



How To: Turn Event Attendees into Long Term Donors

With Rebecca Alfred, Fundraising Specialist





**Have you spent way too long
planning a fundraising event for
your organization?**



Have you ever wondered if your fundraiser helped your organization in the long run?



How To: Turn Event Attendees into Long Term Donors

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Imagine this experience for your organization.



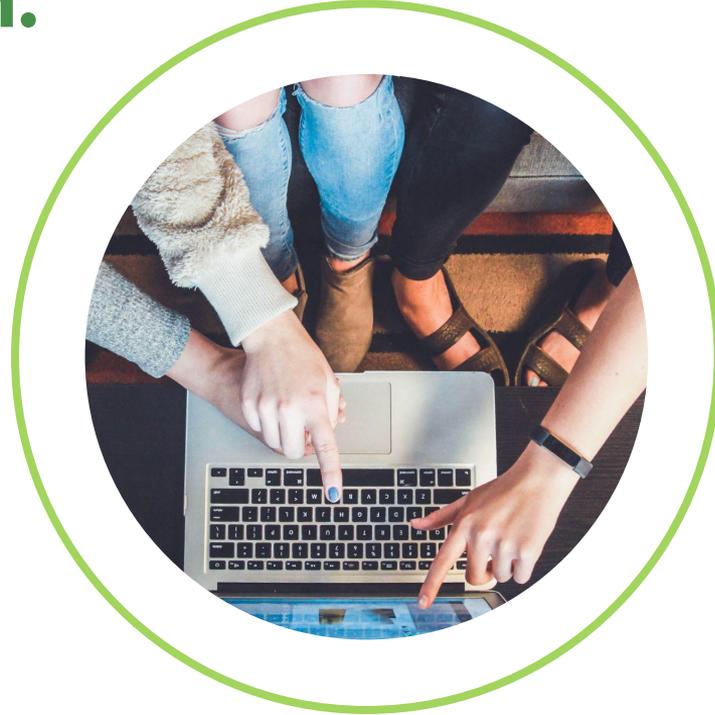


Imagine this experience for your organization.





Imagine this experience for your organization.





War Child surpassed their fundraising goals despite the past few years.

The image displays three devices showcasing the War Child Canada fundraising website. The laptop screen shows the main event page for "THE WORLD THAT'S POSSIBLE: A War Child Gala". The smartphone screen shows a donation confirmation for "EDDINGTON'S" for \$3,000.00. The tablet screen shows a list of donors and a progress bar.

WAR child CANADA

Home Silent Auction Fund A Need Tickets Donate

Rebecca Alfred

THE WORLD THAT'S POSSIBLE

A War Child Gala

Young refugees need help, but ...

\$769,501 raised of \$540,000 goal

146 donors
0 days left

When
December 5, 2022 6:00 PM EST to 10:30 PM EST

Where
The Royal Ontario Museum
100 Queens Park, Toronto, ON

TICKETS DONATE

This video tells the story of three War Child beneficiaries and their hopes and dreams for the future.

\$150,000 / \$200,000

\$900
Lydia Korsgaard

\$200
Community Foundation of Lethbridge and Southwestern Alberta

\$1,000
Brandon Rosser

\$4,000
Emery Culhane

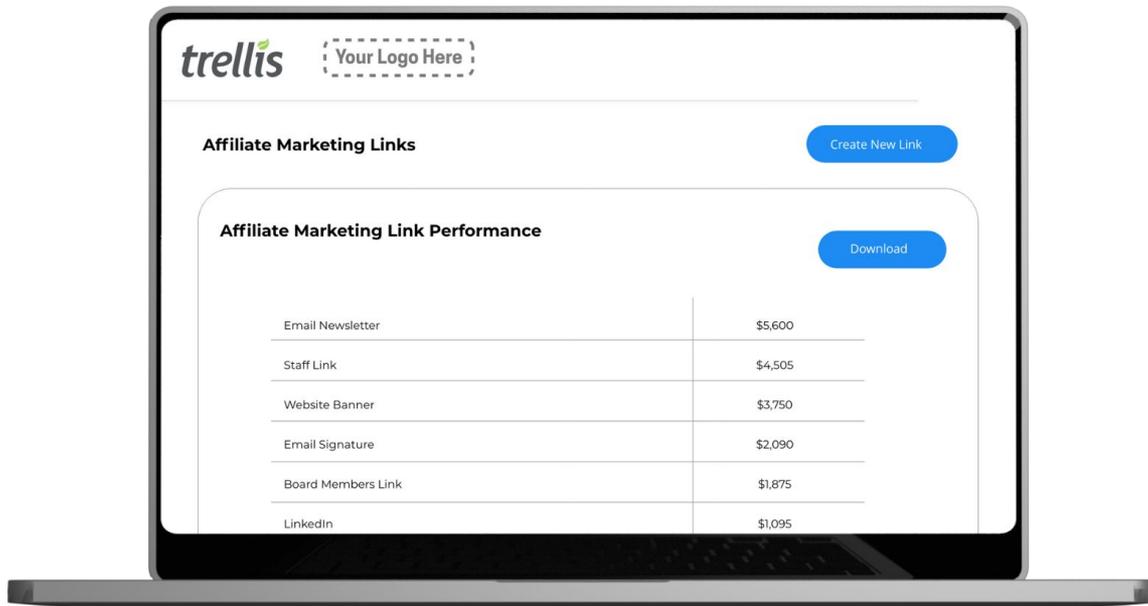
Donate now at trf.is/ABCD

WAR child





They identified the marketing channels that brought supporters to their events.





