

Donations to Fundraising:

4 GiveSignup Fundraising Event Use Cases

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Today's Agenda

- **Baseline Setup**
 - Ensure you have the right setup
 - Universal best Practices
- **Category 1: Events with Donations**
 - Best practices
- **Category 2: Events with Donations and optional fundraising**
 - Best practices
- **Category 3: Events with Donations and *required* fundraising**
 - Best Practices
- **Category 4: Events with Donations and *required* fundraising and fundraising minimums.**
 - Best Practices
- **Fundraiser Resources**



Ensure your event reflects and maximizes your Fundraising Setup

Aligning your event with an intentional use of the fundraising tools maximizes donation revenue and minimizes friction. High registration numbers do not automatically translate to high donation revenue.

The single clearest signal that fundraising tools are not properly configured is a high registration count paired with low donations.

To maximize revenue, event organizers must proactively configure defaults, such as setting explicit donation goals and suggested donation levels.

Planning Strategies

- **Proactive Defaults:** Set explicit donation goals and pre-configured suggested donation levels during setup.
- **Communication is key:** Events without messaging consistently under-raise, regardless of high participant turnout.
- **Make sure the setup matches the event plan:** Align features directly to event format—whether a simple race, P2P walk, or school fundraiser.
- **Seamless Experience:** Aim for the simplest setup while giving your fundraisers all the tools they need

Universal Best Practices

Essential Foundations

Establishing core defaults for goals, messaging, and visual tools are essential for every fundraising event.

Universal best practices apply to nearly every event!

1. Customize the Donation Confirmation Email

Take a minute to write a **quick thank you** to your supporter, and BE SURE to **include your tax ID number**, your nonprofit address, and your legal nonprofit name so they can write off their donation.

2. Explicit & Dynamic Goals

Set explicit **donation goals** and **suggested donation levels**, right-sizing the goal to growth potential. Utilize dynamic stretch goals that increase once hit, rather than leaving a stale target.

3. Encourage donations with your website design.

Use **Website V2** and our data driven elements like the **donation goal thermometer** to communicate the reason your are raising money and encourage people to donate.



Free/Paid Event with Simple Donations Enabled

Traditional endurance events (timed races, marathons, cycling) require deliberate donation configurations to convert registrants into donors—otherwise, fundraising remains an afterthought.

In simple setups, participants can choose to donate during registration rather than creating individual fundraising pages. People can also donate without registering.

[Donations >> Setup](#)

Key Takeaway

Organizers must establish **real goals and clear framing** to ensure success. When donations significantly outpace registration revenue, messaging and page setups are working effectively.

Best Practices

Donation Description/Goal, Visual Elements, & Explain the Mission

Donation Description

The messaging registrants will see when they are asked to donate – it needs to communicate why you need their support.

- **Mission Statement:** Including the mission statement helps people understand why they should donate.
- **Donation Goal:** a donation goal gives people something to strive for and can be a talking point in your marketing (i.e. we are halfway to our goal!).

[Donations >> Setup >> General Settings](#)

Visual Elements

Build on the messaging you created on that first step by including visual elements to encourage people to donate on your main page using our Website Builder:

- **Donation Goal Thermometer**
- **Slideshow**
- **YouTube Clips**
- **Top Donors Component**

[Websites V2 >> Website Builder >> Add Component](#)

Explain the Mission

Including the mission statement and facts about your nonprofit in more places than just the donation description can increase donations. Here are a few more spots to share that messaging:

- **Landing Page**
- **Marketing Emails**
- **Confirmation Emails**
- **An “About us” menu tab**

Example: [Home Pro Exteriors' Livingston Manor Turkey "Trout" 5K & 1 Mile Run/Walk](#)



Example:

Home Pro Exteriors'
Livingston Manor
Turkey "Trout" 5K &
1 Mile Run/Walk



Free/Paid Event with Donations & Optional P2P

Peer-to-peer fundraising thrives in community events where supporters have a strong natural affinity for the cause.

General community and cause-based events, such as awareness walks for health and community nonprofits, are prime candidates for optional peer-to-peer fundraising.

In these events, individual participants elect to fundraise on behalf of the organization in addition to registering to attend.

Fundraising >> Individual Fundraisers

Built-in Community Affinity

Causes with built-in, highly engaged communities—such as veteran services, alumni networks, or disease-specific advocacy groups—benefit greatly as community affinity provides significant motivational momentum.

Key Setup Insight: Enable Default Messaging

Fundraising performance varies widely based on setup. For example, a health awareness event we work with saw high registration but very low donation revenue because default fundraising messaging was never provided, leaving fundraisers without prompts or a basic message to share with their friends and family.

Best Practices

Default Messaging Dynamic Goals, Leaderboards

Default Messaging

Default messaging must reflect the participant's direct, personal voice rather than a generic organization.

