

trellis

nonprofit hub
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How to:

Create a Click-Worthy
Social Post &

**Sell Out Your Next
Fundraising Event**

How to Successfully Market a Fundraising Event

The most frequently asked question we hear is how to successfully market a fundraising event and engage donors online. Engagement can make or break your event and determine your fundraising success. So want to learn exactly how successfully market your next event?

We're sharing our best tips, tricks, and ideas on how to use social media to promote your next event and convert followers into engaged attendees, and what to do if you don't have a social media following or large email list to lean on.

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Hi, we're Trellis.

We are a team of fundraising experts who have worked with hundreds of charities and learned what tactics lead to a successful event. We have based our advice on approaches that charities have used to sell out their events and raise more funds for their cause, all while growing their social followings, email lists and gathering data to help them make better marketing decisions going forward.



Getting started can be overwhelming, so we're breaking down these tactics into actionable steps to kickstart your event marketing! No matter where you are starting from, whether you are new to event fundraising or have years of events under your belt, this guide will elevate your marketing efforts and ensure you are utilizing all the resources you have at your fingertips.

If you decide you want help along the way, you can always reach out to us! We are happy to put you in touch with our amazing team that has years of experience marketing, planning, and producing fundraising events.



Connect with our team [here](#).

Expert Insights Throughout!

We are so excited to have consulted fundraising event experts and have included their tips throughout this guide. To learn more about our expert event partners, [click here](#).

How to Build a Click-Worthy Social Media Post

Here is an example of a click-worthy social media post. In the following pages, we will walk you through building each element highlighted in the example below!

Elements of a Click-Worthy Post:

Tag partners for a wider reach

Copy that grabs attention and creates interest



Catchy & clear CTA

Custom branding and colours

Utilize hashtags to reach a new audience

The Auctionista

Recognize this fundraising powerhouse? For a record-breaking night be sure to reach out to Layne The Auctionista about their event fundraising services.

Make Your Desired Action Clear

As your event draws closer, the call to action you drive donors to will likely change. When you first begin promoting your event, push your donors to your event homepage to learn about your fundraisers and how they can easily purchase tickets.

Making it Easy for Your Donors

Ensure that if you're leading people to this page it clearly represents your organization and what you have to offer. Below is an example of an event page that made it crystal clear what to expect at their event and showed viewers where to purchase tickets.



[Click here to view the full page.](#)

Creating Your Call to Action

At different times during the event promotion, you'll push donors to different actions. Right before ticket sales end, push donors straight to the ticket checkout page so they can seamlessly purchase last-minute tickets for your event. Here is an example of a page that highlights all of your tickets and how easy it is for donors to make a purchase.



[Click here to view the full page.](#)

Where Does Your CTA Push to?

Your CTA may not always push to tickets as you can focus on other aspects of your campaign as well. If you have a raffle, silent auction, donations or e-commerce items for sale on your event page, you can make a post that pushes directly to these pages. This makes it really easy for people to find the information and make a purchase. It's also a great way to highlight the different ways people can give to your organization, especially if they aren't able to attend your event.

Be Specific in Your CTA Copy

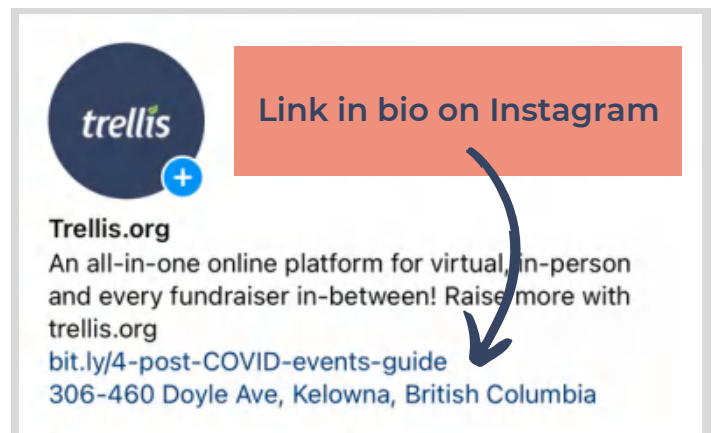
Once you know your desired CTA, make sure in your social media copy you are specific on what action to take. For example, "Go bid on your favourite silent auction items", "Buy early bird tickets here", etc. Make this action sentence direct and concise and use an active voice. An example of a passive voice that you don't want to use would be, "If you're interested, you can find your tickets here."

