

Nonprofit EVENT PLANNING Trends in 2017



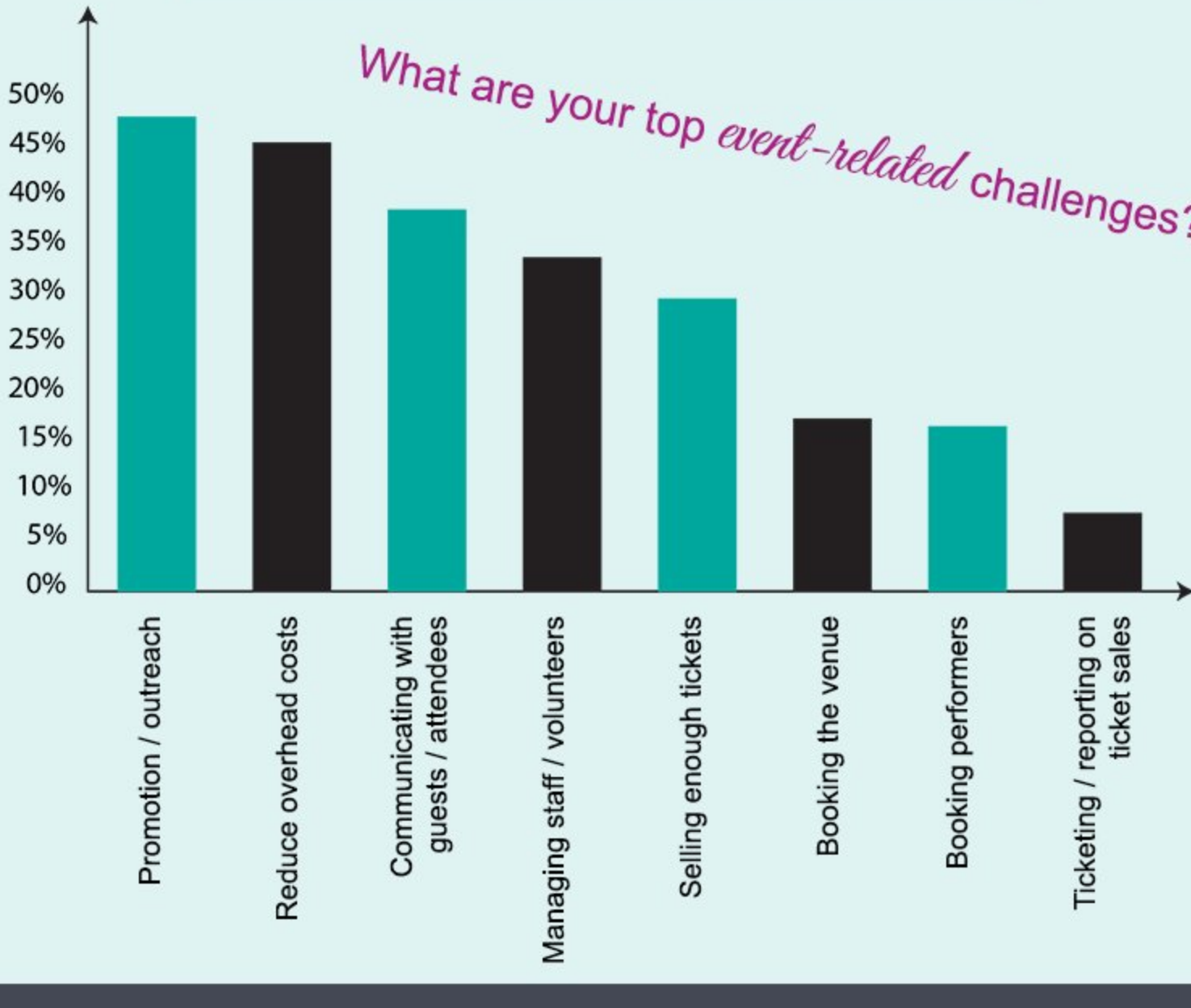
One of the most important aspects of planning and managing a nonprofit event fundraiser is **outreach and promotion**. With many nonprofits operating on a limited marketing and outreach budget, it's essential to invest in the marketing and promotion tactics that give your event the most "bang for its buck."

Over 500 event planning organizations were surveyed about their marketing and outreach tactics when planning an event. Here are a few of the main findings:

TOP CHALLENGES OF EVENT PLANNING

The most common challenge faced by event planners:
Promotion and outreach of the event
was cited as the #1 challenge by 44% of respondents.

