



# FUNDRAISING EVENT IDEAS

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Inspire Your Supporters  
and Raise More Money



# GETTING STARTED

## Fundraising Event Ideas Checklist

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Are you brainstorming new and exciting fundraising ideas to inspire your supporters at your next run/walk, gala, Day of Giving, or other event? To help you engage and excite your donors at your next event, we've created a checklist of inspiring fundraising ideas to ensure you make the most of every moment with your supporters.

▶ **Ready to learn how to make your next event stand out?**

Check out some of our favorite ideas to enhance your next event.



# LARGE GATHERING

Hosting a fundraising gala or large event can offer several benefits for your organization. With many important donors in one place, it's key to take advantage of this opportunity to state your cause in a compelling way to excite your donors and support your mission.

## 35%

USING A LIVE FUNDRAISING  
THERMOMETER INCREASES  
DONATIONS BY 35%

### WHAT YOU NEED TO PREPARE:

- ☐ Time
- ☐ Date
- ☐ Location
- ☐ Theme
- ☐ Volunteers and/or Event Committee
- ☐ Sponsors  
(Local Businesses and/or Corporations)
- ☐ Food and Beverage
- ☐ Communications Strategy  
(Engage Supporters Before, During and After)

### ENHANCE YOUR EVENT WITH:

- ☐ Event Thermometer
- ☐ Text-to-Donate Keywords
- ☐ Live Pledging
- ☐ Online RSVP Form
- ☐ Mobile-friendly Ticketing Forms
- ☐ Text Messaging
- ☐ Mobile Swiper  
(Payment Processing at Event)
- ☐ Automated Pledge Fulfillments  
and Text Reminders

Your New Ideas:

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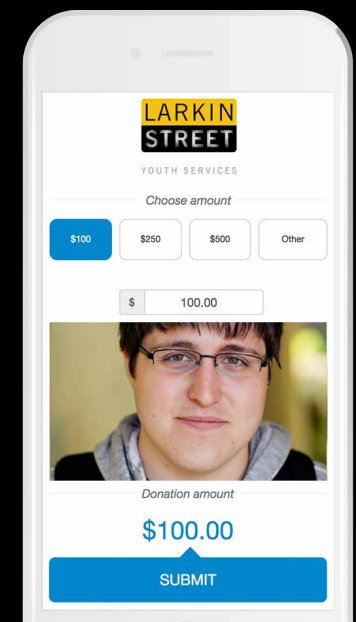
### EVENT EXAMPLES:

GALA

DINNER/LUNCHEON

AN EVENING WITH A SURPRISE GUEST

BENEFIT CONCERT



# SMALL GATHERING

Small get togethers create a more intimate setting to engage your supporters on a deeper level. Game or theme nights can be great recurring fundraising events where you can switch the game or theme up to keep your donors entertained and delighted to support your cause.

## 33%

OF ALL ONLINE DONATIONS ARE  
A RESULT OF PEER-TO-PEER  
FUNDRAISING CAMPAIGNS

### WHAT YOU NEED TO PREPARE:

- ☐ Time
- ☐ Date
- ☐ Location
- ☐ Theme
- ☐ Volunteers and/or Participants
- ☐ Ticketing and/or Entry Form
- ☐ Food and Beverage
- ☐ Prizes
- ☐ Communications Strategy  
(Mobile, Social and Online)

### ENHANCE YOUR EVENT WITH:

- ☐ Peer-to-Peer Campaign
- ☐ Event Thermometer
- ☐ Text-to-Donate Keywords
- ☐ Online RSVP Form
- ☐ Mobile-friendly Ticketing Forms
- ☐ Mobile Swiper  
(Payment Processing at Event)
- ☐ Automated Pledge Fulfillments  
and Text Reminders

Your New Ideas:

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### EVENT EXAMPLES:

BINGO NIGHT

TRIVIA OR POKER NIGHT

BATTLE OF THE BANDS

CAROLING FOR A CAUSE



# DAY OF GIVING

As more nonprofits launch #GivingTuesday initiatives, or host annual Day of Giving events, it's essential to develop a strategy to create a unique campaign that stands out from the crowd. It is also important to set clear goals to measure performance and encourage people to share your campaign.

