

The Eventbrite logo is displayed in white text on an orange, rounded rectangular background. The background of the slide features a horizontal band with a gradient from orange to yellow, with a thin teal line below it.

**Eventbrite**<sup>®</sup>

**Using events and social sharing for a cause**

# Get the most out of your fundraising events

**ROFE = (Revenue – Expenses) + Public Awareness + Donor Cultivation**

- **Profit:** Can come from sponsorships, ticket sales, donations onsite, or auctions.
- **Awareness:** Access to media channels, publicity, greater understanding of your mission, and the ability to educate the public.
- **Donor Cultivation:** Opportunities for volunteers to take on active roles, development officers to care for donor relationships, and introductions to be made for new prospects.

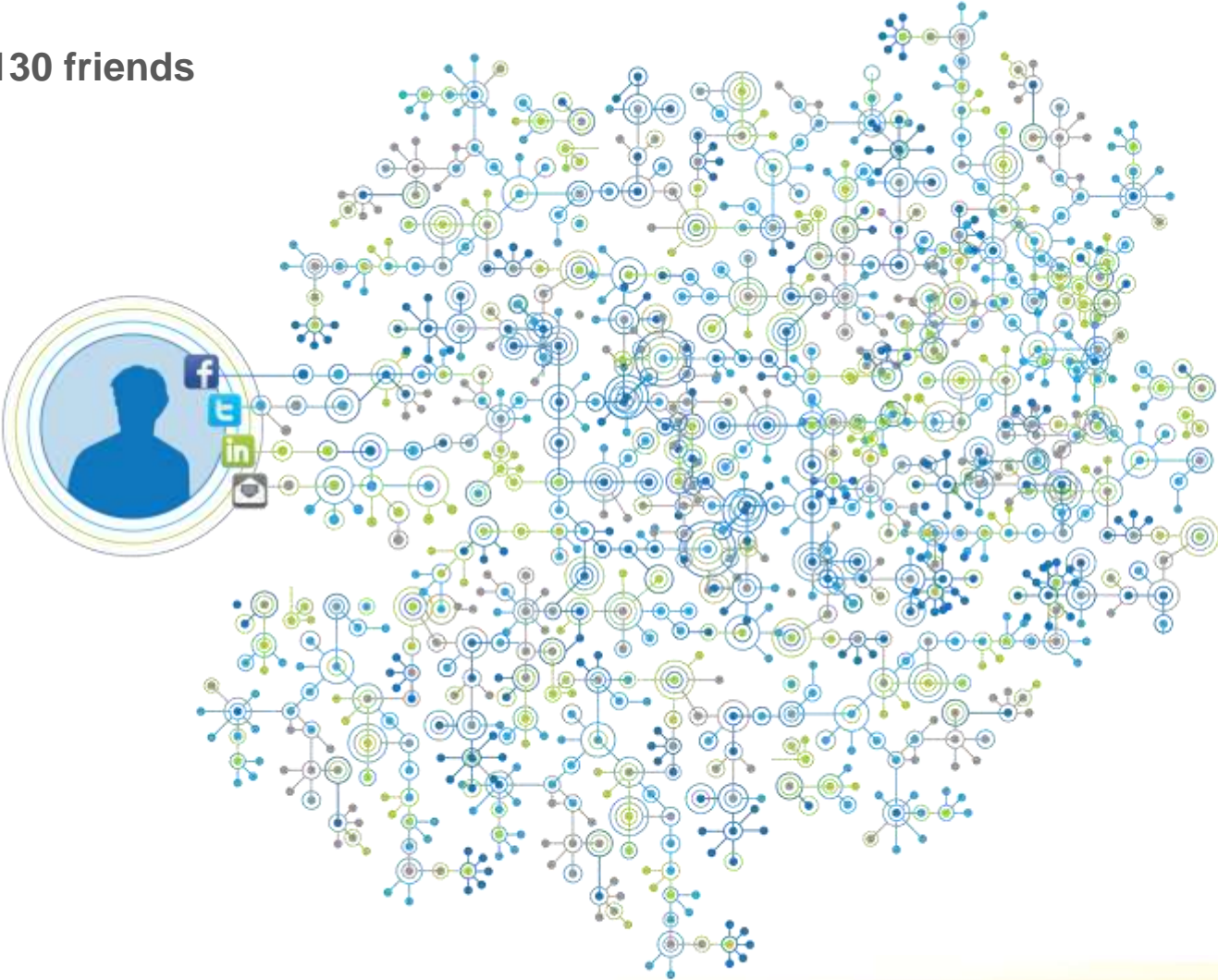
**Use data to monitor and measure your success**