They added strategic upsells to raise 20% more.

The screenshot shows a checkout page for KCR. At the top right, there are links for 'Log In' and 'Sign Up', and a navigation menu with 'Home', 'Bid Here', and a shopping cart icon. The main heading is 'Purchase' with a sub-heading 'Would you like to add an additional donation to your purchase?'. Below this, three upsell cards are displayed:

- Life Essentials - 10 Bus Tickets**: \$25.00. Description: 'Your donation can help Newcomers connect with our community safely using City Transit with 10 transit tickets.' Includes a quantity selector (set to 1) and an 'Add to Cart' button.
- Life Essentials - Food & Toiletries**: \$50.00. Description: 'Your donation will help provide grocery, drug store or department store gift cards to Newcomers for life essentials.' Includes a quantity selector (set to 1) and an 'Add to Cart' button.
- Life Essentials - Home & Family**: \$100.00. Description: 'Welcome Newcomers with items that can help in the first few days of arriving to Canada. Activities for children, folders for important document, snacks and WARM socks!' Includes a quantity selector (set to 1) and an 'Add to Cart' button.

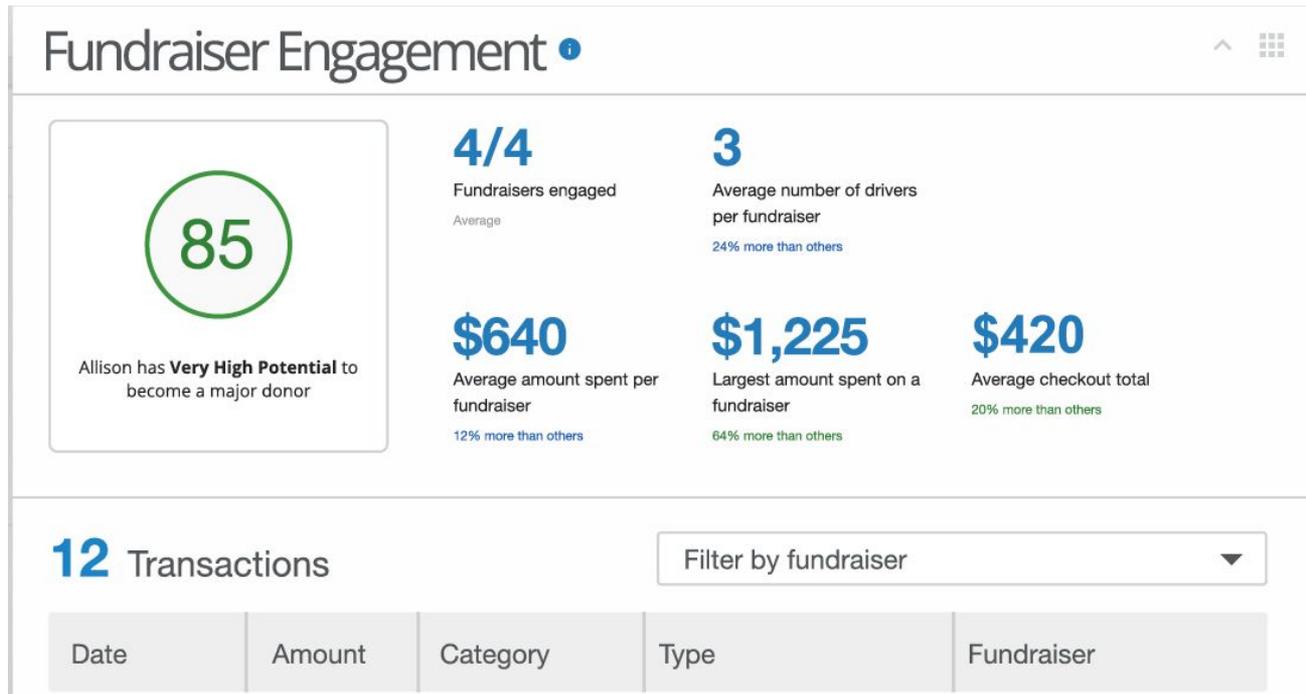
On the right side of the page, there is a 'Cart' section showing '1x Wine & Cheese Tutt Street Gallery' for \$0.00. Below this is a summary table:

Subtotal	CA\$0.00
Fees	CA\$0.00
Total	CA\$0.00

At the bottom of the cart section, there is a checkbox for 'Donate Anonymously'.



They found the hidden high potential donors sitting right in Raiser's Edge.







Here's where we're going.

- 1 Know where your supporters are coming from.
- 2 Give them opportunities to give.
- 3 Focus on the highest value first.

Get your copy!

