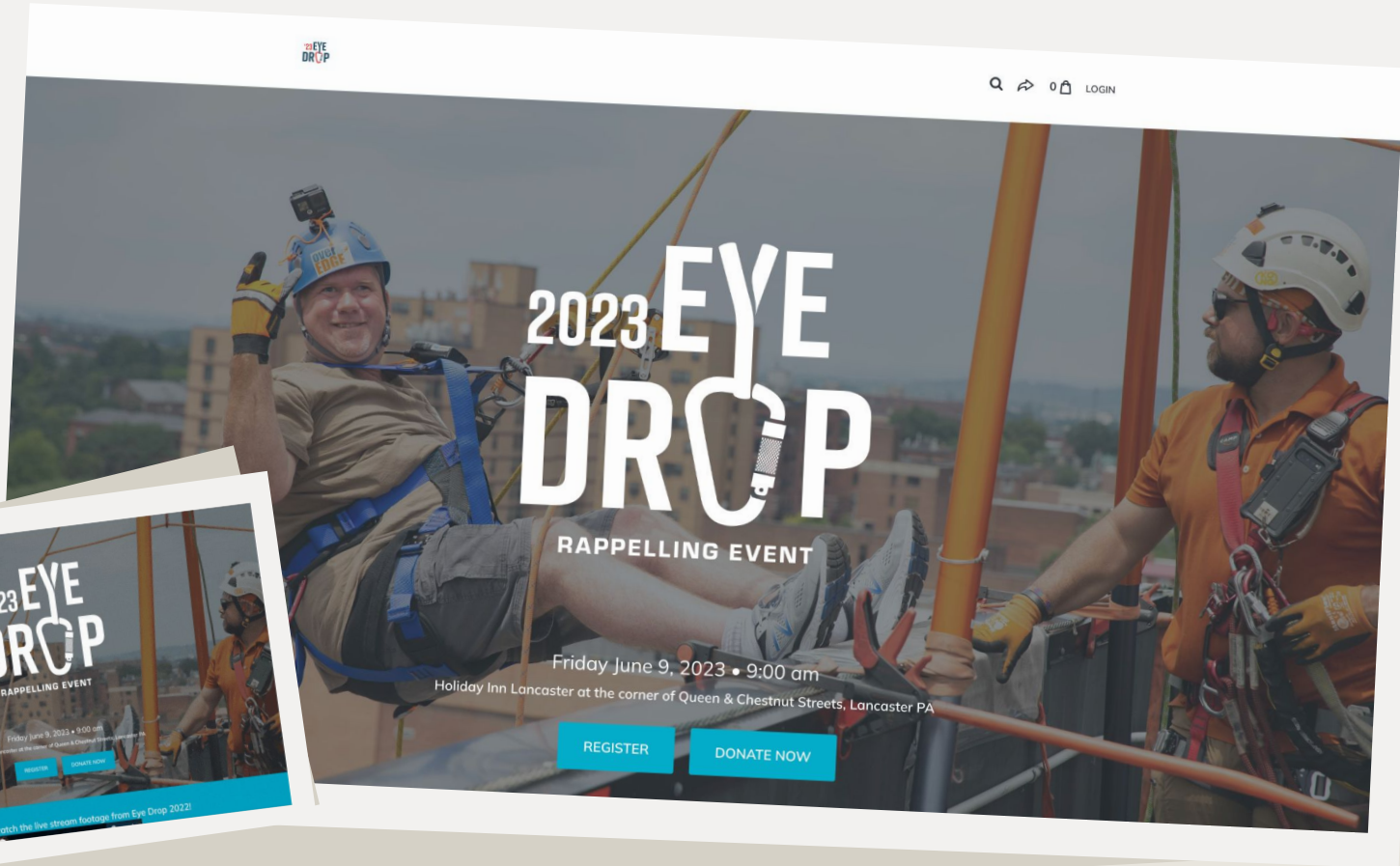
10TH ANNIVERSARY

An Evening of Changing Lives

REFLECTIONS
SATURDAY, SEPTEMBER 16, 2023
MARRIOTT MARQUIS SAN DIEGO MARINA

REGISTER

DONATE NOW



🔍 📄 🏠 LOGIN

2023 EYE DROP

RAPPELLING EVENT

Friday June 9, 2023 • 9:00 am

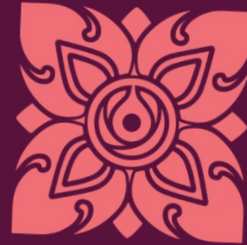
Holiday Inn Lancaster at the corner of Queen & Chestnut Streets, Lancaster PA

REGISTER

DONATE NOW



Click here to watch the live stream footage from Eye Drop 2022!



MAXIMIZE LIFEGALA

Saturday, March 25th, 2023

[GET TICKETS](#)

[DONATE NOW](#)

First Impressions

Top Takeaways

- Eye-grabbing [background](#) and [Headline image](#)
 - Make a statement!
- Ensure campaign is mobile responsive



Key Element #2

Generating Event Interest



Tickets

This will be a lively night in honor of the world's bravest kids! But we ask that you leave yours at home; all attendees must be 21+.

General Admission Ticket

\$75.00

Ticket includes admission for one (1) to the event on Wednesday, May 10th from 5pm-9pm at Riverwalk Brewing Co. Must be 21+ to attend.

All tickets include: food + 2 drink tickets + 1 raffle ticket + an auction paddle + a tote bag filled with sponsor goodies.

General Admission Group Tickets

\$675.00

General Admission Group Tickets admits ten (10) people for 10% off of the GA ticket pricing.

General Admission Group Tickets includes tickets for ten (10) people to the event on Wednesday, May 10th from 5pm-9pm at Riverwalk Brewing Co. All attendees must be 21+.

All tickets include: food + 2 drink tickets + 1 raffle ticket + an auction paddle + a tote bag filled with sponsor goodies.

GET TICKETS



The Butterfly Benefit:
an art & adventure auction and fundraising event for



LUCY'S LOVE BUS
Comfort... Until a Cure

Join us for the inaugural Butterfly Benefit!

Online Auction:

Sunday, April 23 - Sunday, May 7th | Bidding Ends at 11:59PM May 7th
| Online | Free - No Ticket Necessary

Live Event:

Wednesday, May 10th | 5PM-9PM | Riverwalk Brewing Co. | Get your tickets today!

The live event, on the evening of Wednesday, May 10th, will be a night of celebration, featuring:

- delicious food & brews;
- live art and musical entertainment;
- *Through Their Eyes*: a Love Bus youth art exhibit;
- and a live auction and raffle with exclusive items available for in-person attendees only.



NO SPEECHES.
NO AWARDS.
ALL ENTERTAINMENT.

VIP GALA WITH CONCERT & AFTER PARTY

Complimentary Valet Parking | Open Bar Reception | Seated Dinner
Premium Concert Seating | After Party with Live Band and Open Bar

VIP Gala begins at 5:30 PM.

All gala tickets include premium concert seating, after party, and all VIP benefits above.



Spend an evening with a true Broadway legend as Turtle Creek Chorale presents three-time Tony Award winner **Patti LuPone** live in a private classic Broadway show exploring — through indelible interpretations of Hart, Jule Styne, Stephen Schwartz, Leonard Bernstein, Stephen Sandheim, Cole Porter, and Irving Berlin — how her lifelong love affair with Broadway began and the **accessibility** of the Great White Way.

Select tickets

Gala Orchestra Ticket

Dining for 1 at Standard Table
Orchestra Level Concert Seating
Open Bar Reception
Exclusive Open Bar during After-Party Experience
Complimentary Valet Parking

*A very limited number of these standard tickets are available (40).