# Social media plays a key role in maximizing your ROFE

Profit + Public Awareness + Donor Cultivation

# Why is social media so powerful

One attendee : 130 friends





One attendee's  
potential reach:  
**16,900 friends**

# Events are inherently social

 **Tamara Mendelsohn**  
Anyone want to check out this event with me and support a great cause?

 **Gold Heart Gala**  
[www.eventbrite.com](http://www.eventbrite.com)

Join us in support of the 2011 Variety Childrens Charity Gold Heart Gala Hosted at the historic San Francisco City Club, the Gold Heart Gala celebrates individuals and community partners who believe every child in the San Francisco Bay Area deserves to say "I CAN!" This year's gala will take place o

 5 minutes ago ·  · Like · Comment · Share

 **Tighe P. Flatley** This is awesome! I'm in. Getting my ticket now!  
2 minutes ago · Like

 **Michael Timoney** Amazing! I'm in!  
2 minutes ago · Like

 **Dawn Andreas** I could easily be in about a minute ago · Like

 **Felicia Yiu** For sure! I'll be there.  
a few seconds ago · Like

 **Mitch Colleran** Looks like a great cause. Wish I could be there!  
a few seconds ago · Like

# The social commerce virtuous cycle



# Awareness and Profits

- Over 4,000 events shared on Facebook a day
- Over 1,000 Eventbrite events shared on Twitter a day
- Over 400 Invite Friends emails a day
- Over 500 LinkedIn shares a day
- Enabling event organizers to reach more people and sell more tickets

**Manage your tracking links** [?](#) [Learn more](#) View:

Eventbrite-generated links

CODE	DESCRIPTION	VISITS	TICKETS SOLD	SALES	ACTIONS
efblike	Facebook News Feed From Liking Event	2094	233	\$7031.02	<a href="#">Quick Actions...</a>
efbnen	Facebook Newsfeed Event Name Link	575	67	\$2074.60	<a href="#">Quick Actions...</a>
efbnreg	Facebook Newsfeed Register Link	8	1	\$28.12	<a href="#">Quick Actions...</a>
ehome	Eventbrite Homepage Listing	1201	260	\$9151.12	<a href="#">Quick Actions...</a>
eivtfrnd	Invite Friend Link	4	0	\$0.00	<a href="#">Quick Actions...</a>
erec	Eventbrite Recommendation Placement	24	3	\$90.68	<a href="#">Quick Actions...</a>
esli	Linked In Share Link	2	0	\$0.00	<a href="#">Quick Actions...</a>
estw	Twitter Share Link	98	1	\$22.84	<a href="#">Quick Actions...</a>

When one person shares an Eventbrite event on Facebook with their friends, it yields on average...



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**\$2.52 in ticket sales**

When one person shares an Eventbrite event on Facebook with their friends, it yields on average...