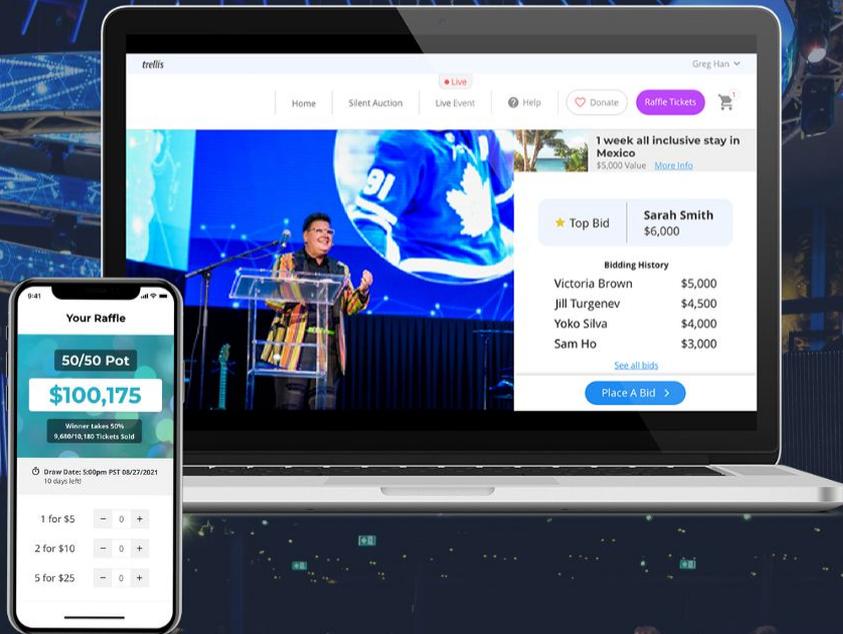


bit.ly/46Y3aes

Get ready for...

- An introduction to strategic donation upselling
- A deep dive into each fundraising driver with actionable steps to raise more at your next event
- A one-pager for your board that summarizes the report





Tickets



Silent Auctions



Live Auctions

trelлис



Items for Sale



Raffles



Donations



Hi, we're Trellis.

Your all-in-one event fundraising platform.



Rebecca Alfred *(she / her)*

Fundraising Specialist

rebecca@trellis.org



Justin Goodhew *(he / him)*

justin@trellis.org



Paul Pettipiece *(he / him)*

paul.pettipiece@trellis.org



Syilx Nation



First up.

- 1** Know where your supporters are coming from.
- 2** Give them opportunities to give.
- 3** Focus on the highest value first.



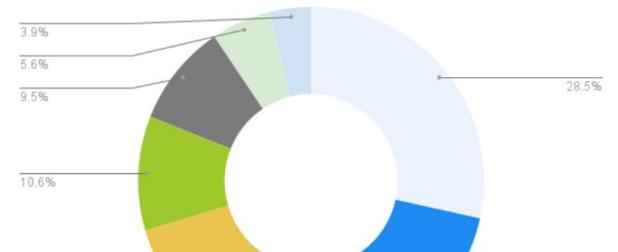
Use marketing insights to identify which channels are driving the most supporters.

trellis Your Logo Here [Create New Link](#)

Breakdown of Where Donations Came From

[Download](#)

Email Newsletter	\$5,600
Staff Link	\$4,505
Website Banner	\$3,750
Email Signature	\$2,090
Board Members Link	\$1,875





Are you familiar with affiliate marketing links?



Once you've identified where your supporters are coming from, focus on your best channels first.

The screenshot displays the Trellis dashboard interface. At the top left is the 'trellis' logo, followed by a dashed box labeled 'Your Logo Here'. Below this is a section titled 'Affiliate Marketing Links' with a blue 'Create New Link' button. Underneath is a section titled 'Affiliate Marketing Link Performance' with a blue 'Download' button. A table lists the performance of different link types.

Email Newsletter	\$5,600
Staff Link	\$4,505
Website Banner	\$3,750
Email Signature	\$2,090



Next up.

- 1** Know where your supporters are coming from.
- 2** Give them opportunities to give.
- 3** Focus on the highest value first.