- **1st-Person Voice:** Outperforms standard corporate messaging significantly.
- **Actionable Tips:** Send engaged fundraisers strategy tips to raise more, not just setup steps.

Fundraising >> Individual Fundraisers >> General Settings

Dynamic Goal Thermometers

Visual progress bars create urgency and encourage higher conversion across key event pages.

- **Auto-Populating:** Displays live progress on both the donation page and homepage.
- **Drives Clicks:** Visual momentum motivates immediate visitor click-throughs and gifts.

Donations >> Setup >> Donation Page Customizations + Website V2 Component

Leaderboard Engagement

Surface top-fundraiser and team leaderboards to spark competition and drive results for walk events.

- **Top Fundraisers:** Combines individual and team metrics to fuel friendly rivalry.
- **Top Charities:** Tailored for events hosting multiple charity partners.

Websites V2 >> Website Builder >> Add Component

Example: [Southeastern Brain Tumor Foundation Race for Research](#)



Example: Southeastern Brain Tumor Foundation Race for Research



Free/Paid Events with Donations and Required P2P

Take advantage of our ability to require and autobuild fundraiser pages whether you are requiring people to fundraise or not.

[Fundraising >> Individual Fundraisers >> General Settings](#)

Use the tools to give everyone a fundraising page while still keeping fundraising optional.

It may say required, but you can use places like the donation description to make it clear fundraising is still optional even when everyone gets a page.

Give people the tools and eliminate registration hiccups

Auto building fundraiser pages can streamline the registration flow and avoid drop off.

Use Email Marketing to remind people they have a fundraiser page.

When everyone gets a fundraiser page, using email marketing to encourage and remind them of their direct link becomes a breeze.

Best Practices

Donation Description+, Team Settings & Fundraiser Resources

Donation description becomes even more important

- Now it not only communicates the mission, but it also tells your participants how fundraising will work.
- Include the mission statement/call to action to donate and then below that add how fundraising will work. I.E. "Fundraising is not required for this event but everyone will be receiving a fundraising page."

Make Sure Your Team Settings are correct.

- Social teams and Fundraiser teams are different tools
- We don't recommend having both turned on.
- They can be connected if necessary
- Team captains are your ambassadors so an open line of communication with them is key!

Provide Fundraiser resources to give your fundraisers an extra boost

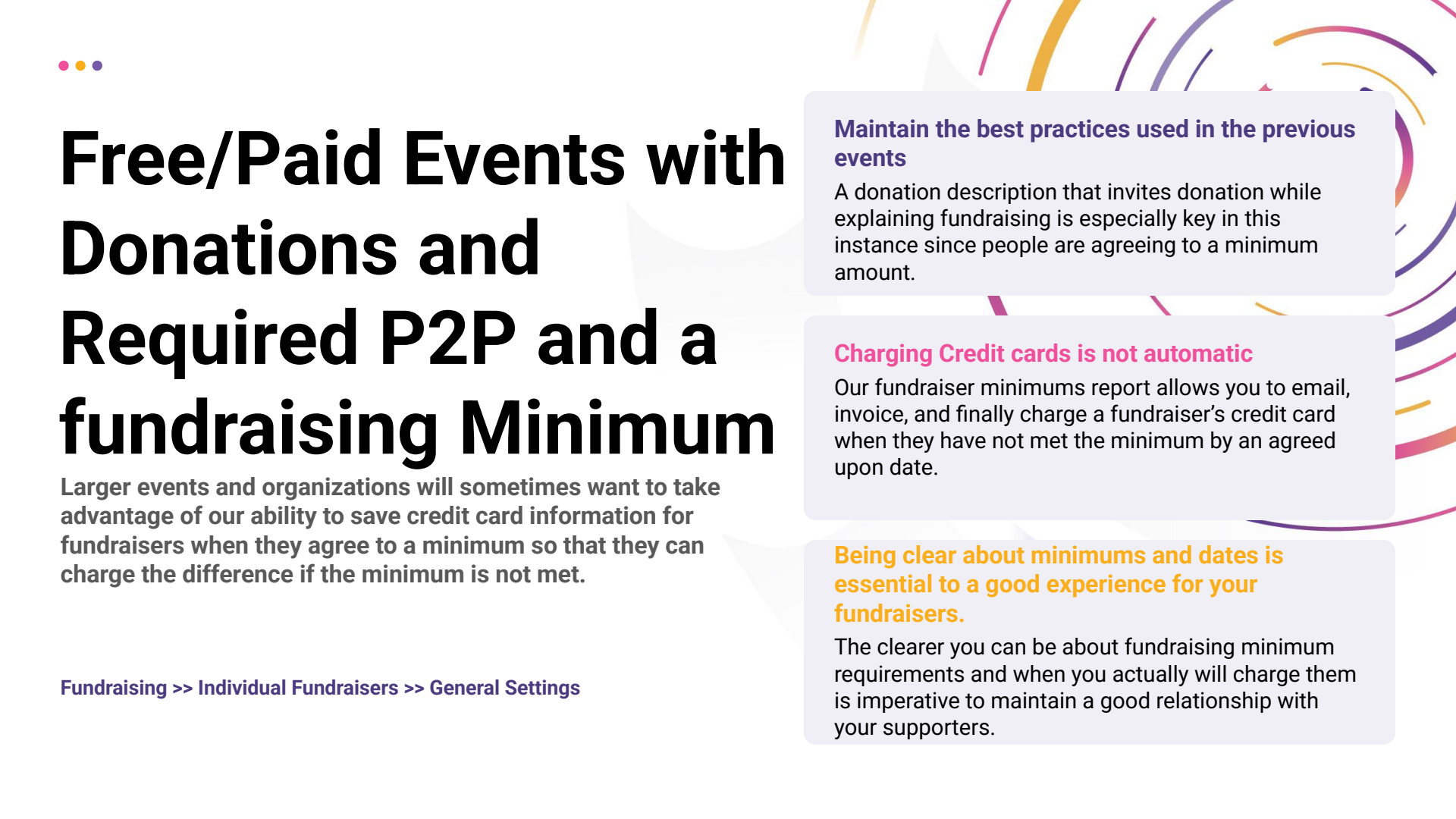
- Fundraiser FAQs
- Templated Emails and Asks for donations
- Fundraiser Self Serve Page
- Sending them reminders and resources using Email V2.