[Show less](#)

\$500.00

- 1 +

Gala Orchestra Premium Ticket

Dining for 1 at Premium Table
Orchestra Premium or Orchestra Terrace Concert Seating
Open Bar Reception
Exclusive Open Bar during After-Party Experience
Complimentary Valet Parking

\$600.00

- 0 +

Pair of Gala Loge Box Tickets (limited availability)

[#] Includes 2 attendees
Ultimate Dining for 2 at Gala Loge Box Table

\$2,500.00

Your Order

Gala Orchestra Ticket
Attendee 1

\$500.00

[Remove](#)

[Add a promo code on the next step](#)

Total

\$500.00

[PURCHASE TICKETS](#)

Brief, but thorough ticket description


Online Auction




Item 1 

New York Red Bulls
Autographed Ball & Club...


\$350.00 Starting Bid Ends in 139d




Item 2 

Inspirational Golf Experience
in Scottsdale, Arizona for Fou...

\$5,000.00 Starting Bid Ends in 139d



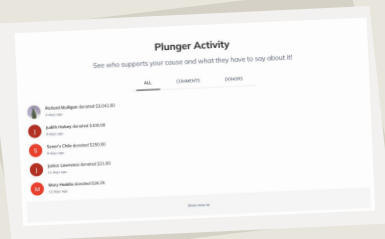
Item 3 

Two Badges to Any One Day
of the 2024 or 2025 Masters...

\$8,000.00 Starting Bid Ends in 139d

Bid on items and experiences donated to our online auction this year!





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 asking your supporters to fundraise, what impact it will make, and why you need their support now.

The Power of Your Donations

- \$X will allow us to make X impact
- Impact Statement
- Impact Statement
- Impact Statement

Support a Fundraiser

Search for a fundraiser or team to support

Fundraising Page

TOP FUNDRAISER

George Hergenbahn
\$13,448 raised

MOST DONORS

John Kichenstein
72 donors

TOP TEAM

Mr. Peanuts Frozen Chosen Polar Bear Plunge Team
\$35,186 raised

MOST MEMBERS

Livingston's Olympians
181 members

Top Individuals View all

- George Hergenbahn**
\$13,448 raised (67%)
- Claire Huston**
\$12,599 raised (12509%)
- Robert Randall**
\$11,231 raised (11231%)
- Tyler Carr**
\$9,125 raised (9125%)
- WBAL-TV Polar Bear Plun...**
\$7,051 raised (88%)

Top Teams View all

- Mr. Peanuts Frozen Chosen...**
\$35,186 raised (352%) 36 members
- Walker's Polar Rangers**
\$29,075 raised (116%) 15 members
- Owen United**
\$23,846 raised (119%) 56 members
- TEAM 98 ROCK**
\$23,752 raised (238%) 72 members
- Team Hari and Michelle**
\$23,441 raised (234%) 13 members

Generating Event Interest

Top Takeaways

- Enticing event details
 - Outline what attendees can expect at your event
 - Build excitement!
- Create thorough [tickets](#)
 - Keep details concise, yet descriptive
- Include images & [videos](#)
 - Show supporters what they can look forward to



Key Element #3

Storytelling for your Cause

GET TICKETS

DONATE NOW

Come enjoy a night of entertainment and education!

Did you know that 1 in 5 children will experience sexual abuse before the age of 18? Or that the trauma of this abuse can create major challenges in their lives for years or even decades?

Leadership North Fulton is hosting a night of entertainment and networking to help raise money and awareness for Saprea and its mission to liberate individuals and society from child sexual abuse. With healing and prevention education, Saprea is educating caregivers and communities on how to prevent child sexual abuse, as well as supporting survivors in their healing from trauma.

A family friendly outdoor event featuring three local bands, food and fun! All ticket costs go directly toward Saprea's efforts to fight against child sexual abuse and its lasting impacts.

Thank you for uniting with our cause.