**Would you like to raise more for
your organization?**



Expedia



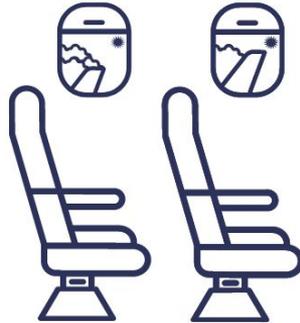


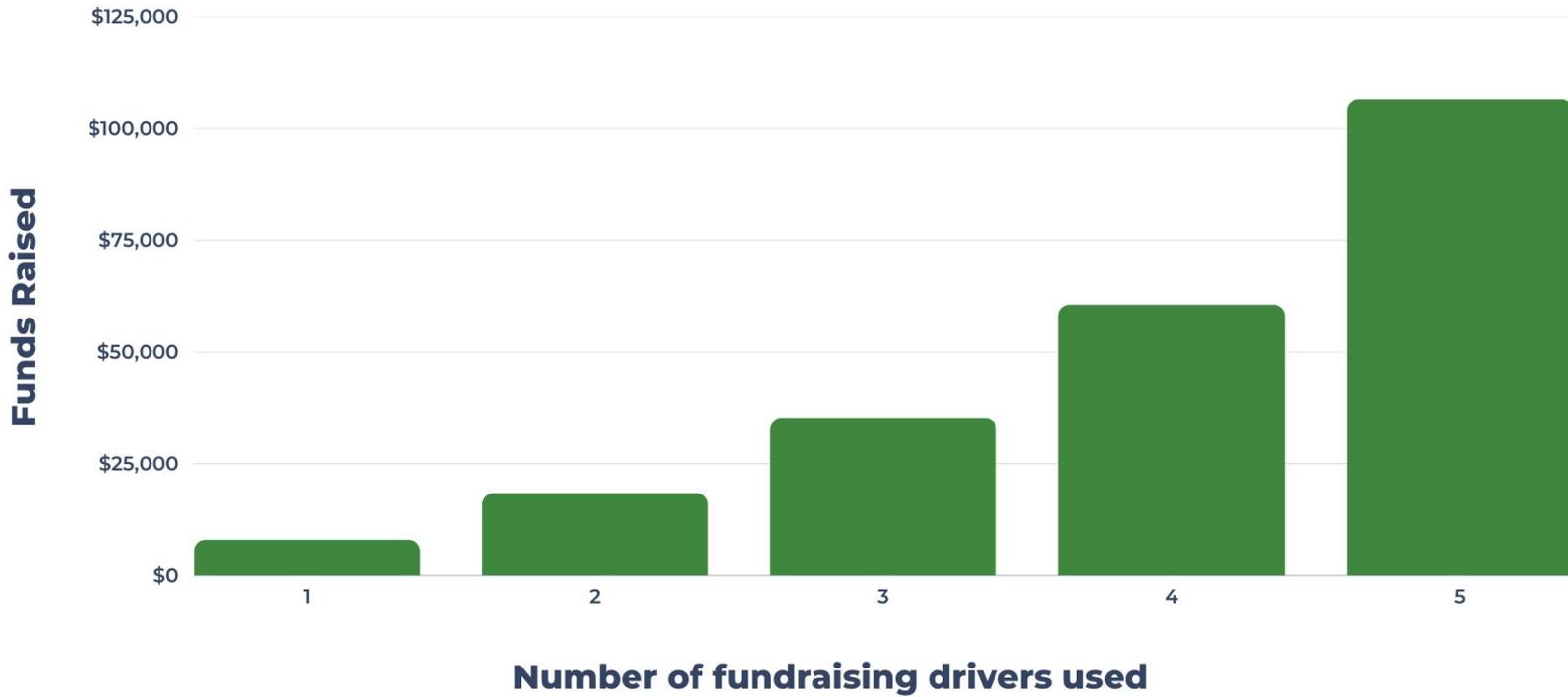
Expedia





Expedia







The laptop screen shows a fundraising page with a progress bar at \$75,860 / \$100,000. The navigation menu includes 'Auction', '50/50', and 'Fund a Need'. The main content area features a list of donors with their amounts and names: \$50 First Time Donor Mya, \$20 Small Donor Josh, \$10,000 Local Business Owner, \$13,250 Major Gift Jessie, and \$1,500 Monthly Donor Miriam. A 'Donate Today >' button is at the bottom.

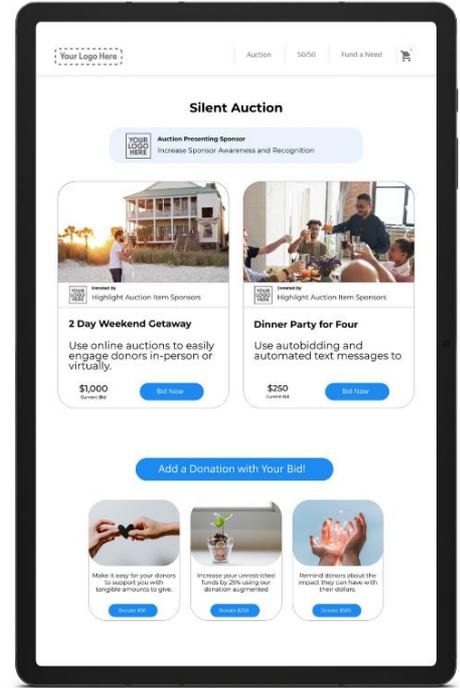
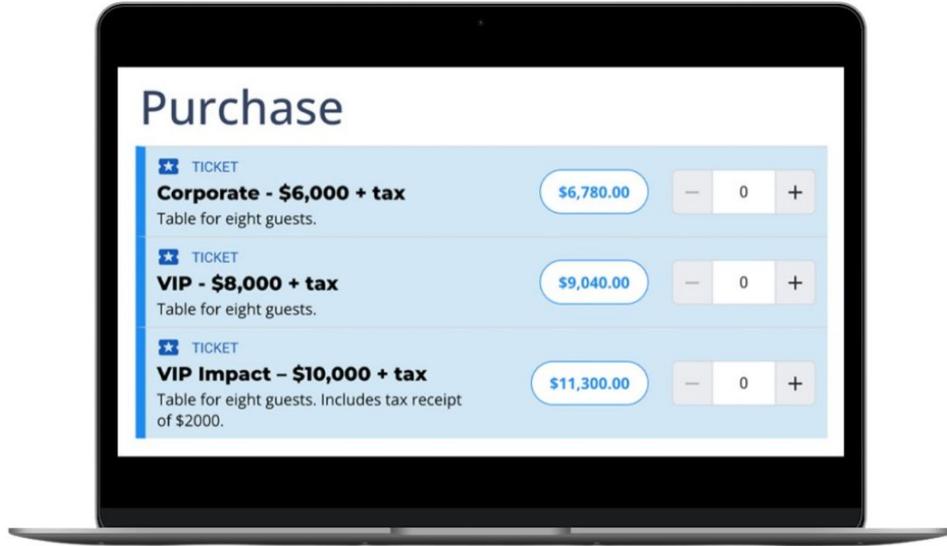
The tablet screen displays a 'Silent Auction' section with 'Auction Presented Sponsor' and 'Highlight Auction Item Sponsors'. It lists two items: '2 Day Weekend Getaway' for \$1,000 and 'Dinner Party for Four' for \$500. Below this is a section 'Add a Donation with Your Biz!' with three options: 'Marketplace for your B2B products', 'Marketplace for your B2C products', and 'Donation upsell for your B2B products'.