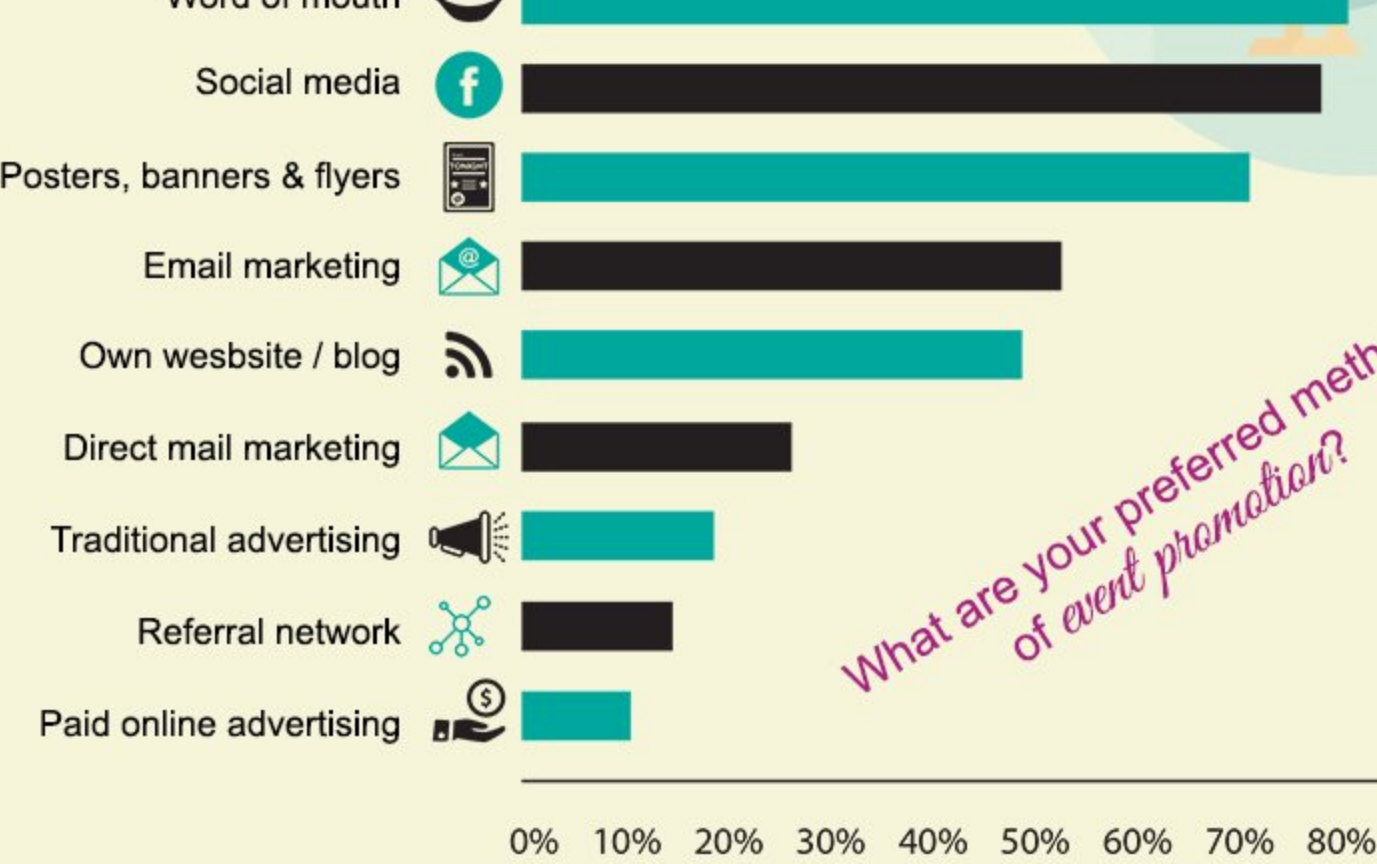
What are your top event-related challenges?



MOST POPULAR PROMOTION METHODS

Both **social media** and **word of mouth** are the most common methods of event promotion.
72% of organizations report using these popular, low-cost tactics to promote their events.