We're raising money to help protect children, and support survivors of child sexual abuse

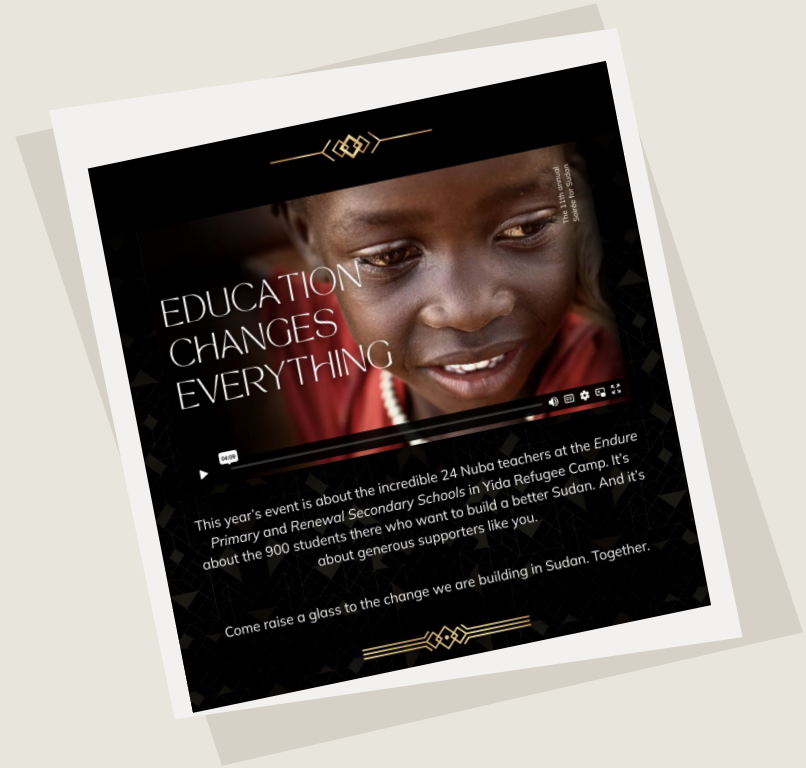
GET TICKETS

DONATE

Storytelling for your Cause

Top Takeaways

- Relate the event back to your mission
 - Emphasize potential impact of a supporter's attendance
- Utilize quotes, stats, etc. to convey the importance your organization's work
- Utilize tools like Chat GPT to get started



Key Element #4

Compelling Design

Play with spacing, font color, type, boldness to break up text

VIP GALA WITH CONCERT & AFTER PARTY

Complimentary Valet Parking | Open Bar Reception | Seated Dinner
Premium Concert Seating | After Party with Live Band and Open Bar

VIP Gala begins at 5:30 PM.

All gala tickets include premium concert seating, after party, and all VIP benefits above.

- Gala Orchestra Ticket (limited) | \$500
- Gala Orchestra Premium Ticket | \$600
- Pair of Gala Loge Box Tickets | \$2500
- Gala Orchestra Premium Table | \$6,000
- Gala Loge Box Table (limited) | \$10,000

VIP GALA & CONCERT TICKETS

GMHC AIDS Walk 2022 Photos

AIDS Walk New York is the world's largest and most visible HIV/AIDS fundraising event



Compelling Design

Top Takeaways

- Effectively designed pages are
 - Visually appealing
 - Easy on the eyes



Key Element #5

Effective Ticketing



Select tickets

\$25,000 – Silver Package

- Includes 10 attendees
- Access to Arrivals Reception with craft cocktails and hors d'oeuvres
- Preferred Table of 10 for Dinner
- 10 tickets with Premium Seating for the Gala Musical Performance
- Access to the After Party with DJs, dancing, desserts and beverages

\$25,000.00

- 0 +

\$10,000 – Bronze Package

- Includes 4 attendees
- Access to Arrivals Reception with craft cocktails and hors d'oeuvres
- Seating for 4 for Dinner
- 4 tickets with Preferred Seating for the Gala Musical Performance
- Access to the After Party with DJs, dancing, desserts and beverages

\$10,000.00

- 0 +

\$3,000 – Individual Gala Ticket

- Access to Arrivals Reception with craft cocktails and hors d'oeuvres
- Seating for 1 for Dinner
- 1 ticket with Preferred Seating for the Gala Musical Performance
- Access to the After Party with DJs, dancing, desserts and beverages
- Hosted Valet Parking for all dinner guests

\$3,000.00

- 0 +

Early Bird Ticket

Early bird tickets will be on sale from May 1st. Tickets will be \$75 after May 17th.

