



GiftWorks™

GiftWorks™ Events

Events, whether large or small, engage new donors and strengthen existing relationships. An event is more than a golf tournament, dinner or 5 mile run; it's a platform for connecting people to your mission. Just like an appeal letter is one part of your fundraising strategy, events should be part of an overall, sound fundraising strategy.

And like any other fundraising strategy, events must be well planned, documented and evaluated. They can yield big returns on investment, or yield big returns on connection. No matter the purpose of the event, you need to be able to see how your events and your donors interact.

You also need more than a folder with hand-written notes to help navigate the planning of an event. GiftWorks™ Events will help you connect the planning, documentation and evaluation of your event with your donors.

GiftWorks™ Events is an add-in to GiftWorks™ Standard and Premium.

With GiftWorks™ Events, you will be able to ...

- Select participants for your event and segment them for customized mailings. For example, select the participants who receive a sponsorship invitation and participants who receive a general event invitation
- Customize reservation details: decide what information you want to track for reservations; review the number of reservations and how many are available as the reservations come in
- Track who has been invited, who has accepted, who has declined and who didn't respond
- Customize event activities available for sponsorship and purchase/reservation
- Send mail and email to participants, invitation groups and registrants
- Record event expenses
- Track event tasks to be completed
- Review a donor's event participation detail in the donor information, with event reports and with SmartLists
- Create reports to evaluate event successes

Features of GiftWorks™ Events

- **Track Participants:** Track and manage all participants from creating invitation lists all the way through to follow-up communications.
- **Measure Revenue:** Track all revenue-generating activities including ticket sales, product sales, golf foursomes, dinner reservations and sponsorships.
- **Record Expenses:** Manage your ROI and keep historical data easily available for future planning.
- **Log Tasks:** All Event Tasks can be logged and tracked so key information is not lost when personnel change.
- **Integrate with GiftWorks:** GiftWorks™ Events information is accessible as SmartList criteria and insertable fields for Mailings; reports are also integrated.
- **Leverage your volunteers:** When you add GiftWorks™ Events to GiftWorks™ Premium, you can let your volunteers use Events while preventing their view of confidential donation information.

Is GiftWorks™ Events the right solution for my event?

GiftWorks™ Events is designed to work well for many different types of events and to integrate seamlessly with the rest of the GiftWorks tools. There are some specialized event management tasks for which GiftWorks™ Events is not ideal. Check the events below to see if it's the right solution for you.

General Events

- Track participation and all activities associated with many kinds of general events

Race/Walk-A-Thon

- Track participation of both individuals and teams
- Track event award winners, sponsorships and prizes
- GiftWorks™ Events is not ideal for tracking individual contributions to a sponsored participant (although it will capture total dollars by participant)

Golf Outing

- Track foursomes and individual participants
- Track event, hole and other sponsorships
- Track tee times and availability

Auction

- Record auction donations and purchases
- Send *thank yous* and donation receipts
- GiftWorks™ Events is not made for creating specialized collateral materials such as bid numbers, bid sheets and auction catalog. It does not offer special check-out processing.

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