If you want to go the extra mile you can use a software called bit.ly to shorten your links if they are long and wordy.

Bonus Tip!

Instagram is the only platform that doesn't let you hyperlink. You can either paste a shortened link in the caption, but be aware people will have to copy and paste. Alternatively, you can adjust the link in your bio and direct people in the caption to head there to find the link. You can see the link in bio in the image to the right.

How Instagram Links are Different



Expert Insight - Create Some Urgency.

"People are bombarded with requests, those who can create some urgency are more successful. For example, "Donate now and your donation will be matched" urges donors to act now."

AMS Chicago provides unparalleled fundraising advice and ideas plus unique, one-of-a-kind auction merchandise and experiences. Learn more [here](#).



Grab Attention and Create Interest

As people are scrolling through their social media, make your post stand out and grab their attention so they follow your CTA. A catchy visual is a crucial part of a click-worthy social media post. Think like your donors - what will make them stop and want to take a closer look?

Building Your Catchy Visual

Some Best Practices to Keep in Mind are:

- Include your brand colours
- Include images of peoples' faces
 - This is a proven strategy as people are drawn to faces.
- Keep the graphics simple

Content Ideas to get You Started:

- Do you have any photos of last year's event?
- Do you have photos of your guests?
- Do you have photos of your event partners?
 - For example your auctioneer or speakers.
- Do you have any images that represent the cause you are raising funds for?

Elements of a Catchy Visual

You can post just an image but we recommend using a tool to add graphics or text on top of the image. This way you can easily catch their attention with a few words about your event. A great free and easy tool for this is [Canva](#). Don't have any great images to post? You can also try smaller images like logos, and some text. These are a great way to break up your social media posts, and are an easy way to highlight sponsors!

Expert Insight - Make Your Cause Visible and Tangible.

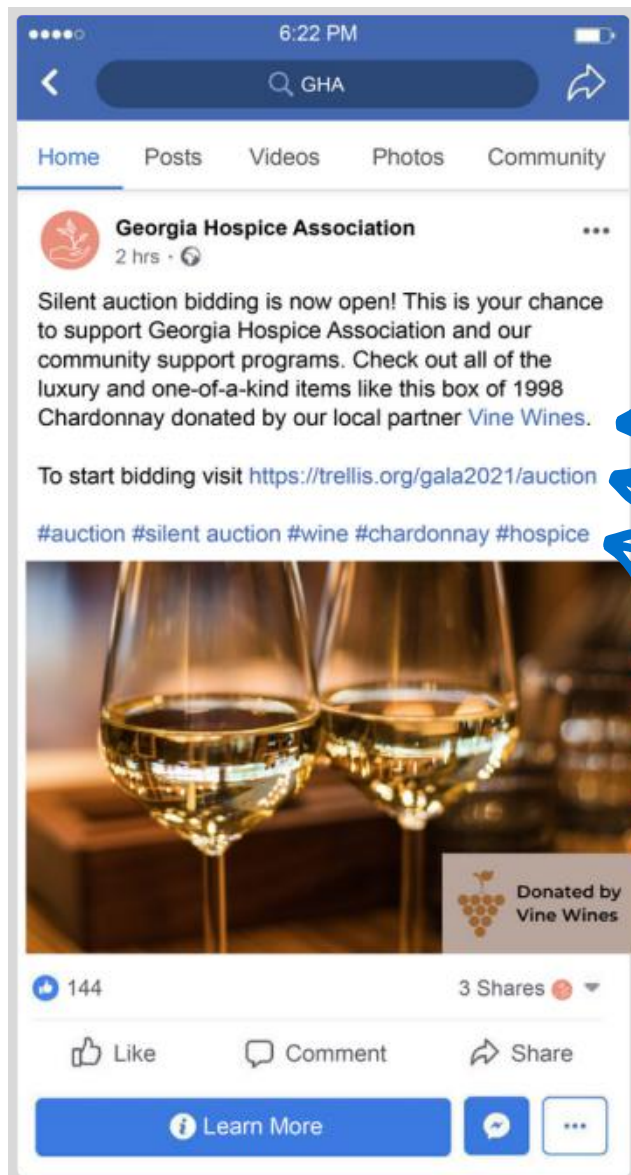
"This is one of the key elements of any effective fundraising effort and especially as part of a social media post. This could mean having a heart-grabbing video or story or helping the guests to understand what the dollars raised in that event will go to and what impact they will have."