\$50.00

Ticket includes admission for one (1) to the event on Saturday, June 10th from 5pm-9pm at the San Francisco Exploratorium. Must be 21+ to attend.

All tickets include: food + 2 drink tickets + 1 raffle ticket + an auction paddle + a tote bag filled with sponsor goodies!

[Show less](#)

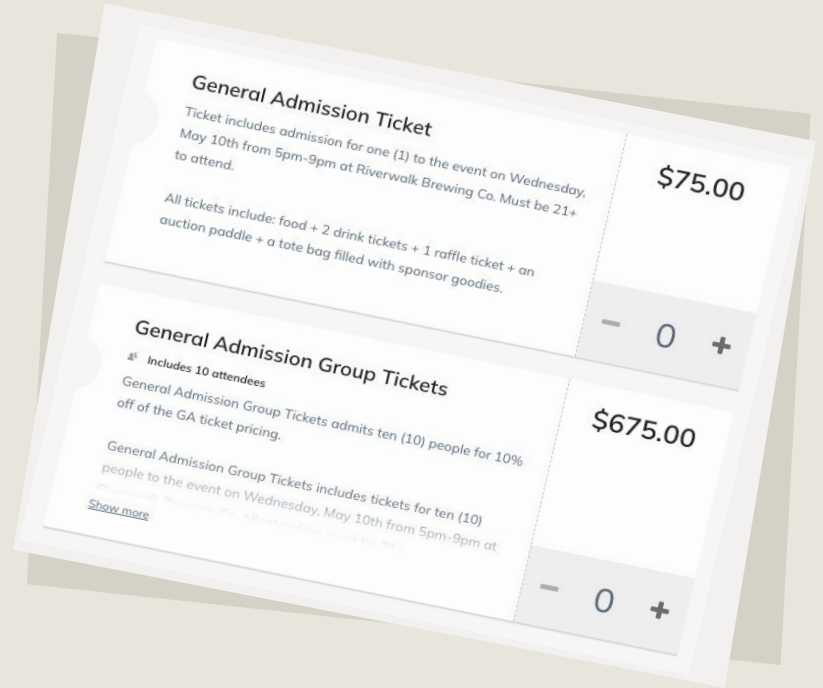
- 0 +

 **MONTHLYDONORSRULE**
50% off General Admission

Effective Ticketing

Top Takeaways

- Descriptions should be thorough, but not too lengthy
- Early Bird tickets generate urgency and excitement
 - Helps build momentum and open up marketing opportunities
- Offer [Promo Codes](#) to offer exclusive and discounted entry



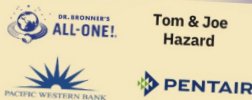
Key Element #6

Showcasing Sponsors

DIAMOND PARTNER



PLATINUM PARTNER



CHAMPION PARTNER



CONTRIBUTING PARTNER



LIFE CHANGER



Thank You to The Butterfly Benefit Sponsors!

Host Sponsor



Sips, Sweets & Savories Sponsors



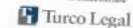
Entertainment Sponsors



Auction Sponsor



Supporting Sponsors



Showcasing Sponsors

Top Takeaway

- Highlighting sponsors shows appreciation and adds credibility to your event



03 Toolkits



Toolkits

Need Ideas?