# 90%

OF ALL TEXT MESSAGES  
ARE READ WITHIN  
3 MINUTES

## WHAT YOU NEED TO PREPARE:

- ☐ Time
- ☐ Date
- ☐ Location
- ☐ Theme
- ☐ Fundraisers and/or Supporters
- ☐ Community Members
- ☐ Communications Strategy  
(Mobile, Social, Online and Unique #Hashtag)
- ☐ Branded Collateral  
(Budget Permitting)

## ENHANCE YOUR EVENT WITH:

- ☐ Peer-to-Peer Campaign
- ☐ Online Giving and/or Sign Ups
- ☐ Text-to-Donate Keywords
- ☐ Mobile Messaging
- ☐ Automated Pledge Fulfillments  
and Text Reminders

## Your New Ideas:

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## UNIQUE HASHTAG IDEAS:

#UNSELFIEDAY  
#DOGDAYS  
#ALUMNIDAY

# FRIENDLY COMPETITIONS

Are you the manager of a group, department, or entire organization and looking for new ways to build teams and drive collaboration across departments? Create a friendly cross-organizational competition to inspire teamwork while raising more money for your cause.

## 62%

OF THOSE THAT GIVE TO A  
CROWDFUNDING CAMPAIGN  
ARE NEW DONORS

### WHAT YOU NEED TO PREPARE:

- ☐ Time
- ☐ Date
- ☐ Location
- ☐ Theme
- ☐ Fundraising Goal
- ☐ End Date
- ☐ Teams  
(Departments, Regional, Etc.)
- ☐ Communications Strategy  
(Mobile, Social and Online)

### ENHANCE YOUR EVENT WITH:

- ☐ Text-to-Donate Keywords
- ☐ Mobile Messaging and/or Pledging
- ☐ Online Giving and/or Sign Ups
- ☐ Automated Pledge Fulfillments  
and Text Reminders
- ☐ Crowdfunding Competitions  
(i.e., Team Who Hits \$5k Goal First Wins)

Your New Ideas:

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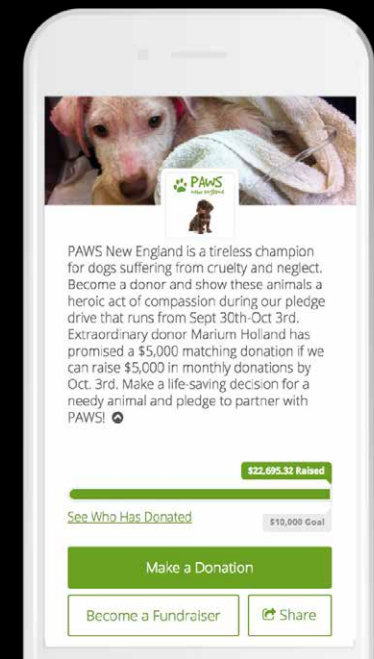
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### EVENT EXAMPLES:

MULTI-CHAPTER CHALLENGE  
WORKPLACE COMPETITIONS  
SHELTER PLEDGE DRIVES



# VOTING EVENTS

Auctioning or raffling off tangible items or creating friendly competitions such as a trivia night, can be fun and exciting ways to boost donor engagement at an event. It's also a great way for supporters to get involved with your cause in a very memorable way.

