

INCORPORATING PHILANTHROPY INTO EVENTS



DID YOU KNOW?

Did you know that since FY19, donors and event attendees have contributed over 5,000 gifts to UGA by registering for an event where a charitable component was included in the registration fee? And that over \$70,000 has been raised through voluntary “add-on” contributions during the registration process?

When alumni and friends are interested in attending an event, that is a perfect time to educate them about ways they can support your school, college, unit, or department.

Here is how your unit can meet fundraising goals, increase donor participation, and engage alumni with compelling programming *all at the same time!*

PRE-PLANNING

- At the start of event planning, consider whether there is a fundraising opportunity. Is there a fund that complements the topic the event will cover? Will your event demonstrate how gifts make a difference? Does it spotlight compelling research? Student scholarships? A distinguished faculty member?

- Even if your event isn't a “fundraising” event, if the theme lends itself a fund (even if it's your general fund), you should consider incorporating a philanthropic component.

- Not sure what fund is the best fit? The Annual Giving team will be happy to assist! Contact Evan Tighe (eptighe@uga.edu)

FUNDRAISING OPTIONS

There are several ways to incorporate fundraising into your event. Any or all of the below can be easily woven into your communication and registration materials:

1: Fundraising as part of event promotion. Include a giving message and donation link in your event invitations. This is a great opportunity to not only inform your constituents about your event, but also how they can support the students, staff, and faculty who are involved with it.

2: Fundraising in follow-up communication. Follow-up is always an important part of any event. When you reach out to thank people for attending, include a giving link and message encouraging them to support your area. When your event leaves your attendees feeling good about UGA, there's no better time to ask!

3: Optional additional donation. GAIL event pages allow for registrants to include a voluntary gift as part of the registration process. When submitting your event registration request form, you can choose which fund you would like these voluntary gifts to be directed towards. It is also a good idea to include a short description that explains to the registrant what their gift will support and how it will make a difference. Now your constituents can register for your event and make their annual contribution in the same transaction!

4: “Baked-in” registration gift. GAIL events allow for a portion (or all) of the registration fee to be in the form of a charitable contribution. Consider making a nominal portion of the fee (ex. \$5 or \$10) part of your event registration. For events with a stronger fundraising message, this amount could be even higher! Even if you'd planned for your event to be free, consider that a nominal registration cost increases attendee buy-in and reduces no-shows. Even in a world of virtual events, requiring a registration fee is not a deal-breaker. Remember that attendees aren't having to bear the “hidden” costs of attending an in-person event (gas, babysitters, etc.). Including a charitable gift in your registration fee also allows you to demonstrate impact, increase participation, and acquire new donors into your stewardship processes.