

# ***Be Present & Boost Event Fundraising***

*The Guide to Sharing Goals & Roles at Your Next Big Event*



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[www.Qtego.com](http://www.Qtego.com)

# Everything Has Led to This Moment. It's Event Day!

This is not only a time to watch all your hard work play out. More important, it's a time to be present — to engage and care for guests, to observe what's working and not working, to do what you can to boost fundraising for your cause.

Of course, this means you must have people and processes in place you can rely on to carry out the event and take care of those inevitable, unexpected hiccups.

*In this guide, we will show you how you and Qtego can work together to be hands on and boost event success from start to finish. Below, for each stage of a typical event, you'll find:*

## SHARED GOALS

These are the primary objectives you, your organization and Qtego share for that part of your event.

## YOUR ROLE

Here you'll see the activities and priorities you and your team can focus on to reach your goals.

## QTEGO'S ROLE

And these are the products and hands-on services Qtego offers to help you reach those same goals.

# Check-In & Auction Registration



## SHARED GOALS

*Make the experience welcoming and easy for every guest.*

*Eliminate any room for error.*



## Your Role

Greet guests as they enter or exit the registration area.

Look out for VIPs and big sponsors to make sure they get a little extra TLC.

Respond to special requests, such as seating changes.



## Qtego's Role

Easily locate guest names and affiliations by sorting and searching right inside the fully digital Qtego dashboard.

Offer guests a great registration experience. After getting them checked into the event, we ask for their phone number and swipe a credit card to register them for the auction. They then receive two text messages, including one with their bidding link!

Anticipate and respond to surprises at registration, such as switching an entire table number immediately.

# Special Guests, VIPs & Sponsors



## Your Role

Look for opportunities to introduce sponsors or big donors to individuals who have benefited from their support. Building these personal connections can make lasting impacts.

During the event, give sponsors a little extra love via Qtego text messaging.

Introduce VIPs to people you think they will enjoy talking to, teeing up the conversation for them.

If you notice guests who you know have special needs, check in to make sure their needs are being met.

Have emcees and auctioneers call out sponsor names and information during the event.



## SHARED GOALS

*Make them feel special and know they are valued and cared for.*

*Encourage them to engage with your cause and give.*



## Qtego's Role

Ensure VIPs and guests with special needs receive the right treatment. We can track special instructions via the Guest Management notes feature.

Many of our customers find that engaging sponsors more than pays for the cost of Qtego's services. Qtego offers multiple opportunities for showcasing your sponsors, making supporting your organization a win-win for them. Feature clickable sponsor logos on every page of the mobile bidding platform and on your QZone media screen.

# Silent & Live Auctions



## SHARED GOALS

*Entice guests to bid early and often.*

*Make it as easy as possible to bid.*



## Your Role

Send out eBlasts to promote your auction! Entice people to pre-register for the event and start bidding on silent auction items. *(It's money in bank before the event even begins.)*



## Qtego's Role

Add last-minute items so guests can get bidding.

During a live auction, our team can serve as spotters, helping the auctioneer see new bidders and then track winners.

Along with QSite and concierge bidding, text bidding makes the event easier, more fun and more exciting for your guests. Unlike most services, Qtego notifies guests via text when they've been outbid in a silent auction.

Text guests to alert them of silent auction items with no or low bids. And before the auction closes, send a text with a 15-minute warning to encourage last-minute bids.

# Instabuys, Fund-a-Need or Other Fundraising Tactics



## SHARED GOALS

*Raise as much money as possible — as seamlessly as possible.*

*Engage the audience for maximum participation.*



## Your Role

Ensure guests are aware of the many ways they can give.

Share stories of impact so potential donors know where their money is going.



## Qtego's Role

For a fund-a-need, our animated big-screen display (the Qtego Give Crawlers) keeps guests' attention by scrolling names of the most recent donors and showing progress until you reach that big goal. If giving goes more quickly or slowly than anticipated, we can change your fundraising goal in real time.

For Instabuys, we track inventory and can display purchasers, if you choose, through QSite.

