

SUPPORTING YOUR PARTICIPANTS

If you give your participants the support they need, it increases the likelihood they will show up to your event, boosts their fundraising potential, and strengthens their connection to your organization. Participant support combined with a great event experience will ensure your participants return year after year.

MAKE SURE YOU ARE:

• AVAILABLE •

During the times you've clearly set forth

• RESPONSIVE •

Knowledgeable and capable and genuine

• PATIENT •

Your participants' familiarity with fundraising, your event, and your online tools will not match yours

• ACCOUNTABLE •

Follow up builds the rapport that creates repeat participants.

BEFORE THE EVENT

Welcome and thank registrants. Personalize your welcome with your contact info, a brief bio, including personal connections to your cause if applicable, and a photo.



SAY HELLO

Introduce participants to your support structure: website, printable resources, phone and/or live chat, social media tools.



SHOW THEM AROUND

Plan strategic, mission-focused emails. Recognize fundraising milestones, provide event prep advice, reminders and a post-event thank you.



DELIVER MISSION-FOCUSED MESSAGING

Go the extra mile—Send a hand written note and reference previous conversations when you connect via phone and email so your participants know you care. Reach out to participants who are under-performing or seem disengaged.



MAKE 'EM FEEL EXTRA SPECIAL

As the event date gets closer, share more photos, stories, and tips, and remind them that we expect to see them on the event.



ASK "CAN WE COUNT ON YOU?"

ON THE EVENT

You've exchanged emails and phone calls and now it's time to put a face to a name. Host a Meet & Greet with the local support staff.

Provide them with an event guide that includes a map, event timeline, and event emergency contact information.

Thank them for their participation, and remind them their fundraising is crucial for your mission.

Recognize your participants who went above and beyond in their training, team-building and/or fundraising efforts with special rewards.

Ask them to join your event again next year with a special incentive for returning. Ask for their feedback. Take their comments to heart and use them as a guide for future improvements.