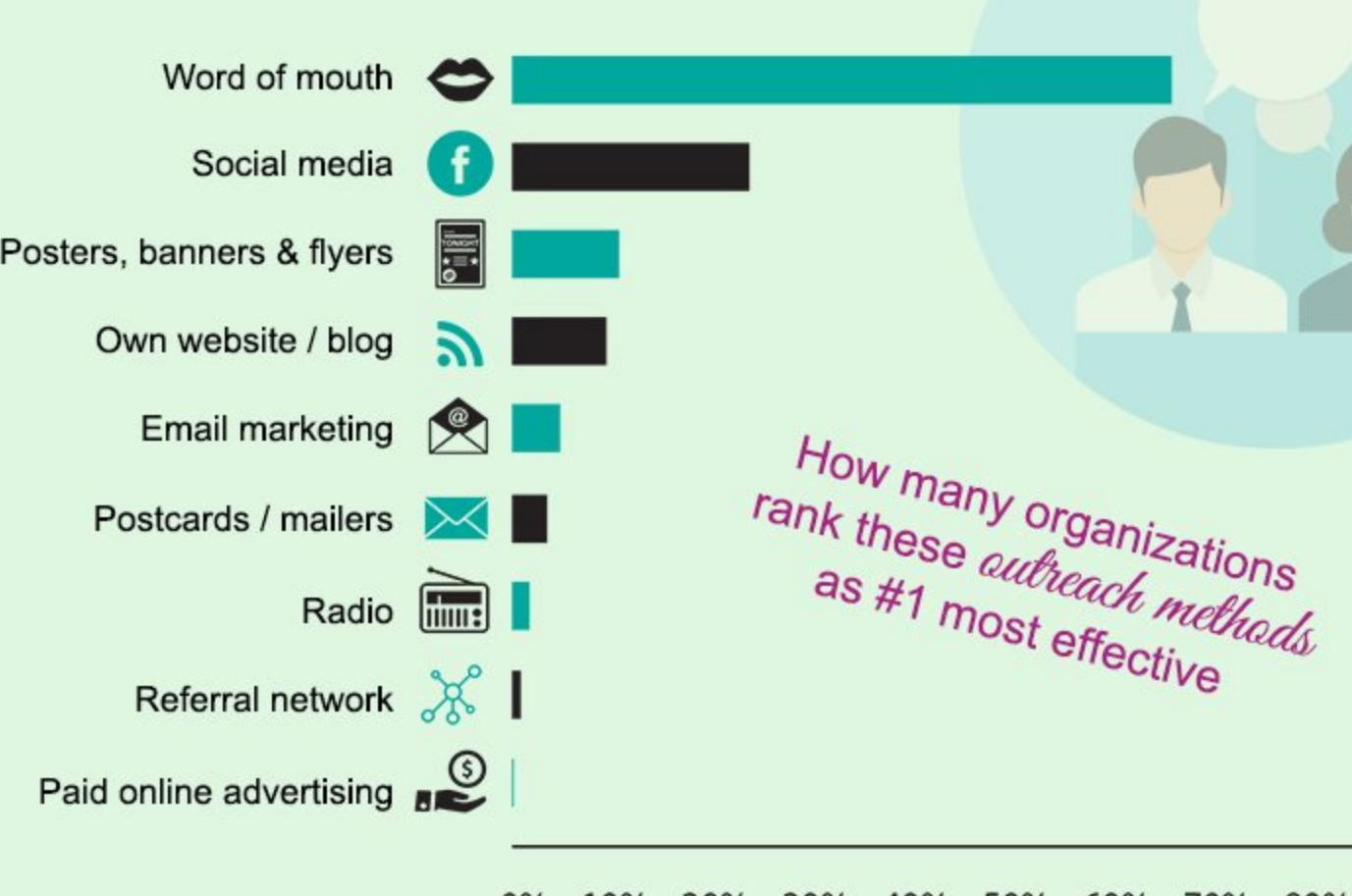
What are your preferred methods of event promotion?



MOST EFFECTIVE: WORD OF MOUTH

Although **word of mouth** may seem like an outdated approach, it may just be the most effective method of promotion out there!
56% of organizations say this tactic generates the best results.