Contact [AMS Chicago](#) for your item consignment and fundraising consultant needs!

Matching the Image and Copy to the CTA

Customize your image and text to fit the actions you want your donors to take. For example, if you are pushing to a silent auction, you could add a picture of a few silent auction items, add your auction sponsor logo and text that aligns with the CTA. Below is an example of a post pushing to a silent auction page.

Example Silent Auction Post Elements



Sponsorship partner tagged in post

Clear CTA

Hashtags to reach wider audience

Sponsor recognition on image

Expert Insight - Deliver What You Say.

"You won't have much success making clickbait. Ensure you stay consistent with your messaging and provide an "ah ha" moment. This gets clicks and repeats."

Mark Schroeder is a Certified Benefit Auctioneer Specialist who has raised over \$124,000,000 dollars for non-profit organizations. For more advice and to learn about his services, [click here](#).

Editing Link Preview Image and Text

When building your page on Trellis you can fully customize the image, title, description and even the hashtags of your homepage link preview. This allows you to make a post with just text and a link. The link will populate your image description and make it really clear that it's meant to be clicked. The image below shows just how easy this is!



Bonus Tip!

To make it clear to readers what action you want them to take, instead of using an image with a link in the description, use a link that includes a preview image to the homepage of your event page. This adds variety to your posting campaign.

Expert Insight - Stir Excitement.

"What is your event all about, what can guests expect out of the evening? Show the exciting elements, don't just talk about them. Quick snapshots of all the exciting parts of your program are a fantastic way to build enthusiastic participation and engagement."

Need help planning your event? Connect with Pink Media [here](#) for end-to-end logistics management.



Make Your Post Share-Worthy

You've chosen your CTA and image but making your post share-worthy is a crucial step, especially if you don't have a large social media following or are looking to grow your follower numbers to reach a wider audience.

Reaching a Wider Audience

The most effective way to reach a wider audience is to encourage specific people to share it. Sounds too easy, hey? You can accomplish this by sending a message or an email with a link to your post to supporters and partners asking if they would be willing to help spread the news. You can also do this by tagging the people that are involved in your events in your post. We go into detail about this in the next section.

Utilizing Your Event Partners

Your event partners include all sponsors, talent, volunteers, staff, and hired professionals that are involved in your fundraising event.

Potential Types of Event Partners

Fundraising Professionals - Your fundraising professionals are the AV team, venue, event planner, fundraising consultant or the production company.

Talent - Do you have any auctioneers, hosts, speakers, or performers at your event? Do you have a band coming to play perhaps?

Sponsors - These could be auction item sponsors, financial sponsors or local sponsors such as the restaurant sponsoring the food for the evening.

Organization Supporters - These are your board members, thought leaders, community influencers and key donors.

Expert Insight - Leverage Your Event Partners.

"Leading with value will garner greater interest. Do this by embedding the "why" within the content; images and videos which really capture the essence of the event space to tag your venue or AV team; a video of a wild and fun Live Auction item being sold to tag your auctioneer or professional Fundraising Host. If done well, it creates very sharable content. "

The Auctionista brings the power of philanthropy, humanity, energy, and entertainment to every event. To learn more about how they can blow your event out of the park, [click here](#).

