



↑ INCREASE REGISTRATION

- 1 **Evaluate your registration flow through focus groups and user testing**
 - Easy to navigate
 - Provide clear requirements and path to payment submission
 - Shorten the registration process as much as possible, eliminating all superfluous questions
- 2 **Incorporate your sales and mission content into the registration path**
 - Photos, graphics and content should sell all along the way
 - Don't let the fine print scare your registrants away
 - Inspire
- 3 **Keep info relevant through geo-targeting**
 - Ensure that visitors to your site are seeing their local event info and deals first
- 4 **Make past participants your salespeople**
 - Incorporate photos and testimonial quotes from your participants about the personal impact of your event

↑ INCREASE FUNDRAISING

- 1 **Donate button**
 - Clickable
 - Clear
 - Different color from registration and information buttons
 - Easy to search for participant or team to support
- 2 **Shareable links**
 - Facebook app
 - Mobile app
 - Send email, text or post on social from your website
- 3 **Provide resources for participants**
 - Sample letters, emails, social media posts
 - Printable posters, business cards, jar wrappers
 - Shareable images and videos for social, email signature blocks
 - Mission content that demonstrates how the event supports the organizational mission
 - Give them the tools they need as soon as they register: Autoresponders and confirmation page links