# \$167

IS THE AVERAGE DONATION  
AMOUNT WHEN USING  
TEXT-TO-DONATE

## WHAT YOU NEED TO PREPARE:

- ☐ Time
- ☐ Date
- ☐ Location
- ☐ Fundraising Goal
- ☐ Prizes
- ☐ Volunteers and/or Participants
- ☐ Type of Event  
(Auction, Online, Traditional, Etc.)
- ☐ Communications Strategy  
(Generate Interest with a Multi-Channel Approach)

## ENHANCE YOUR EVENT WITH:

- ☐ Online RSVP Form
- ☐ Text-to-Donate Keywords
- ☐ Event Thermometer
- ☐ Mobile Messaging and/or Pledging  
(Before, During and After Event)
- ☐ Mobile Swiper  
(Payment Processing at Event)
- ☐ Automated Pledge Fulfillments  
and Text Reminders

Your New Ideas:

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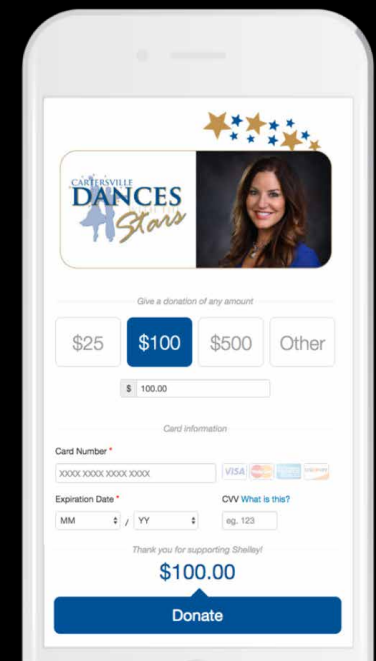
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## EVENT EXAMPLES:

BACHELOR/BACHELORETTE AUCTION  
TRIVIA TOURNAMENT  
TALENT OR DANCING COMPETITION





# ACTIVE EVENTS

Run an effective fundraiser with low overhead. Charity runs and walks have the highest ROI for an organization of any size. You'll also organically raise awareness for your cause's mission through participants' sharing your campaign with their own personal network.

## 64%

OF MILLENNIALS PREFER TO  
FUNDRAISE THROUGH A  
WALK, RUN OR CYCLE EVENT

### WHAT YOU NEED TO PREPARE:

- ☐ Time
- ☐ Date
- ☐ Location
- ☐ Fundraising Goal
- ☐ Participants and/or Sponsors
- ☐ Volunteers and/or Teams
- ☐ Type of Activity  
(Warrior Races, Walks, Basketball, Etc.)
- ☐ Communications Strategy
- ☐ First-aid, Staff, Insurance and Safety Plans

### ENHANCE YOUR EVENT WITH:

- ☐ Peer-to-Peer Campaign
- ☐ Text-to-Donate Keywords
- ☐ Online Registration Form
- ☐ Mobile Messaging and/or Pledging  
(Before, During and After Event)
- ☐ Social Media Hastag  
(i.e., #hoopsforcancer)
- ☐ Automated Pledge Fulfillments  
and Text Reminders

Your New Ideas:

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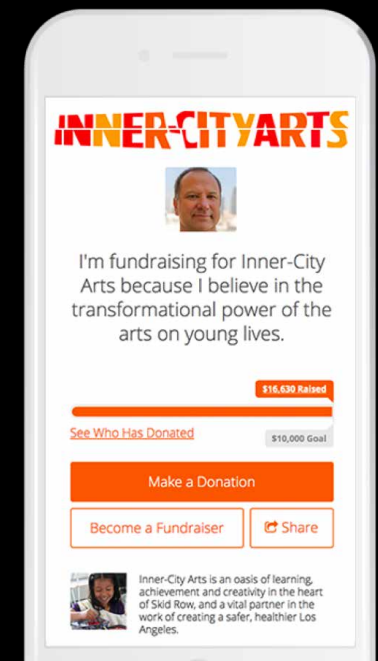


### EVENT EXAMPLES:

RUN OR WALK

BASKETBALL GAME

DODGEBALL TOURNAMENT







Are you feeling inspired about new ways to enhance your next fundraising event, but looking for more specific strategies on how to execute?

Our Digital Marketing Strategists can help your organization create compelling events to boost donations and engage your supporters, contact [digitalservices@mobilecause.com](mailto:digitalservices@mobilecause.com), or find more inspiration for your next event at [mobilecause.com](http://mobilecause.com).

#### SOURCE

MobileCause data on file