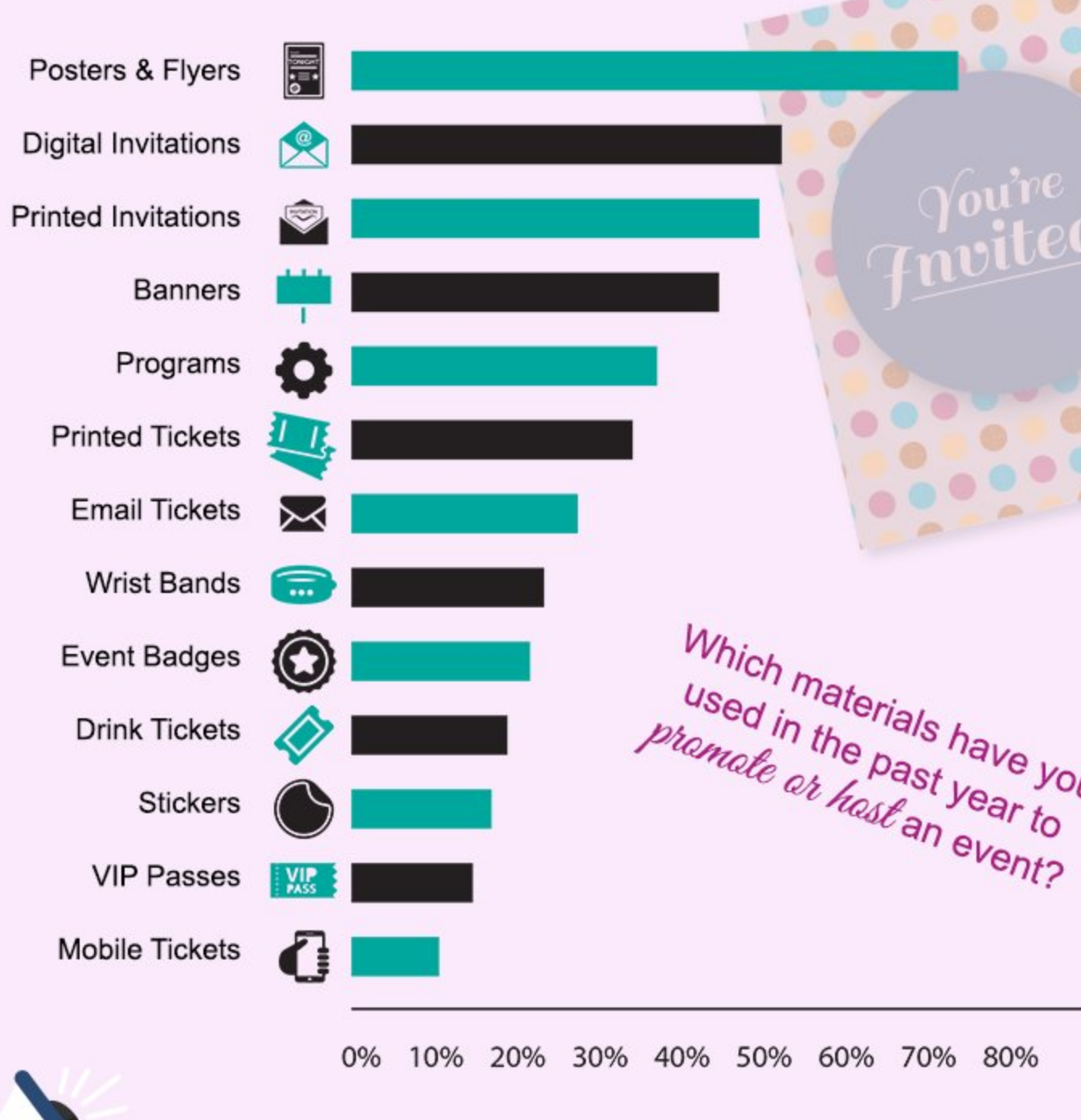
How many organizations rank these outreach methods as #1 most effective



MOST COMMON PROMOTIONAL MATERIALS

The **top three methods** of promoting an event:
posters/flyers (66%)
digital invitations (50%),
printed invitations (48%)

Which materials have you used in the past year to promote or host an event?



Did you know? Consumers read print materials (like flyers and invitations) **up to 30% faster** than when they read digital screens; this is thought to improve response rate.

winspire

Inspired Items for Nonprofit Auctions

Sources:

"2017 Industry Report on Events." TicketPrinting.com.
<<https://www.ticketprinting.com/Site/Articles/Sell-More-Event-Tickets-With-Software-And-Custom-Printing.aspx>>