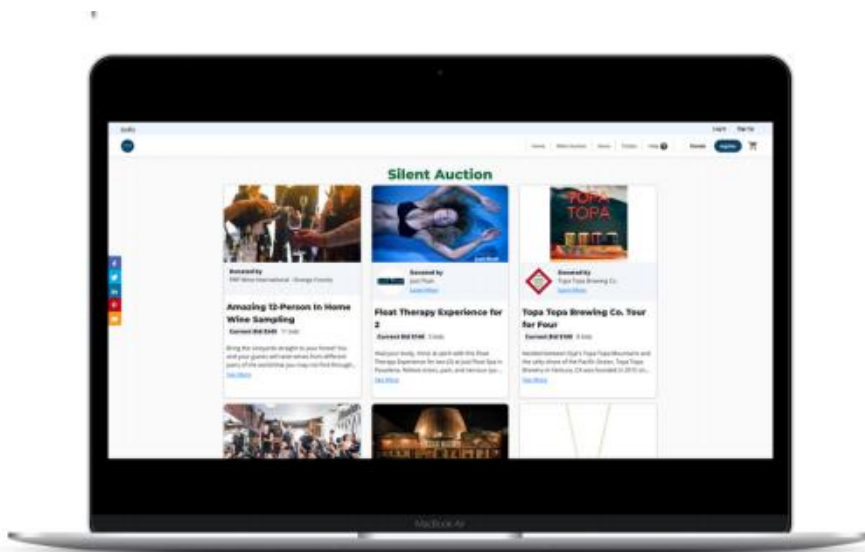
The **AUCTIONISTA**

Going the Extra Mile

All of these are all great examples of partners to reach out to but your speakers, hosts, auctioneer, sponsors and talent are likely to have some of the largest followings. To make it even more attractive for them to share your posts, first, make sure to tag them in any relevant posts, and second, ensure that they are highlighted on your event page. For example, your auctioneer will be much more likely to share your post if they know that everyone who clicks the link to see your event page will also see a section that highlights them and their involvement in your event (adding a link back to their website in this feature section is even better).

Auction Item Sponsors

If you have auction item sponsors, make sure you have added their logo and website link to the items they sponsored or donated. Also, be sure to highlight your overall auction sponsors on your auction listings page. Below is a great example of this.



You could ask (or tag) each auction item sponsor to share your post about your silent auction or individual auction item and they will likely be happy to do so because it means more eyes on their product and they get to show their support for your organization.

[Click here to view the full page.](#)

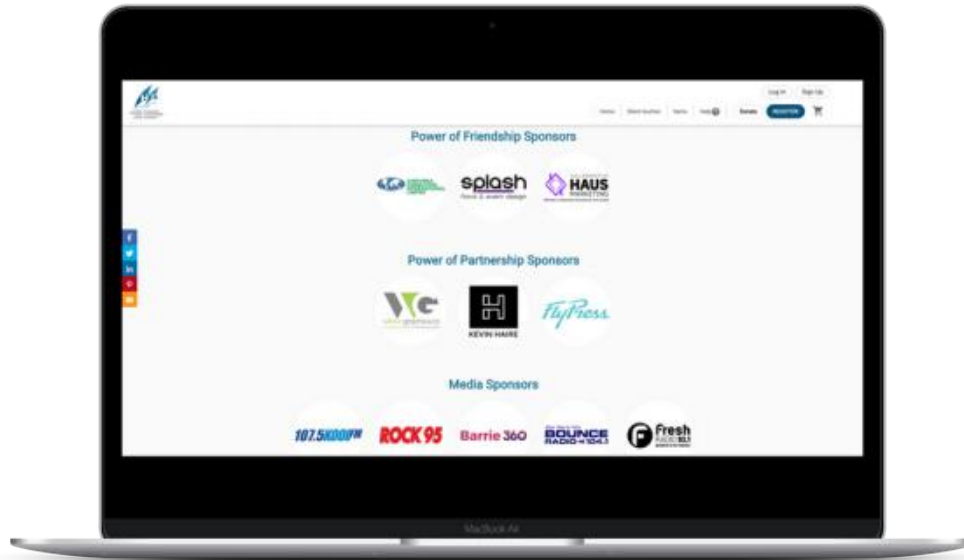
Expert Insight - Get Sponsors Involved with Promotion.

"Use short promo videos making specific calls to action and sharing WHY they support. Use these videos on your social media platforms, website or event website - creating even more value to your sponsors with more showcase opportunities."

Learn more about The Auctionista [here](#). **TheAUCTIONISTA**

Tiered Sponsors

If you don't have auction specific sponsors but you do have a list or tiers of sponsors, make sure you have added their logo, name, and website link to your page and make a post that thanks them and tags them in the description of the post. Here is an example of how other organizations highlighted sponsors on their Trellis page.



[Click here to view the full page.](#)

Expert Insight - Don't Forget a Personal Thank You!