The smartphone screen shows the 'Online 50/50' interface with a total amount of '\$100,175'. Below this is a 'Buy Raffle Tickets' section with a table:

Buy Raffle Tickets		
1 for \$10	-	1 +
5 for \$45	-	2 +
10 for \$75	-	1 +

An 'Add to Cart' button is located below the table. At the bottom, a text block states: 'Trellis is the only ERS approved platform that offers donation upsells to help you raise 25% more.'





Tournament Add Ons



Chipping Contest

Buy a ticket to participate in our golf chipping contest!

\$15.00



Hole in One Contest

Think you have what it takes to win the grand prize? Buy a ticket and we'll find out!

\$10.00



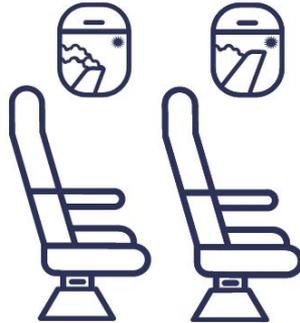
Mulligan Ticket

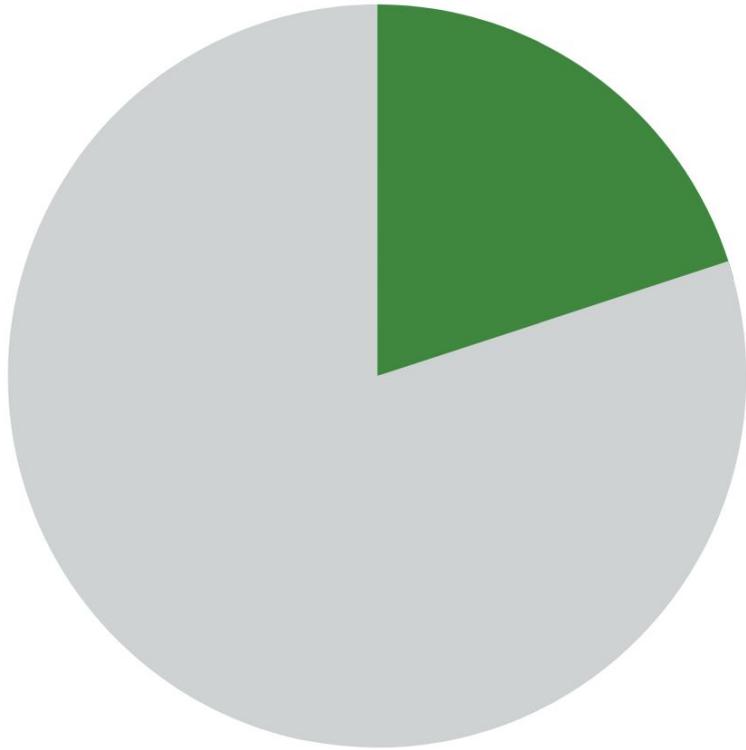
Buy yourself a second chance!

\$20.00



Expedia





20%
more through donations



● Fundraisers without donations ● Fundraisers with donations





Log In Sign Up

Home Bid Here ?

Step 1 of 4

Purchase

Would you like to add an additional donation to your purchase?



Life Essentials - 10 Bus Tickets

\$25.00

Your donation can help Newcomers connect with our community safely using City Transit with 10 transit tickets.

1



Life Essentials - Food & Toiletries

\$50.00

Your donation will help provide grocery, drug store or department store gift cards to Newcomers for life essentials.

1



Life Essentials - Home & Family

\$100.00

Welcome Newcomers with items that can help in the first few days of arriving to Canada. Activities for children, folders for important document, snacks and WARM socks!