**\$2.52 in ticket sales**  
**11 event page visits**

# Dollars per share by platform

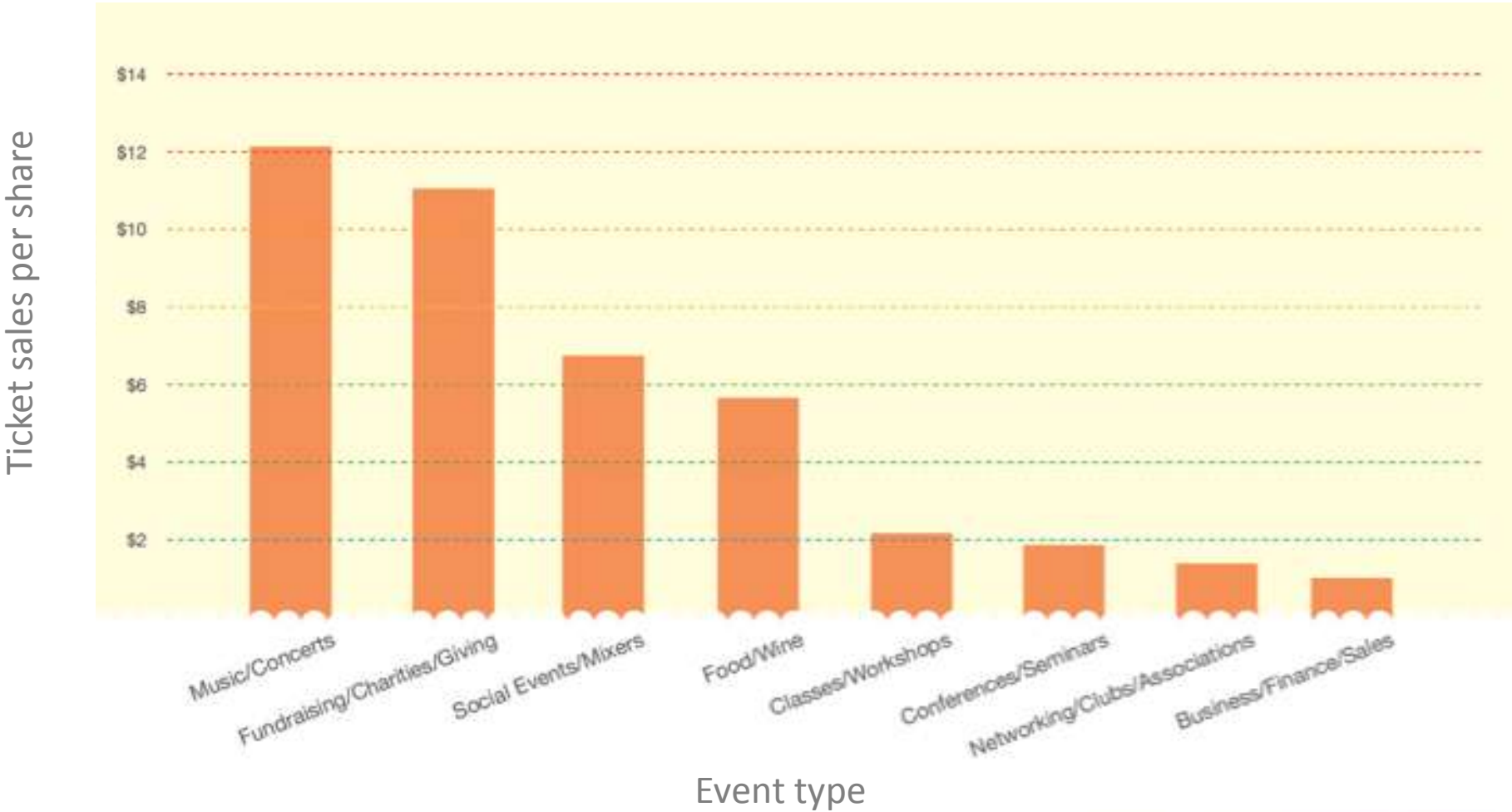
Facebook: \$2.52


Invite friends email app: \$2.34

LinkedIn: \$0.90

Twitter: \$0.43

# Sharing by event type





40% of Facebook shares  
occurred pre-purchase

vs.

60% which occurred post-  
purchase.




40% of Facebook shares  
occurred pre-purchase

vs.

60% which occurred post-  
purchase.

**The motivation to share is  
higher once the purchase  
is made.**



A post-purchase share on Facebook drives 20% more ticket sales per share than a pre-purchase share.



A post-purchase share on Facebook drives 20% more ticket sales per share than a pre-purchase share.

**A post-purchase share is more impactful.**

# Give attendees a reason to engage

## **Before the event:**

Encourage sharing to jumpstart dialogue

Encourage the use of a hashtag

## **During the event:**

Make attendees aware of the backchannel

Aggregate and display the backchannel

## **After the event:**

Ask for feedback

Create and share recaps



**gevaperry** Geva Perry

John from Lightspeed seems to be the most forward thinking of the lot. **#structureconf**

20 hours ago



**Sequoia\_Capital** Sequoia Capital

Now at **#StructureConf**, The VC Panel: Cloudy Bubble? with Mike Goguen weighing in, watch live: <http://bit.ly/mQUc4b>

21 hours ago



**sramji** Sam Ramji

Is Jayshree Ullal the smartest person on stage at **#StructureConf** so far? I vote yes.

