

GiveCampus Partners Conference

From Happy Hour to Homecoming

Making the Most of Alumni Events

Quinnipiac University

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Digital Engagement

Quinnipiac Events Team

- Alumni Relations
 - Assistant Vice President for Alumni Engagement
 - Director of Regional Alumni Engagement
- University Events
- Collaboration with Development Communications

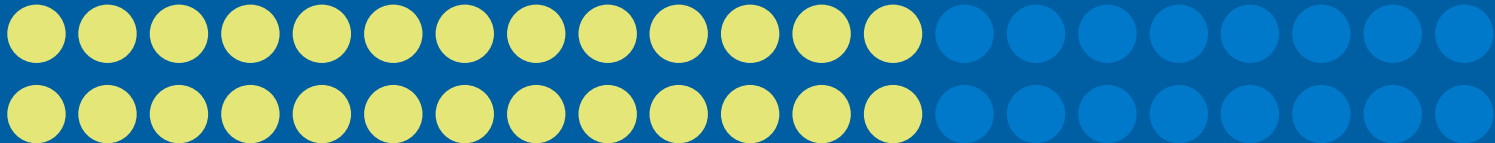


Quinnipiac Events

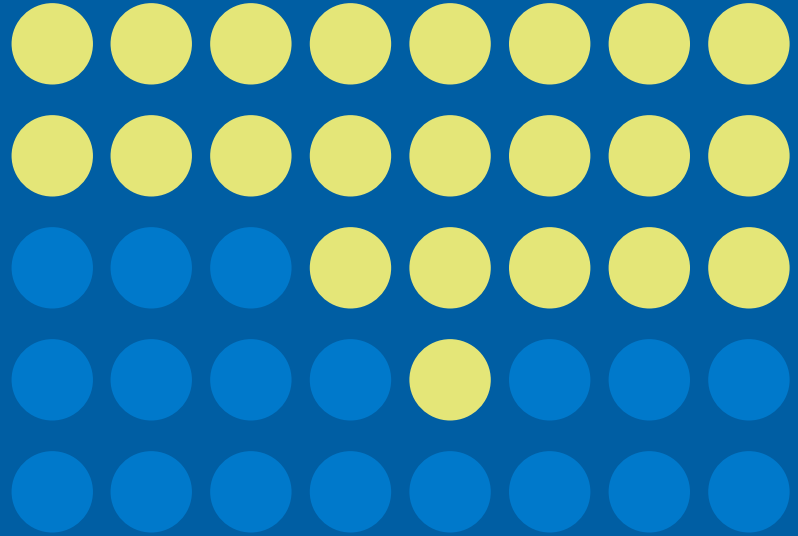
- 90 strategic events
- Unique alumni attendees: 2,533
- 33.3% of attendees have made a gift
- 31 regional alumni events in 21 cities



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Why GiveCampus Events?



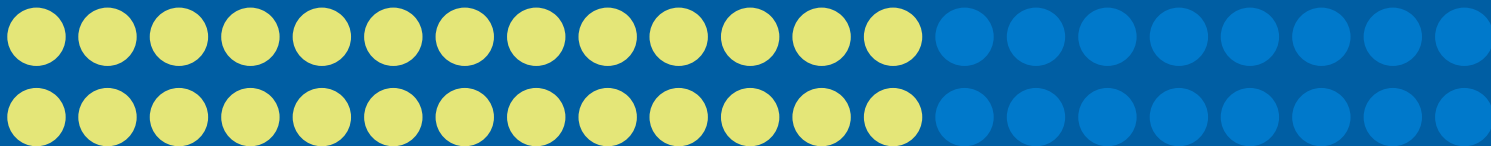
Ticket Types

- Custom Ticket Options
- Setting FMV
- Setting Total Cost
- Setting Guest Limit

You must always have at least one visible ticket type. Ticket types cannot be deleted if a registrant has already purchased

⋮	Standard Ticket 1 Alumni	Price \$50.00	FMV \$45.00	Guest Limit Unlimited	✎
⋮	Standard Ticket 2 Child 12 and Under	Price \$30.00	FMV \$25.00	Guest Limit Unlimited	✎
⋮	Standard Ticket 3 Child 2 and Under	Price Free	FMV \$0.00	Guest Limit Unlimited	✎ 🗑
⋮	Standard Ticket 4 Season Ticket Holder	Price \$30.00	FMV \$25.00	Guest Limit Unlimited	✎

+ Add Another



Optional Gift

- In FY25, 467 gifts when registering for an event
- Total of \$13,311 raised
- Raised across 39 events

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Gift Solicitation in Registration Flow Include gift solicitation as part of the registration flow

Registrants adding a gift to their ticket purchase will only have to enter their payment information once, while two separate transactions occur in the background: one for the ticket purchase, one for the gift. They will only pay once, but will receive two separate charges and two separate confirmation emails.