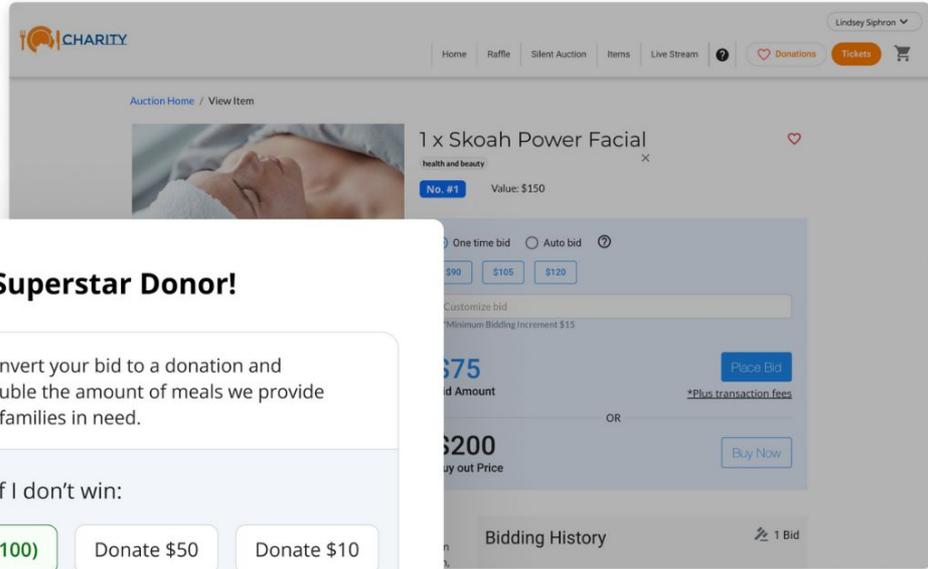
1

Cart

- 1x Wine & Cheese Tutt Street Gallery \$0.00

Subtotal	CA\$0.00
Fees	CA\$0.00
Total	CA\$0.00

Donate Anonymously



Become our Superstar Donor!



Convert your bid to a donation and double the amount of meals we provide to families in need.

Donate my bid if I don't win:

 Entire bid (\$100)

Donate \$50

Donate \$10

Go Back

Confirm Bid



+



+



Event
Ticket

Raffle
Tickets

Mystery
Swag Bag

The Ultimate Bundle

This ultimate bundle includes one event ticket, a pack of 10 raffle tickets and a mystery swag bag!

\$500.00



Donation Info

Ask for an additional donation on purchase



Why are
donors giving
above and
beyond?



Why are donors giving above and beyond?

How can you increase your event ROI?



Why are donors giving above and beyond?

How can you increase your event ROI?

Nurture towards longterm donors.



How many of you know the value of a long-term donor to your organization?



Nurturing your Donors Effectively

- Focus on Personalization
- Create Consistent and Relevant Communication
- Utilize Multiple Channels
- Share Exciting Updates and Progress Reports



The laptop screen shows a fundraising page with a progress bar at \$75,860 / \$100,000. The navigation bar includes 'Your Logo Here', 'Auction', '50/50', 'Fund a Need', and a shopping cart icon. The main content area features a video of a man speaking at a podium. To the right, a list of donors is displayed:

- \$50 First Time Donor Mya
- \$20 Small Donor Josh
- \$10,000 Local Business Owner
- \$13,250 Major Gift Jessie
- \$1,500 Monthly Donor Miriam

A 'Donate Today >' button is located at the bottom of the donor list.

The tablet screen displays a 'Silent Auction' section with the following items:

- High Rise Auction Item Sponsors**
- 2 Day Weekend Getaway**: Use online auctions to easily engage donors in person or virtually. \$1,000 bid.
- Dinner Party for Four**: Use autobidding and automated text messages to virtually. \$500 bid.

Below the auction items is a section titled 'Add a Donation with Your Bid!' with three options:

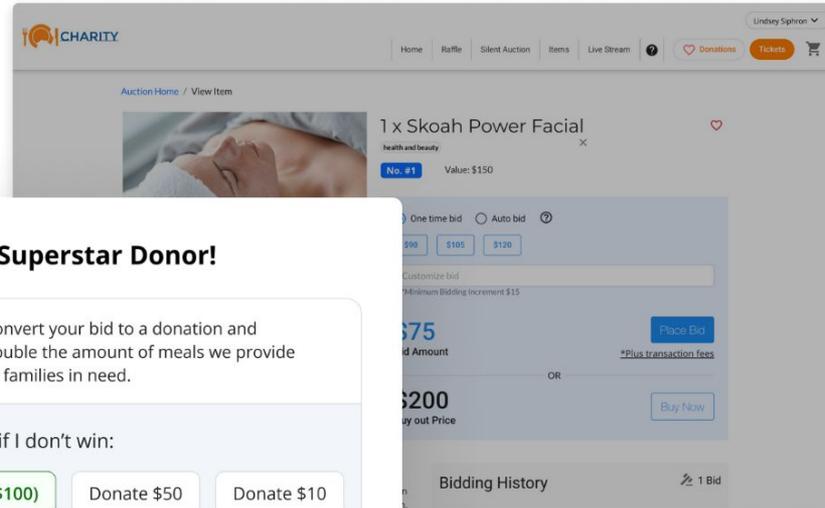
- 1 bid for \$100
- 1 bid for \$200
- 1 bid for \$500



The smartphone screen shows the 'Online 50/50' interface with a total amount of \$100,175. Below this, there is a 'Buy Raffle Tickets' section with the following options:

- 1 for \$10
- 5 for \$45
- 10 for \$75

An 'Add to Cart' button is located below the ticket options. At the bottom of the screen, a message reads: 'Trellis is the only ERS approved platform that offers donation upsells to help you raise 25% more.'



