

## **HOW TO INCREASE REVENUE WITH EFFECTIVE EVENT BRANDING.**

FONDA

There are many ways of fundraising but one of the most popular, is through events.

Events need careful and considered management, a long time in advance. Part of that preparation should include plans for how the event is branded, in a way that engages not just your participants but also supporters who may be asked to offer financial support.

Successful branding will result in greater supporter engagement and involvement, wider publicity and an increase in the revenue raised.

## What must the event branding do?

Treat the branding of an event in the same way as you would the branding of your organisation.

- 1** Ideally the event will reach out to people that your charity has not touched before, so event branding **needs to support your core values**. Although it is important that the event has its 'own' brand identity to achieve impact, it also needs to acknowledge the parent charity so that the link is not lost and new supporters are effectively recruited.
- 2** It will be required to establish itself very quickly and is often not in place for long. Event branding should make an **immediate impact** to assist recognition and yet have the flexibility to ensure that it works well in the 'long tail' of media where it will need to be seen.
- 3** With the plethora of media that are involved in promoting a successful event – particularly digital media – successful event branding involves much more than 'slapping a logo in place'. You need a **fully flexible 'toolkit'** that will enable you to successfully promote the event in widely disparate environments – for example, on large format banners, press ads and much smaller Facebook or Twitter pages.
- 4** Your event branding also needs to work successfully with the logos of any corporate partners you sign up. This relationship should be carefully managed, not least to ensure that your partners remain confident that your event logo is adding and not detracting from the credibility they are lending to your organisation. Take care to ensure you're your event branding **works effectively in your partners' environments** (for example on supermarket shelves).
- 5** Like any good branding, event **branding should be consistent** – which does not necessarily mean looking exactly the same. This ensures that every promotional penny spent builds on earlier efforts and in doing so, creates greater impact.

## How do I use it?

For participants, the event identity forms a focus for their endeavours and a **special pack of branded items** that they receive from the charity is important. This might include T-shirts and other clothing items; or invitations and recipes, depending the type of event.

Not only does this ensure visibility for your brand at the event, it also demonstrates to participants that their fundraising efforts are valued by the charity and encourages them to raise their own game and seek more support. **Give them something that they can be proud to wear and promote.**

But first you'll need to **recruit participants** and the advertising required to do this can usefully draw on earlier examples of the event, if relevant. If the event has not taken place before it can be worth investing in a **special photo shoot** featuring branded items. Another reason why planning should start well in advance.

As well as still **images for the press**, there is a plenty of scopes nowadays for **short films** to use on your website and channels such as **YouTube**.

## Consider a micro site

Ideally the event will be able to **support its own micro web site** which can be readily updated to provide information on all aspects of the event – registration details, applications, venues, top tips, case histories, sponsorship forms, competitions and promotional posters that participants can download and print on their own equipment. The event branding can be articulated across all aspects of the micro site.

## Digital diversity

The website can be a springboard to and from other digital media such as **Facebook**, **Twitter** and **Virgin Money Giving / Just Giving**. In this respect it's important that you make branding elements available to all participants to enable them to run their own Facebook pages and Twitter accounts without compromising your brand narrative.

**Be practical and cost-conscious** when designing branded promotional material that can be used again and delete dates to **make material re-useable** the following year.

Details such as **individual badges** for TV interviews and event marshals and **signage** (which might include menus!) should not be forgotten.

Ensure you capture **imagery for your website(s)** and **next years' promotion** and for what you hope will be extensive press coverage of the successful fundraising outcomes across the country. Your event logo (or more likely a branded action picture) can help your cause and newspaper editors seeking visual variety to accompany their copy.

After the event, branding continues to have an important part in play in awards, prizes, thank you letters, certificates and newsletters. If framed certificates can find their way onto pub, club and restaurant walls they can be surprisingly enduring reminders of your organisations good work – and act as **'silent salesmen'** for the next event.

## Next time

Finally, why not save all the branded material in a **web-enabled digital library**? This acts as a convenient store where you can sort and share videos, logos and other artwork securely with your newly recruited supporters – for the next event!

## Branded items: a check list

### Must haves

- Event identity/logo
- Facebook page
- Supporter's pack, which include elements for them to use
- Fundraising page (Virgin Money, Just Giving)
- Letterheads/forms/signage/certificates/badges etc

### Nice to have

- Images / videos for promotion use, PR
- Newsletters
- Micro site
- Twitter page(s)
- Advertising on and off-line
- Banners/ Promotional items
- Co-branding with partners
- Digital Asset Management library

FONDA is a design agency with specialist expertise in brand identity management and marketing communications across the full range of media. Our extensive experience includes a successful track record working with the not-for-profits sector.