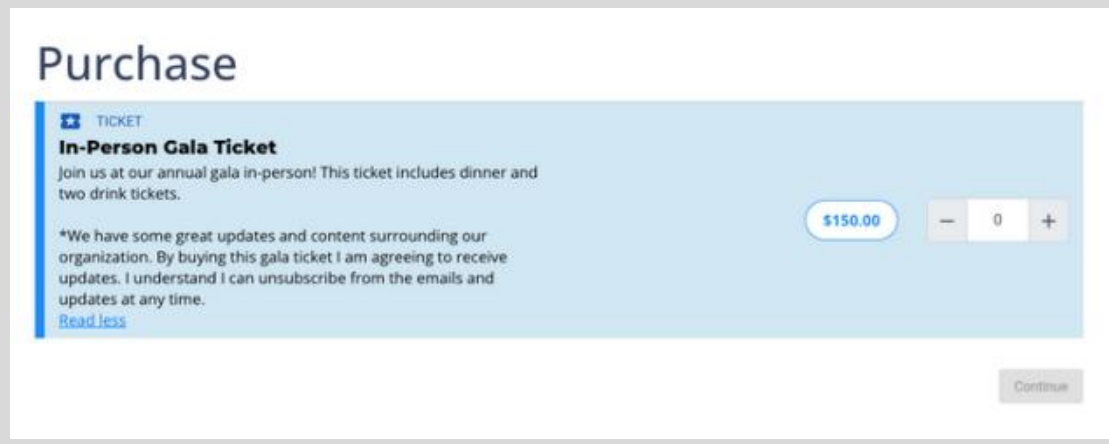
"Thank your event participants, donors, and corporate supporters, and I don't mean an automated email receipt. We sometimes spend so much time creating content that we forget that a simple thank you may be the difference between a one-time and lifetime supporter. Take the time to send a personal email or record a custom Loom or Vimeo expressing your appreciation."

Maria Bryan is a digital marketing strategist who works with purpose-driven people seeking purposeful marketing for their nonprofit. If you want the clarity and focus needed to promote your nonprofit confidently contact Maria [here](#).

Grow Your Email List

A great approach to growing your email list is to collect the emails of every ticket purchaser and add them to your marketing list. When doing this, don't forget to follow your region's spam rules. To ensure you have a double opt-in, one option is to add a note on the ticket description that by buying this ticket they agree to be added to your marketing list and then follow up with a second opt-in. Here is an example of what that looks like on the ticket.

Example of Opt-In on Ticket




The screenshot shows a "Purchase" page for an "In-Person Gala Ticket". The ticket description includes a note: "*We have some great updates and content surrounding our organization. By buying this gala ticket I am agreeing to receive updates. I understand I can unsubscribe from the emails and updates at any time." Below this note is a "Read less" link. To the right of the text is a price of "\$150.00" and a quantity selector set to "0". A "Continue" button is located at the bottom right of the ticket information box.

If you do this, after the event, you can export all the ticket holder names and emails and add them to your newsletter. Make sure the first email they receive is the second opt-in email asking them to confirm they wish to receive updates on your upcoming events and campaigns.

Double Opt-In with Custom Checkout Question

If you don't want to add a note to the ticket and instead provide a button to act as the first opt-in, then you can add a custom question that will appear during checkout asking if they wish to be added to your marketing list. You can see what this might look like below.



The screenshot shows a "Additional Information" section with the question "Would you like to be added to our email list?". Below the question is a text input field with a red border and a close button (X) in the top right corner. Below the input field are two radio button options: "Yes" and "No".

Using Data to Make Smarter Decisions

As exciting as it is to focus on getting the word out, it is also important to track and learn which of your marketing efforts are working so that next time you can spend more time on what works.

Custom Checkout Questions to Collect More Data

The easiest way to collect information from your donors about how they found your campaign is to ask them while they are making a purchase. Add a custom question to your checkout experience that asks how they found out about your event. This could be a fill in the blank or a drop down list. We recommend making it a required field because it's so important to collect. Here is a simple example below:

Example of Data Collecting Question at Checkout



The screenshot shows a form section titled "Additional Information". Below the title is the question "How did you hear about this event?". A dropdown menu is open, showing "Social Media" as the selected option. There are small "x" and "v" icons on the right side of the dropdown menu.

This will help you determine if it was a shared post from your partners, your own post, an email from you, an ad, etc. that led them to find your event. You can use this information to determine which channel you will spend more effort on next time. You can also check-in as the first few tickets are selling and watch for what is working so you can invest more time into it as you continue your event promotion.