Become our Superstar Donor!



Convert your bid to a donation and double the amount of meals we provide to families in need.

Donate my bid if I don't win:

 Entire bid (\$100)

Donate \$50

Donate \$10

[Go Back](#)

[Confirm Bid](#)



Raiser's Edge 8071 Search for a constituent Q Welcome, BBNCT Sandbox3 Open database view

Fundraising - Control Panel

Mrs. Allison E. Andrews, Ph.D.

Profile
View All | Spouse: Dustin Andrews | Fundraisers: Mo Ralman
[Add summary note](#)

Constituent codes
Friend 5/1982 - Present
Major Donor Pro...

Membership
Couple Lapsed 2/1/2003

Constituent summary

Addresses
Home 4859 Philpot Lane, Minneapolis, MN 55403
Business 2621 Weston Drive, Minneapolis, MN 55434
and 1 more

Phone numbers
Home 612-321-0047
Cell Phone 612-993-0029

Email addresses
Email AEA@bnct.com

Timeline
Giving: [Bar chart showing activity in September 2015]
Events: [Timeline view]

Name formats
Address Mrs. Allison E. Andrews, Ph.D., 82
Salutation Mrs. Andrews

Fundraiser Engagement

85
Allison has **Very High Potential** to become a major donor.

4/4 Fundraisers engaged
Average

3 Average number of donors per fundraiser
20% more than others

\$640 Average amount spent per fundraiser
12% more than others

\$1,225 Largest amount spent on a fundraiser
60% more than others

\$420 Average checkout total
20% more than others

12 Transactions

Date	Amount	Category	Type	Fundraiser
02/05/2023	\$50.00	Raffle Tickets	x1 10 for \$50	Spring Gala for Heart
02/05/2023	\$100.00	Donation	Tier 1: Supporter	Spring Gala for Heart
02/05/2023	\$355.50	Event Ticket	General Admission	Spring Gala for Heart
11/23/2023	\$645.50	Auction Item	Three Night Stay in...	Holiday Lights Auction &
11/23/2023	\$105.50	Auction Item	Movie Night! Tickets...	Holiday Lights Auction &
11/02/2023	\$155.50	Event Ticket	General Admission	Holiday Lights Auction &

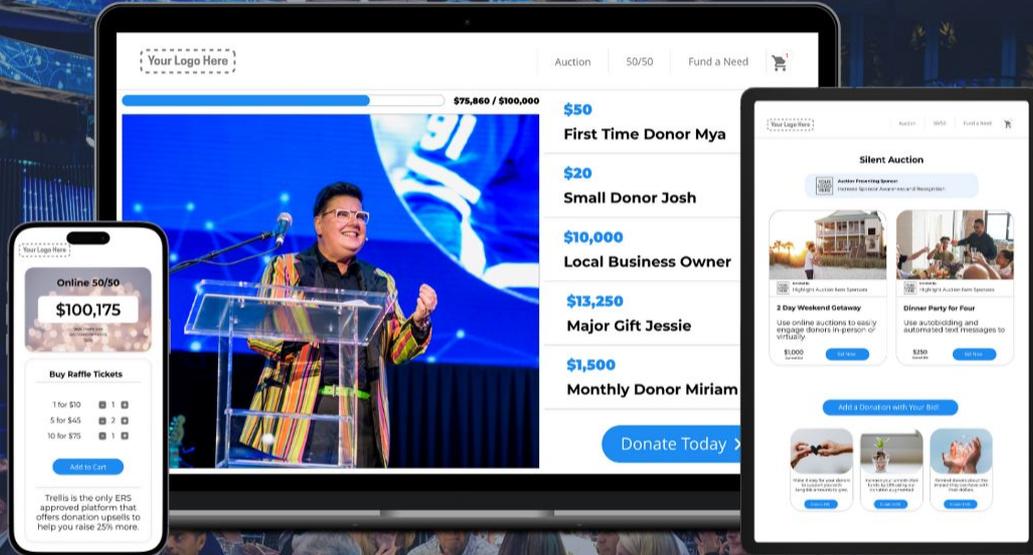
1 - 6 of 12 < >



Nurturing your Donors Effectively

- Focus on Personalization
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trellis