If you're selling raffle tickets, or want to offer incentives to pre-register or give, our random winner selection feature chooses the winner for you.

# Guest Engagement



## SHARED GOALS

*Make sure everyone is enjoying themselves and connected to the cause they are supporting.*

*Encourage them to give!*



## Your Role

Continue to tell stories of impact.

Thank guests for attending and check in to see if they need anything.



## Qtego's Role

Help guests know they are a valued part of the cause. Qtego monitors and responds to text messages to care for guests and resolve issues as fully as possible.

Keep guests engaged with giving even if they don't win an auction item. Send a text after the auction has closed to remind them that they can still donate!



# Checkout



## SHARED GOALS

*Make the checkout experience quick, easy and accurate for guests.*



## Your Role

Have a friendly runner hand-deliver auction items or other prizes to individual guests when they leave.



## Qtego's Role

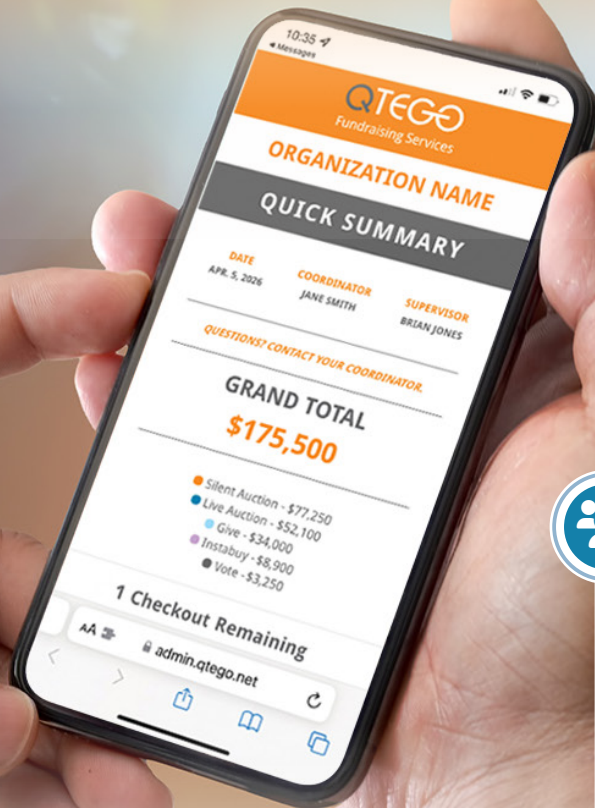
Eliminate waiting in long lines and all that needless paperwork. Once your auction or program ends, Qtego's Fast Checkout runs the winner's credit card on file and texts a receipt to the guest.

Send a Qtego-enabled text receipt at the end of the evening to guests with registered credit cards.

Respond to and help resolve any credit card errors so guests can easily update their method of payment.



# The Big Picture



## SHARED GOALS

*Ensure every little detail adds up to a great experience for guests.*

*Learn from this event to make future events even more successful.*



## Your Role

Don't get lost in the weeds of the event. *(You have people and processes in place to handle everything.)*

Be aware of who on your team, including the Qtego staff, can jump in to assist at any time for any issue or opportunity that arises.

Get a quick view of how the event is unfolding. QView gives you a centralized, real-time event overview. Throughout your event, revisit QView to get colorful highlights of relevant data. Check up on guest count, auction registrations, top donors, auction items with no bids and current totals.



## Qtego's Role

We help you and your organization carry out the best event possible!

Your guests can rely on the Qtego team in the bright orange shirts to assist them anywhere, anytime.

Our robust reporting lets you easily manage your guest list, auction items and activities. After the event, Qtego provides a full set of custom reports to help you create and manage future events even more successfully in the future.

# Get Ready to Shine!

*Event days are exciting! Your friends at Qtego are here for you and your cause. As you plan for your next big event, consider how each part of the event will play out.*

*How can you plan to ensure you have people and processes in place that will support your goals? How can you be more present for your guests and your organization?*

**Get in touch to learn how  
Qtego can help.**