Designations

Select a single designation for this event

Select the designation to which you'd like all integrated donations to be directed. Registrants will not see a designation selection option.

Select Designation
Quinnipiac Fund

Allow donors to designate gifts themselves
 Do not designate gifts made in the registration flow

Donation Text Header

Would you like to add a donation to support our fundraising efforts?

Please enter a max length of 100 characters.

Include suggested giving amounts

\$ 10.00 X \$ 25.00 X \$ 50.00 X

Solicitation Preview

Purchase Summary

3 tickets @	\$20.00
Gift	\$25.00
Order Total	\$85.00

Would you like to add a donation to support our fundraising efforts?

Amount

\$ 25.00 X

Exporting Registration

- Pull custom lists for custom marketing
- No WiFi at event space
- Can't bring a computer
- Name tag creation

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Communication with Registrants

- Event registration is an ecosystem with event marketing
- Custom event registration confirmation emails
- Key business details are easy to provide

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Preview

From: Friends of Quinnipiac Athletics

Reply To: friendsofathletics@qu.edu

Subject: **Confirmation: 2024 Men's Soccer Preseason Zoom**

Dear Example Attendee,

Thank you for registering for the 2024 Men's Soccer Preseason Zoom! We can't wait to see you on August 19.

Zoom Link: <https://quinnipiac.zoom.us/j/96229887337>

Thank you!

The Quinnipiac University Team

[View and manage your registration](#)

Event Details

Event Title: 2024 Men's Soccer Preseason Zoom

Event Date and Time: Aug 19, 2024 - 07:00 PM

Add this event to your calendar so you don't forget!

[Add to Google Calendar](#)

[Download iCal](#)

Event Location:

Zoom

On-Site Registration

- Use trackable QR code
- Send straight to Registration Form instead of Event Landing Page
- Instant upload for check-in

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Trackable Links

- Live updates of gifts
- Total registrations
- Showing what works best for your team
- 2 options to use for trackable link

Title	URL	Clicks [↑] ↓	Registrations [↑] ↓	Ticket Sales [↑] ↓	Donors [↑] ↓	Dollars [↑] ↓
Quinnipiac Alumni Summer Events Lineup 2025	https://engage.qu.edu/events/quinnipiac-alumni-night-at-fenway-park/?a=10389571 or https://www.givecampus.com/1zy89h	127	1	\$240		\$0
Alumni Newsletter #4	https://engage.qu.edu/events/quinnipiac-alumni-night-at-fenway-park/?a=10406803 or https://www.givecampus.com/x6sl07	2	0	\$0		\$0
Alumni Newsletter Edition #5	https://engage.qu.edu/events/quinnipiac-alumni-night-at-fenway-park/?a=10545337 or https://www.givecampus.com/9vu92m	49	1	\$480		\$0
Registration Email #1	https://engage.qu.edu/events/quinnipiac-alumni-night-at-fenway-park/?a=10551182 or https://www.givecampus.com/2q92i5	498	5	\$1,680	1	\$10
Registration Email #2	https://engage.qu.edu/events/quinnipiac-alumni-night-at-fenway-park/?a=10551184 or https://www.givecampus.com/j0t9r0	224	3	\$1,080	1	\$10
Registration Email #3	https://engage.qu.edu/events/quinnipiac-alumni-night-at-fenway-park/?a=10551188 or https://www.givecampus.com/gbmoo3	101	0	\$0		\$0
Registration Email #4	https://engage.qu.edu/events/quinnipiac-alumni-night-at-fenway-park/?a=10551191 or https://www.givecampus.com/egq1is	139	4	\$2,040	1	\$25
Registration Email #5	https://engage.qu.edu/events/quinnipiac-alumni-night-at-fenway-park/?a=10551192 or https://www.givecampus.com/77gs7h	82	0	\$0		\$0

Add-Ons

- Custom ways to add items
- Determine FMV
- Custom fields help with sizing or selecting certain logo
- Generate additional revenue

Add-On 1

Add-On Name *

Description

Price * Fair Market Value *

Set the price to 0 if the add-on is free.