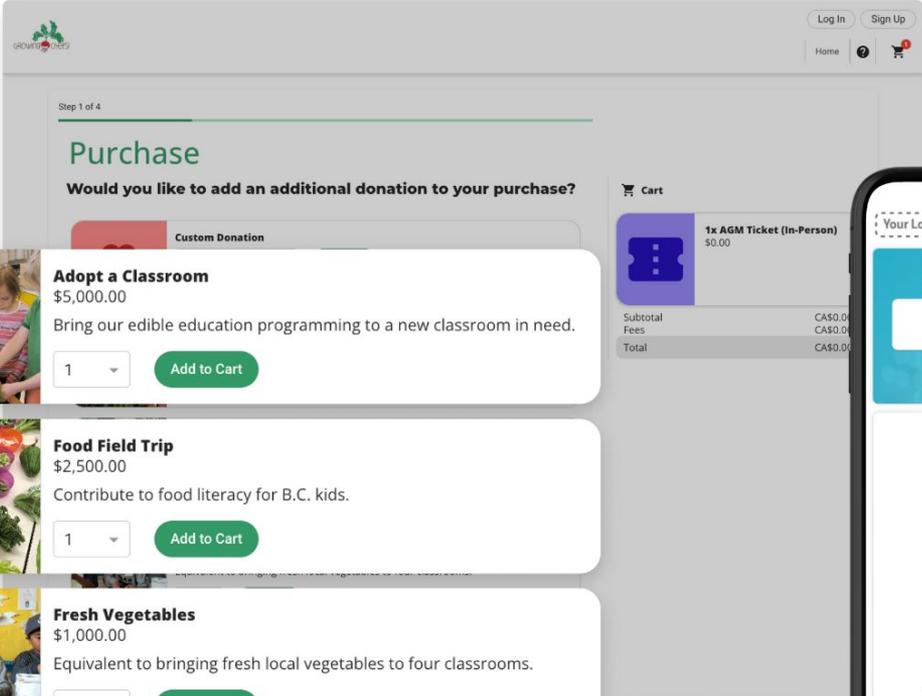
Ticketing



Raffles



Auctions



Adopt a Classroom
\$5,000.00
Bring our edible education programming to a new classroom in need.

1



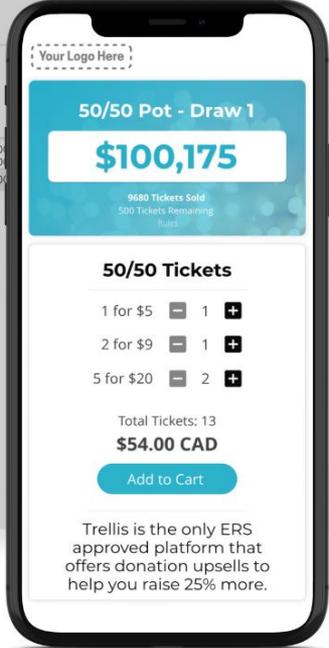
Food Field Trip
\$2,500.00
Contribute to food literacy for B.C. kids.

1



Fresh Vegetables
\$1,000.00
Equivalent to bringing fresh local vegetables to four classrooms.

1





Raiser's Edge 10.1 Search for a constituent Q Welcome, BBNCT Sandbox3 Open database view

Fundraising - Control Panel

Mrs. Allison E. Andrews, Ph.D.

85 85%

Constituent codes
Friend 5/1982 - Present
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Membership
Couple Lapsed 2/1/2003

Mr. Allen Spouse: Dustin Andrews Fundraisers: Mo Rahaman

[Add summary note](#)

[Add alert](#)

Constituent summary

Addresses	Phone numbers
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Business 2621 Weston Drive Minneapolis, MN 55434	Cell Phone 612-993-0029

and 1 more

Email addresses
Email
AEA@net.com

Timeline

Giving

Events

Jul Aug Sep Oct Nov Dec Jan 2015 Feb Mar

Name formats
Address Mrs. Allison E. Andrews, Ph.D. 82
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1 - 6 of 12 < >

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bit.ly/46Y3aes

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Which one are you?

Already running an event?

→ Download our guide so you can raise more

You've got an event coming up soon?

→ Connect with Trellis

Curious how to implement these tactics?

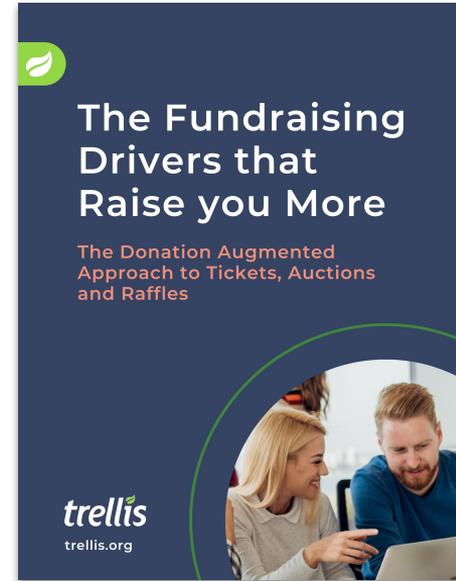
→ Connect with Trellis

Questions?



Rebecca Alfred
rebecca@trellis.org

Sign up for a demo at
trellis.org



bit.ly/46Y3aes