Expert Insight - Keep Track of Your Data.

Now that you've collected data and grown your email list, you'll want to store this information in a software so you can strengthen your donor relationships, improve your communication and therefore make more informed decisions.

Keela's smart fundraising tools empower nonprofits to fundraise more effectively by creating a streamlined donor journey that converts supporters into donors and donors into recurring donors. With Keela's all-in-one CRM, nonprofit professionals can craft and send visually appealing emails and newsletters to engage donors, manage their organization's database efficiently, automate their workflows and track their marketing and fundraising performance in one software.

To learn more about how Keela can improve your fundraising, go [here](#).

Brainstorming Your Strategy

1. Marketing Channels

Which marketing channels are you going to use? Be as specific as you'd like. Remember the more specific you are, the better data you will have. For example, "Social media" might be enough for you or you may wish to break it down to each social media platform.

ex. Facebook Post 3. _____ 6. _____ 9. _____

1. _____ 4. _____ 7. _____ 10. _____

2. _____ 5. _____ 8. _____ 11. _____

2. Fundraising Drivers

What fundraising drivers will your posts push to? Write the copy for your call to action (CTA).

<input checked="" type="checkbox"/> Ticket Sales	ex. CTA: <u>Purchase early bird tickets here.</u>
<input type="checkbox"/> Ticket Sales	CTA: _____
<input type="checkbox"/> Donations	CTA: _____
<input type="checkbox"/> Silent Auction	CTA: _____
<input type="checkbox"/> Raffle or 50/50	CTA: _____
<input type="checkbox"/> Live Auction	CTA: _____
<input type="checkbox"/> Fund-a-Need	CTA: _____
<input type="checkbox"/> Items for Sale	CTA: _____

3. Social Media Copy

Use this template to help create a catchy social media post.

Hook to catch attention: _____

The cause that you are supporting: _____

Call to action: _____

Link: _____

Hashtags: _____

4. Utilizing Event Partners

What event partners from the following four categories can you tag in your posts and ask to share?

Sponsors	Organization Supporters	Talent	Fundraising Professionals
<input type="checkbox"/> Auction item sponsor	<input type="checkbox"/> Volunteers	<input type="checkbox"/> Speakers	<input type="checkbox"/> AV team
<input type="checkbox"/> Food sponsor	<input type="checkbox"/> Board members	<input type="checkbox"/> Auctioneers	<input type="checkbox"/> Venue
<input type="checkbox"/> Drink sponsor	<input type="checkbox"/> Community influencers	<input type="checkbox"/> Hosts	<input type="checkbox"/> Event planners
<input type="checkbox"/> Monetary Sponsor	<input type="checkbox"/> Key donors	<input type="checkbox"/> Performers	<input type="checkbox"/> Fundraising consultants
<input type="checkbox"/> Venue sponsor	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> Production company
<input type="checkbox"/> _____			<input type="checkbox"/> _____

Next Steps...

1. Use the "Brainstorming Your Strategy" page to develop ideas

Using the "Brainstorming Your Strategy" page of the guide, brainstorm some ideas about what elements you'll incorporate into your social media post.

2. Connect with a Trellis fundraising expert

Start the conversation with a fundraising specialist for more ideas and strategies to engage your donors and raise more with your event.

3. Build your fundraising event's page

With our risk free pricing, after attending a demo you'll be ready to start building your fundraising page on Trellis for free! With all of your fundraising drivers, and marketing needs in one place you'll be engaging your donors and raising more at the same time.



Event Page



Silent Auction



Live Auction



Raffles



Livestreaming



Tickets



Donations



Ecommerce



Third Party



Reporting



Get started and join a demo with our fundraising specialist!

Bring the best experience to your donors and raise more funds for your organization with Trellis.

[Join a Demo!](#)



Maybe you need to know how to start a nonprofit organization. Or perhaps you're looking for some tips on nonprofit marketing or strategic planning. Whatever issue or question you might have, chances are there's a nonprofit resource right here waiting to help you and your organization succeed. Nonprofit Hub gives you the latest tools and advice all in one spot so that you can use your time to focus on your mission.

Special thanks to **Trellis** for partnering with us on this guide!



Two Brands, One Mission to Do More Good.

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