21 hours ago



**ATT** AT&T

More AT&T cloud news for **#StructureConf** fans: new AT&T **#cloud** based medical imaging and information management service [go-att.us/a9jx](http://go-att.us/a9jx)

21 hours ago



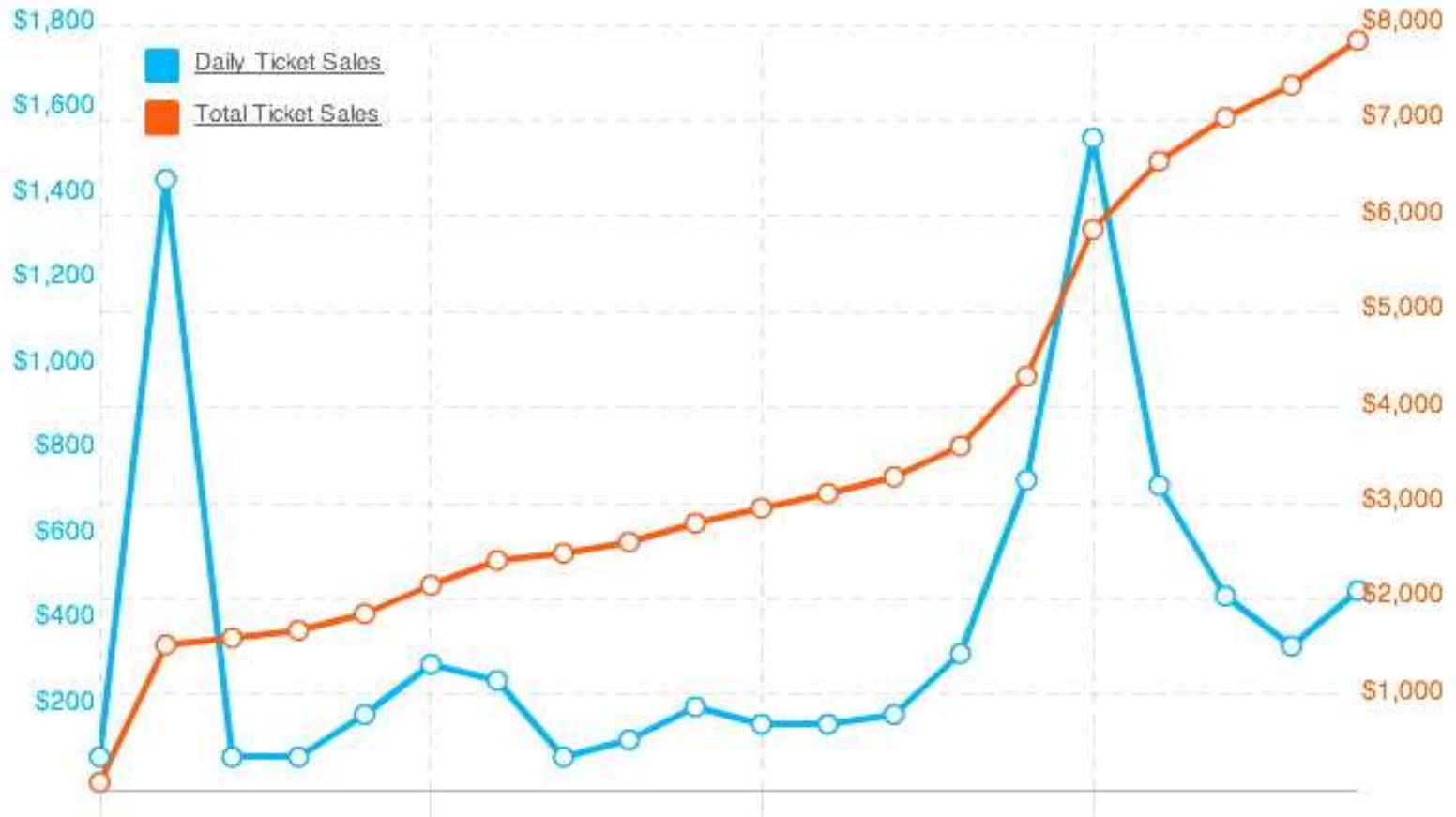
**rwang0** R Ray Wang

Top quote by Paul Maritz: "Vision will buy you a cup of coffee. It's execution that matters." **#structureconf**

