

ENGAGE YOUR AUDIENCE WITH EVENTS



Event Ideas for Your Nonprofit or Religious Organization

How do you grow a relationship with your supporters and donors? Your supporters have busy lives and many responsibilities, so it can be difficult to stay top of mind. Events — virtual and in-person — can help bridge that gap and keep your audience engaged.

Get inspired with these ideas for real nonprofit events!

- Pledge-based walkathon
- Fundraising dinner
- Talent or variety show
- Supporter appreciation event
- Ribbon-cutting
- Book club
- Guest speaker/expert webinar
- Community cleanup
- Volunteer and services fair
- Silent or traditional auction

Looking for fun ideas to generate donations and give your supporters that exclusive experience? Consider giving them the opportunity to add a purchase onto their event registration, like:

- 1 **VIP or donor t-shirt**
- 2 **Raffle tickets**
- 3 **Event sponsorships**

! Event's over? **Don't stop now!**

Make the most out of your event by building on the excitement and engagement after it's over!

- Send attendees a text and/or email thanking them for attending and soliciting feedback
- Send RSVPs who did not attend a "we missed you!" event recap
- Post photos and recaps to social media
- Retweet/repost attendee content about the event
- Include photos and info from the event in upcoming newsletters
- Evaluate metrics to measure success
 - Event attendance
 - Email, social and text engagement
 - Product sales
 - Donations
 - Email list signups
- Take note of successes and feedback for future events



Learn more about how **Constant Contact** can be part of your event marketing strategy

constantcontact.com/features/event-management