

6 Ways to Increase Revenue

During Your Next Fundraising Event



Nonprofit organizations spend a significant amount of time and resources planning their fundraising events: the setup, spreading the word, selling tickets, and, of course, getting donors in the door. **What else can you do to raise more once the action starts?**

With these six great strategies, you'll be able to **boost your event revenue** all while creating exciting ways to engage your attendees.

1 Fund-a-Need

Fund-a-Need is a form of collecting donations during your event, typically via a paddle raise, that generates excitement and showcases impact. Using a live donor wall acknowledges supporters, celebrates large donors, and inspires even more giving.



\$118.5 million raised by Fund-a-Need in 2022 via GiveSmart

PRO TIP

Consider adding in a **Last Paddle Standing option or Paddle Raffle** as additions to your Fund-a-Need for even more excitement and revenue!



When moving to mobile bidding, organizations have a **30% increase in money raised** when compared to paper bidding.



Mobile	+30%
Paper	

2 Live & Silent Auctions

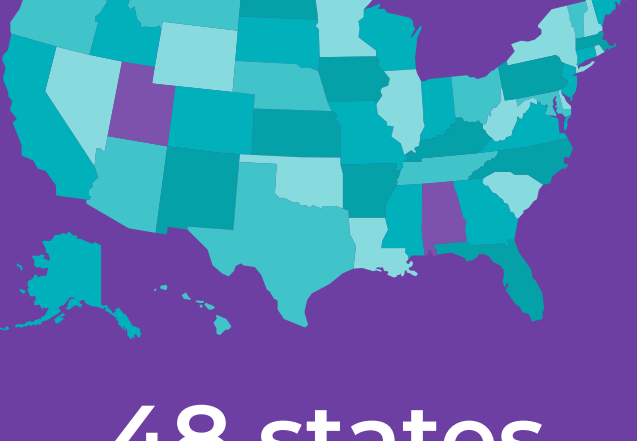
In silent auctions, guests get to review items and submit their bids. To host a smoother silent auction, don't forget to **include attendees and non-attendees alike using mobile bidding so that supporters can easily give** and also automatically receive outbid notices

With live auctions, guests raise their hands to actively bid on items. **Don't forget to display your live auction donations on your donor wall to recognize these high-level donors!**

There are many things you can easily offer in your next auction, no solicitation required.

3 Games of Chance & Raffles

Raffles offer a low barrier to entry for your supporters, so **don't shy away from offering multiple raffles** at your upcoming event. Be creative with your games of chance. Aside from the expected versions, consider a balloon pop, gift card wall, or a diamond raffle.



48 states allow nonprofit organizations to host raffles



PRO TIP

Presell raffle tickets as well as during the event and offer a **per-ticket discount for multiple tickets to incentivize purchases** (1 for \$25, 3 for \$50, 8 for \$100).

We recently asked organizations which revenue streams their organizations are focusing on this year.

4 of the top 6 center around campaign and event fundraising.

4 Fresh Revenue Enhancers

Focusing on event and campaign fundraising this year? **Avoid doing the exact same thing at your events year after year.** Consider adding in a voting element, wine pull, golden ticket raffle, heads or tails, and more as **revenue enhancers to make your event memorable and inspire giving.**

5 Point-of-Purchase Sales

Offer **point-of-purchase sales at your upcoming event.** You can sell really anything, from swag and naming rights opportunities to drink tickets and mulligans at your upcoming golf tournament. Don't forget to manage your inventory and **showcase what you're selling ahead of your event** in your fundraising and event platform.

54% of nonprofits polled say they do NOT use their fundraising and donor management platforms to their full potential

PRO TIP

Make sure to require guests to provide a credit card at check-in to use throughout the event for easier, secure, and contactless giving.



51% of nonprofits polled say they were impacted by the sudden shutdown of the Amazon Smile program

6 Wishlists

Does your school or organization have a high need for goods and services? Ask your donors to specifically cover your pet food, school supplies, cleaning materials, or power bill. **Donors are more likely to engage with giving when they know how the money is being used.**

Simply **set up a wishlist in your fundraising and event platform** and see how generous your support network is!