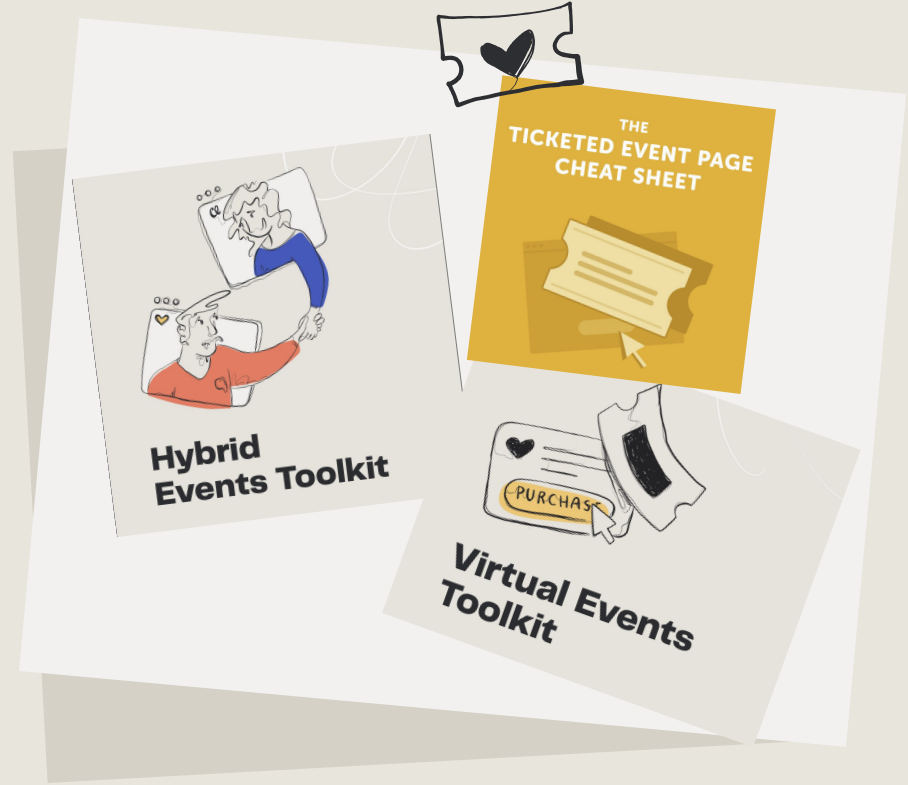
- [77 Fundraising Event Ideas for Nonprofits and Charities](#)
 - Low and higher lift options
 - Broken into cause sector categories



Takeaways

Toolkits

- [Hybrid Events Toolkit](#)
- [Virtual Events Toolkit](#)
- [Ticketed Event Cheat Sheet](#)
- [Peer to Peer Fundraising Toolkit](#)
- [Headline Image Template](#)



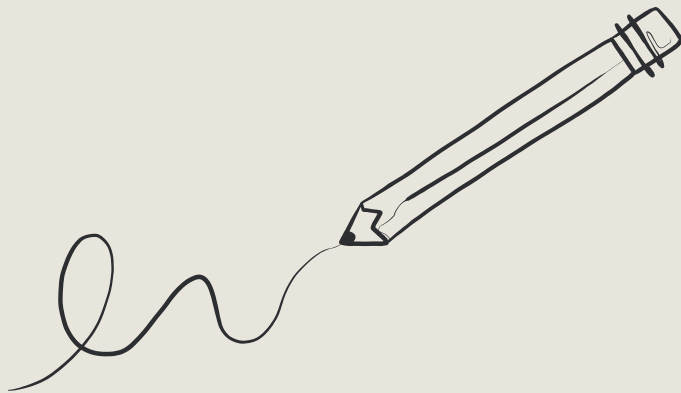
Takeaways

Recap

- First Impressions are paramount!
 - Ensure your campaign is mobile responsive
 - Easy on the eyes and visually appealing
- Generate Interest
 - Highlight incentives
 - Outline run of show
- Compelling Storytelling
 - Explain the *why* of your event



Create your event page and start putting these best practices into action!



- Ticketing
 - Early bird tickets
 - Promotions
- Highlight your Sponsors
- Take advantage of our Toolkits!

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, plus they feel more confident launching their events!

Apr 11

From Idea to Impact: Event Season on Classy ✓

Apr 18

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

Ticket Cost

\$299 | January – March

[Booking Link](#)

Attendee Hotel

NEW Loews Philadelphia

[Booking Link](#)



Classy