# MORE THAN A MOMENT: Using Events to deepen donor experiences

with **MARYANNE DERSCH** 



#### COURAGEOUS COMMUNICATION

## My Promise



# What this isn't

# What this is



# **81%** Give again if they feel connected to the cause

### **43%** Don't feel adequately appreciated post-event

# **72%** Poor communication or feeling unappreciated is the main reason they stop giving

### Numbers tell the story



# EVENT TO EXPERIENCE





### **EVENT + EMOTION = EXPERIENCE**





#### Event vs. Experience: What's the Difference?

#### Event

Focus: Logistics

Success is measured by: Attendance, agenda timing, money raised

Donor feeling afterward: "That was nice."

#### Experience

Focus: Emotion, connection, transformation

Success is measured by: **Engagement**, connection, follow-through

Donor feeling afterward: "That moved me."

#### **EVENT TO EXPERIENCE**



### Former event planner, **Current relationship expert!**

#### **Special Gift** For YOU!



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### How to create an EXPERIENCE



1. Events are part of a bigger journey









### 2. Rethink who is in the room



### 3. Focus on Participant Emotional Journey





### 4. Surprise and Delight

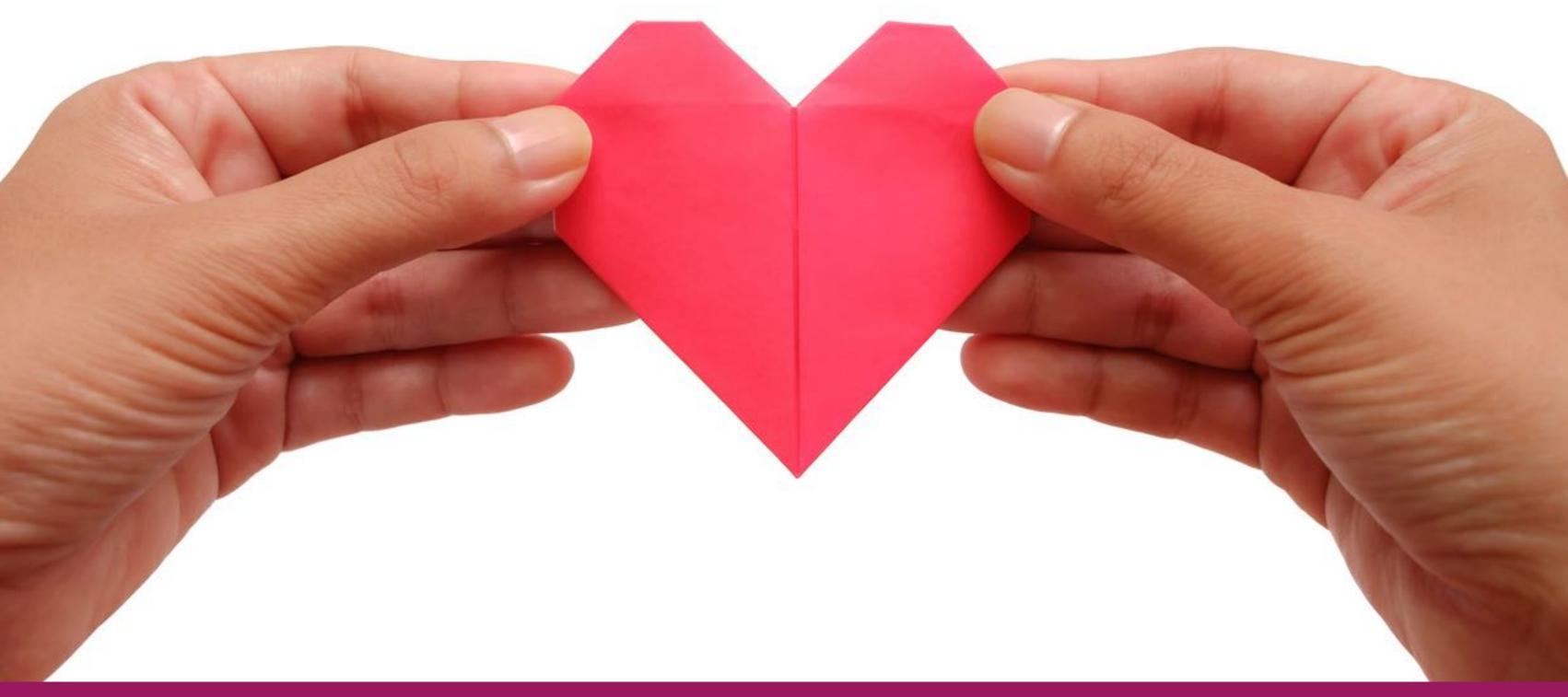


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### 5. Meaningful Connections





### 6. Meet Your Participant Needs

#### **7 DONOR NEEDS NEEDS FOR A SUCCESSFUL EVENT**



#### CONNECTION

#### CONMUNICATION

#### VISION

TRANSFORMATION



### 7. Capture and Keep the Energy

#### **Repeat donors report feeling** 85% transformed by giving

#### Giving increase when donors experience transformation **3.2x**

# **74%** Legacy donors cite personal transformation as motivation

### Transformation is the ultimate reward





**Relationship Activator Call!** 

## Transform your relationships!

- Move donors to action
- **Build authentic relationships that last**
- Spend more time on your most qualified prospects
- Gain insight into how to grow your influence

#### **LIMITED TO 7 SESSIONS!**