



Multi-Charity Event Fundraising Guide

What are Multi-Charity Events?

Commonly referred to as Major Community Events, Mass Participation Events or MCEs, Multi-Charity Events are public events organised by third-party event organisers. These event organisers have partnered with Grassrootz to provide amazing causes, like yours, the opportunity to use their event as a platform for fundraising, engaging your community and boosting your awareness.

A key benefit of creating a fundraising campaign in a Multi-Charity Event is the ability to leave the event logistics and marketing to the experienced event organiser.

There is no need to book the venue, apply for council approvals, recruit volunteers, pay for advertising and so on. All you need to do to get started is email our [Support Team](#) to get your charity added to the event and then you can focus on your fundraising campaign and building those crucial supporter relationships.

Multi-Charity Event Fundraising Tips

Step #1 - Goal Setting

This first step is all about creating targets for your nonprofit to work towards. Even if you are brand new to MCE fundraising, it is best practice to create a fundraising goal then work backwards to determine how many fundraisers you will need to get you there.

We know sometimes you may find an absolute Superstar fundraiser who raises thousands for your cause all by themselves, but it is more common that you will need more than one fundraiser to reach your fundraising goal.

Below are a couple of questions to answer before you begin acquiring your fundraisers

- 1. How much do you want to raise?**
- 2. How many fundraisers do you need to recruit to hit your target?**



Phase One - Fundraiser Acquisition

The first phase of a successful MCE fundraising campaign is all about recruiting participants to run/walk/swim or ride for your cause. To ensure your acquisition efforts resonate with your audience and motivate people to join your team, we recommend spending some time developing a plan, and more specifically, the messaging and assets needed to create a successful campaign.

1. Prepare your landing page

Make sure you are directing your supporters to your Grassrootz [Event Campaign Page](#). This landing page can be customised with your own colours, messaging, fundraising target and more. It also contains a **'Start fundraising'** button that pre-selects your nonprofit during the fundraising page creation process. This is a very important tool to use in your fundraiser acquisition messaging.

Your Grassrootz Event Campaign Page also contains a **'Register Now'** button which will take your supporters to the event's official registration platform so they can sign-up for the event itself. This button link will pre-select your nonprofit during the 'Charity Selection' section of the registration flow for certain events (this functionality changes depending on which registration platform the Event Organiser chooses to use). To find out more about the Charity Selection set-up for a specific event, contact our [Support Team](#).

2. Define your message

To connect on an emotional level with your audience you need to tailor the messaging to what they really care about. For example, what do you think are the key motivators for someone to sign-up to fundraise for your cause? In reality, people have different factors that motivate them to take action so tailoring your messaging to specific audiences and testing which resonates most is a great place to start.

1. Are they motivated by what your nonprofit does and the positive impact you have?
2. Do they care about the experience they will have when they choose to fundraise for you?
3. Will they be more likely to fundraise if a family member or friend asks them to?





TOP TIP

Don't forget to leverage the event's own key messaging around price rises, incentives or promotions. These are fantastic acquisition tools you can use to motivate people to join your team or encourage them to start raising funds for your cause.

3. Think about incentives

Incentives can help recruit and activate your fundraisers and don't have to be expensive (we actually recommend that they aren't). Charity-branded merchandise is a fantastic incentive to give to your supporters once they hit a key fundraising target. Not only do they feel valued, they can also feel more connected to your cause. Plus, you get great brand exposure too!

If you don't have the budget to purchase branded merchandise that's also ok! You can 100% have a successful campaign without offering incentives. It's just one of the many ways to build a great campaign.

4. Organise your visual assets

Visual assets are just as important as your campaign messaging as 80% of people remember what they see compared to 20% of what they read.

Make sure to create any imagery, graphics or videos you may need to help communicate your key messages and keep your branding consistent.

Once your messaging, assets and landing page are ready, it's time to start promotion!

5. Tell the world!

Now it's time to rally your supporters and motivate new ones to join your team. On the next page are some ideas to help get your message out there.

Remember, the more you can promote the event, the better your results will be!



Promotion Ideas

- Add the event to your website's Homepage and Get Involved page
- Email past fundraisers, donors, volunteers and even colleagues
- Post on your social media channels and not just once!
- Ask your loyal supporters to recruit their own family and friends
- Partner with a corporate organisation or two. Try reaching out to the HR team or CEO for a quick meeting (maybe over coffee?) to pitch the opportunity. Fundraising in Multi-Charity Events is a great team building activity!
- Partner with charity ambassadors. It's no secret that charity ambassadors can influence people to join your team. If you have a relationship with someone with influence, ask them if they can use it to help recruit new supporters
- Include the event in your email signatures. We know you send plenty of emails every day. Why not use the space under your email signature to help promote the event without too much effort?
- Consider paid social media ads. These are highly targeted and can work with smaller budgets.
- Radio advertising is a great method to reach the masses
- Write a press release and send it to relevant media. A story about a particular Superstar fundraiser will grab people's attention while promoting your involvement in the event

These are just a few ways you can start recruiting fundraisers to your team. We encourage you to think outside the box and use your unique charity relationships to help you with your acquisition efforts.

Phase Two - Fundraiser Activation

What is activation you may ask?

We define activation as getting your fundraisers raising \$1 or more.

So, how do you do this?

1. Email, phone, or send a sms message welcoming each fundraiser to your team. Ask them how you can help and provide them with key event dates or incentive information if you have one.



2. Keep communicating with them! Don't just email them once and then go silent. Fundraisers are more active in the weeks just before event day so make sure you communicate with them during this time. Some interesting topics you could talk about include profiling an inspiring fundraiser or charity beneficiary.

3. Do you have a Fundraising Guide or downloadable resources your fundraisers could use to make their job of asking for donations a little bit easier? Social media templates are a fantastic way to help your team while also keeping your charity's branding front and centre.

TOP TIP



Grassrootz sends a comprehensive behavioural email journey to your fundraisers to help activate them post registration. These emails can include your charity branding and messaging. Email support@grassrootz.com for pricing.

Phase Three - Fundraiser Thanking

If you're a well-seasoned fundraising professional, thanking your supporters won't be anything new, but it's a vital step in a successful fundraising campaign.

Far too often we hear of fundraisers who gave their time, energy, money and network in support of a cause they care about only to receive no recognition or thank you for their efforts. This can be a very negative experience for a fundraiser and could lead them to not wanting to participate or donate in the future. All it takes is a simple **thank you**.

Whether you can pick up the phone and call them personally or send out a post event thank you email, sms or letter in the mail, this simple step will ensure every one of your fundraisers feels valued and supported.

TOP TIP



Why don't you ask your fundraisers if they would like to hear more from you in your Thank You Communication to help keep them up-to-date with your cause? This could be the start of a successful long-term relationship.





TOP TIP **Grassrootz Marketing Services**

Did you know, Grassrootz provides Marketing Services to help you reach your fundraising goals? These services include;

- Custom Fundraiser Email Journeys
- Website and Landing Page Design

Contact our [Support Team](#) to discuss how we can help you maximise your fundraising.



And that's a wrap!

We hope these tips help you get started with Multi-Charity Event Fundraising.

To find out which events are available to fundraise in, check out our [Event Page](#) on our website.

If you have any questions, get in touch with our friendly [Support Team](#).

Happy Fundraising!

The Grassrootz Team