22 hours ago

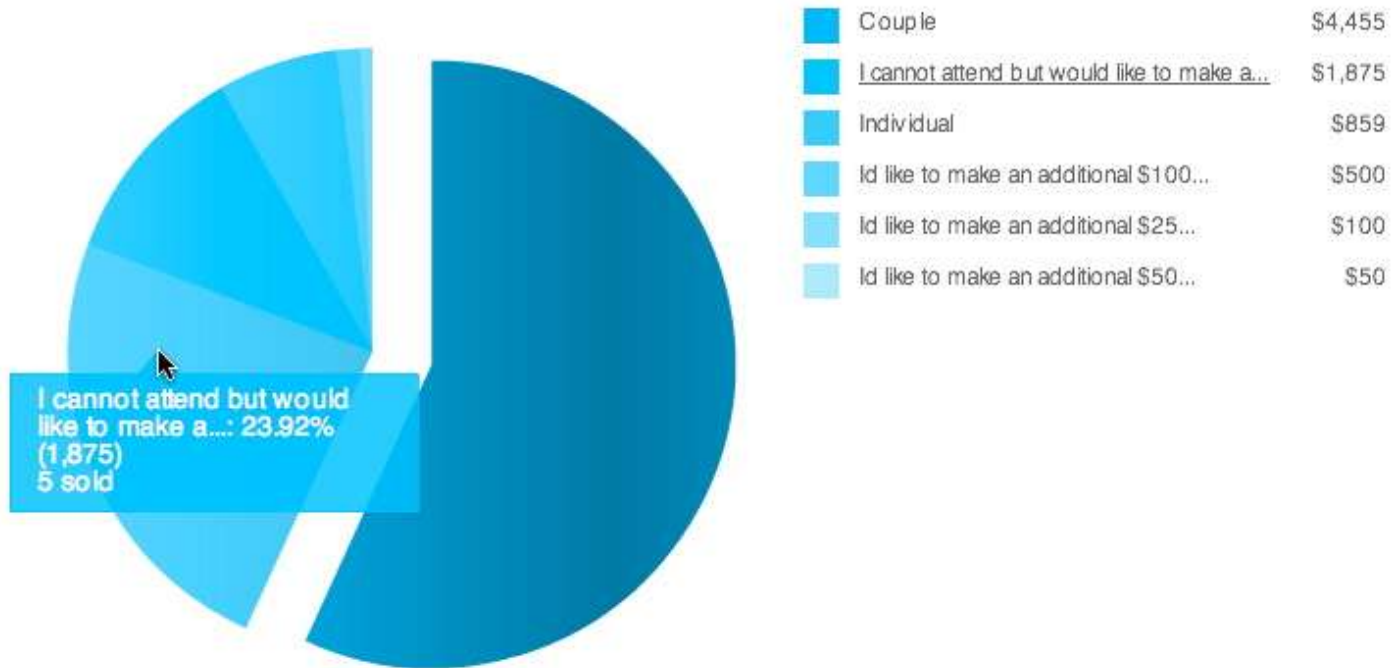
# Measure your impact

## Overall Sales: Since Sales Started



# Always make room for non-attendee monetary support...

## Sales by Ticket Type: Since Sales Started



# Other tips and tricks



Create email list from attendees of past events

*Utilize the attendees of past events to easily create a cohesive database for future events...*

- The Village Well - "Una Serata Gioiosa" A Joyful Evening
- Exclusive night Village Well
- The Village Well Speaker Serie
- The Village Well Speaker Serie
- Stella & Dot Fu

2008				
Nov 14,	86			
mi	6	3		\$231.75
nick	0	0		\$0.00
stmarys				
valerie				
<b>TOTAL</b>				

*Use tracking links to*

DISCOUNT CODE	DISCOUNT	STARTS	ENDS	AVAILABLE
fez	\$350.00	Started	When Sales End	20/20
greta	\$385.00	Started	When Sales End	4/30
LAJCC	25.00%	Started	When Sales End	48/50
oakley	15.00%	Started	Nov 13, 2009 10:00 PM	No Limit
singularcity	15.00%	Started	Nov 13, 2009 5:00 PM	No Limit
thrillist	20.00%	Started	Nov 15, 2009 8:00 PM	No Limit

TICKET TYPE	PRICE	FEE	SOLD
General Admission/Early Bird	\$70.00	\$3.75	377/377

*Offer discount codes to those who can help promote your event. Also, tiered pricing always helps drive early sales.*



# Use social media to maximize your ROFE

Find creative ways to engage your supporters

Encourage post-purchase sharing – it is most powerful

Use data to understand which efforts are most effective

# Thank you!

Tamara Mendelsohn  
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@tmendelsohn