Example: [Welcome Walk](#)



Example: The Welcome Walk





Free/Paid Events with Donations and Required P2P and a fundraising Minimum

Larger events and organizations will sometimes want to take advantage of our ability to save credit card information for fundraisers when they agree to a minimum so that they can charge the difference if the minimum is not met.

[Fundraising](#) >> [Individual Fundraisers](#) >> [General Settings](#)

Maintain the best practices used in the previous events

A donation description that invites donation while explaining fundraising is especially key in this instance since people are agreeing to a minimum amount.

Charging Credit cards is not automatic

Our fundraiser minimums report allows you to email, invoice, and finally charge a fundraiser's credit card when they have not met the minimum by an agreed upon date.

Being clear about minimums and dates is essential to a good experience for your fundraisers.

The clearer you can be about fundraising minimum requirements and when you actually will charge them is imperative to maintain a good relationship with your supporters.

Best Practices

Minimum Settings, Make Deadlines Clear & Fundraiser Incentives Tool

Make sure minimum settings apply only to the correct event

- Often there are multiple options for events like this, some with minimums and some without.
- Make sure the settings for each event are correctly set up.
- Make sure that messaging is clear also in multiple places. I.E. the landing page and the donation description.

Make your deadline clear and continue to communicate it

- Make sure you have your fundraising deadline clearly marked.
- Remind fundraisers of that deadline throughout the campaign.
- The fundraiser minimums report can then be used to email, invoice, and finally charge your participants who have not met their goal by the deadline.

Fundraiser Incentives tool allows for multiple minimums

- Peer-to-peer fundraising events can create Fundraiser Incentives to raise more with rewards for fundraisers who commit to higher fundraising levels.
- Great for events with lots of fundraising incentives
- Creates more excitement around your fundraising program.

Example: [Boston Bruins BFit Challenge](#)



Example: Boston Bruins BFit Challenge



Empower Fundraisers with Dedicated Sub-Pages

Organizing resources into dedicated menu tabs reduces one-off support requests and increases overall fundraising conversion.

How-To Guides

Build pages covering platform mechanics to support fundraisers

- **Becoming a Fundraiser:** Walkthrough for individual setup.
- **Customizing a Page:** Storytelling and photo uploads.
- **Managing a Team:** Group goal tracking and recruitment.
- **Existing Examples:** Many events already have great FAQs you can borrow from.

Templates

Provide ready-to-use outreach templates broken out across key engagement channels.

- **Email Templates:** Pre-written ask scripts and follow-up reminders.
- **Direct Mail:** Printable letters and pledge cards for personal outreach.
- **Social Media:** Graphics and captions optimized for quick sharing.
- **Measurable Impact:** Pre-built text directly lowers friction to make "the ask."

Dedicated Incentives

Fundraising incentives encourage fundraisers through earned rewards.

- **Fundraising Minimums:** Clear criteria for participation and milestones.
- **Recognition Awards:** Tiers for top individual and team fundraisers.
- **On-Site Prizes:** Swag, VIP perks, and event-day giveaways.
- **Central Hub:** Single reference point to align expectations.



Questions?