Purchase Limit *

The maximum number of this add-on available for the event, not per registration.

Unlimited

Add-On Custom Fields

Add Custom Field

Field Type	Label	Report Column	
dropdown	Size	size	✎ ✖
dropdown	Size of Guest	size_of_guest	✎ ✖

Alumni Socials, Baseball
Games, Student Activities,
Preseason Zooms w/Coaches

Simple Events

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Simple Events

Alumni Socials

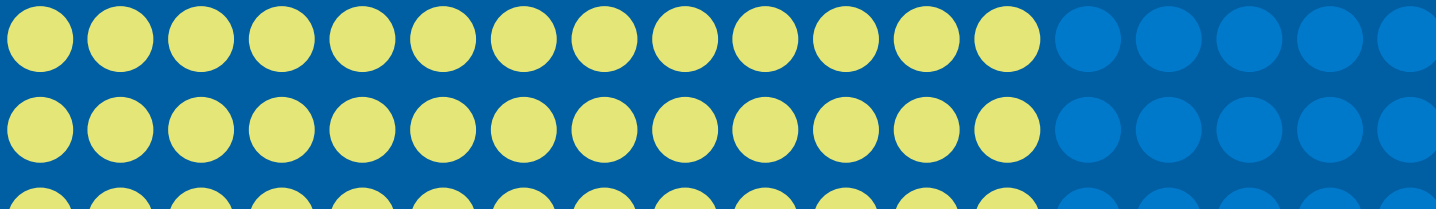
- QU in LA
- QU in DC
- Summer Series

Student Activities

- Student Philanthropy Council
- Adulting Workshops
- Bobcat Challenge Food Truck

Athletics

- Pre-game Receptions
- Preseason Zooms
- Alumni or Alumnae Days



Bobcat Weekend

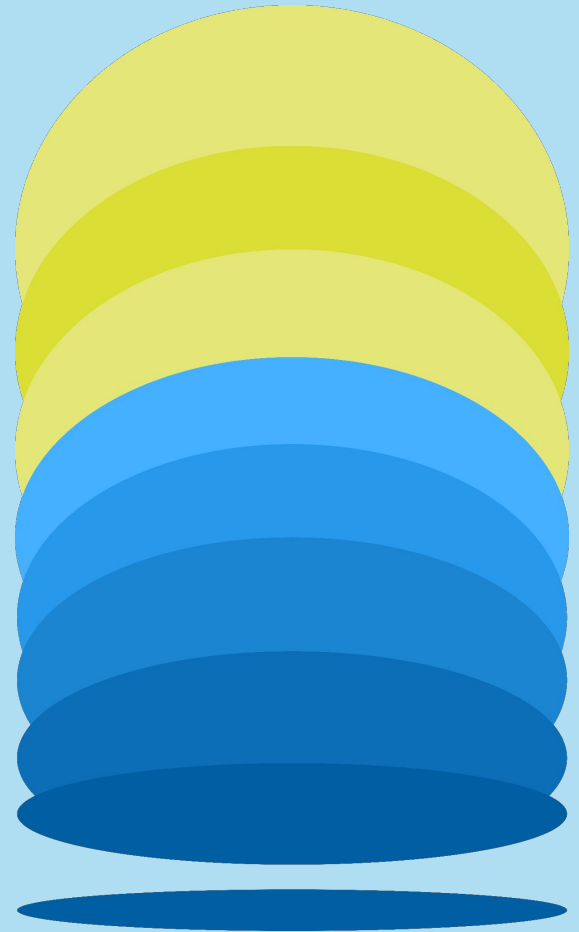
Complex Events

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Complex Events

- Total of 4803 registered
- Simple check in for large groups
- Resend registration summary
- 49 Activities - Multiple Locations
 - Restrict by ticket type
 - Specific ticketing with price, FMV, and guest limit
- 13 Promo Codes
 - From dollar to percentage
 - Custom codes
 - Start and end dates
- Ability for offline registrations



Thank You!



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