

# The Art of In-Person Fundraising with Crypto Guide



# What Is In-Person Fundraising?

In-person fundraising involves organizing live events like walks, galas, golf tournaments, and community programs where individuals or groups interact directly with potential donors to solicit donations and raise funds for a cause. This traditional method allows for:

- **Face-to-Face Interactions:** Build strong personal connections with donors.
- **Mission Communication:** Effectively convey your nonprofit's mission and impact.
- **Powerful Results:** Raise funds, spread awareness, and establish lasting donor relationships.

In-person fundraising, when executed correctly, is a powerful way to engage your community, create meaningful connections, and drive support for your cause. Integrating crypto donations into these events can further enhance your fundraising efforts and appeal to a broader audience.

## The Role of Crypto in Nonprofit Longevity and In-Person Fundraising

- Access to a Younger Donor Base & Global Reach
- Increased Donation Amounts Compared to Traditional Giving Methods
- Enhanced Financial Security by Diversifying Revenue Streams
- Innovation & Competitive Edge



### STOP

Before finalizing your in-person crypto fundraising efforts, prioritize strengthening your digital presence. This includes optimizing your donation webpages, donor emails, newsletters, and social media initiatives.

Need help? We got you covered. Below are helpful Knowledge Base articles to strengthen your digital presence and marketing.

- [SEO Friendly Crypto Giving Page](#)
- [Acquiring Crypto Donors Through Social Media](#)
- [Effective Email Campaigns: Informing Donors About Crypto, Stock & DAF Contributions](#)

# Most Popular In-Person Fundraising Types You Need to Know



## Events

Hosting gatherings like galas, auctions, walks, and golf tournaments where participants engage in activities to raise funds and awareness for a cause.



## Face-to-Face Meetings

Personal meetings with potential donors to discuss the nonprofit's mission, needs, and impact, fostering deeper connections and trust.



## Corporate Partnerships

Collaborating with businesses for funding, sponsorships, or in-kind donations, aligning corporate social responsibility goals with the nonprofit's mission.



## Peer-to-Peer (P2P) Fundraising

Encouraging supporters to raise funds through their personal networks, often via events like walks, runs, or online campaigns.



## Major Gifts

Securing substantial donations from high-net-worth individuals through personalized engagement and long-term relationship building.



## Board Giving

Engaging board members to financially contribute and leverage their networks for further donations.



## Direct Solicitation

Approaching individuals or groups directly to request donations or support, often through door-to-door campaigns or public spaces.



## Community Campaigns

Organizing local initiatives to engage the community in fundraising efforts, such as neighborhood drives or public events.



## Merchandise Sales

Selling branded items to raise funds and increase visibility for the nonprofit's cause.

# 3 Ways to Boost Your In-Person Crypto Philanthropy Efforts

## 1. Integrate Crypto Education & Acceptance into Your Fundraising Messaging

Educate your donors about the benefits and process of crypto donations during your in-person fundraising events. Provide clear and concise information that will help demystify cryptocurrency and encourage donations

## 2. Promote the Ease & Visibility of Crypto Donations

Make the process of donating cryptocurrency as straightforward and visible as possible. Highlight the simplicity and accessibility that will encourage donors to consider this giving method.

## 3. Highlight Success Stories & Mission Impact

Share compelling stories of how previous crypto donations have significantly impacted your nonprofit's mission. If you haven't received your first crypto donation yet, share how a crypto gift can make a difference to your mission.

Download this customizable flyer that effectively incorporates all three strategies into a single in-person communication.



# In-Person Crypto Fundraising Strategies

With insights on integrating crypto into in-person fundraising, we've developed strategies tailored to the most common nonprofit events, ensuring seamless crypto integration in any conversation or meeting you have.

Whether you're just starting out or looking to refine your approach, we offer both beginner and advanced level strategies to match your needs.



## Crypto Beginner Essentials for In-Person Events

Strategy	Details	Best For
<p><b>Crypto 101 Presentation:</b> Host a discussion on crypto philanthropy with your most active volunteers, encouraging personal commitments and leveraging their networks for crypto support.</p>	Educate your donors and volunteers about the basics of crypto, the benefits of crypto donations, and how they can play a pivotal role in driving your nonprofit's fundraising efforts.	<ul style="list-style-type: none"> <li>• Board Meetings</li> <li>• Major Donor Meetings</li> <li>• Private Major Donor Dinner</li> </ul>
<p><b>Event Bag Inclusion:</b> Design a postcard or brochure that each event attendee will receive that announces your acceptance of crypto as a donation method.</p>	Use a <a href="#">customizable postcard</a> to include in each donor event swag bag.	<ul style="list-style-type: none"> <li>• Walkathons/Endurance</li> <li>• Gala/Balls</li> <li>• Golf Tournament</li> <li>• Dinners</li> </ul>
<p><b>Donor Meeting Package:</b> In your major gift donor package, have a one-sheet on crypto being a new giving option.</p>	Create a <a href="#">customizable flyer</a> to showcase the ease of giving, impact, and tax benefits.	<ul style="list-style-type: none"> <li>• Major Donor Meetings</li> <li>• Board Meetings</li> <li>• Corporate Meetings</li> </ul>
<p><b>Pre &amp; Post Email Campaigns:</b> Integrate reminders in your event emails to inform attendees that your nonprofit will be accepting crypto donations during the event.</p>	Include a "P.S." at the end of your donor communications with the crypto reminder.	<ul style="list-style-type: none"> <li>• Walkathons/Endurance</li> <li>• Gala/Balls</li> <li>• Golf Tournament</li> <li>• Dinners</li> </ul>
<p><b>Silent &amp; Live Auctions:</b> Add crypto as a payment giving option during the auction to donors.</p>	Create a table marker with your QR widget code at each table or cocktail area.	<ul style="list-style-type: none"> <li>• Gala/Balls</li> <li>• Golf Tournament</li> <li>• Dinners</li> <li>• Art Shows</li> </ul>
<p><b>Crypto Sponsorship Acceptance:</b> Offer sponsorship opportunities for an event payable in crypto, showcasing the benefits of crypto donations.</p>	Emphasize the transparency and efficiency of crypto transactions to attract potential sponsors.	<ul style="list-style-type: none"> <li>• Any Event with Corporate Sponsorship Opportunities</li> </ul>
<p><b>Crypto Raffle:</b> Host a raffle where supporters can enter by making a crypto donation.</p>	Offering a fun prize encourages participation, promotes your crypto fundraising efforts, and attracts new donors interested in using cryptocurrency.	<ul style="list-style-type: none"> <li>• Any Event</li> </ul>

## Above & Beyond: Mastering Crypto In-Person Events

Strategy	Details	Best For
<p><b>Crypto Donation Station:</b> Create an engaging and interactive station/booth where participants can donate using QR codes and learn about your mission and impact.</p>	Provide tablets, easy-to-understand brochures, and flyers about giving crypto.	<ul style="list-style-type: none"> <li>Walkathons</li> <li>Endurance Events</li> <li>Golf Tournament</li> </ul>
<p><b>Crypto Donor Event:</b> Host an exclusive pre-event gathering or private dinner for crypto donors prior to your event.</p>	Acknowledge crypto donors in event programs, highlighting the impact of their donations.	<ul style="list-style-type: none"> <li>• Dinners</li> <li>• Donor Happy Hour</li> </ul>
<p><b>Crypto Corporate Sponsorships 2.0:</b> Create sponsorship packages specifically for crypto donors, offering unique benefits such as branded merchandise, recognition at the event, and exclusive networking opportunities.</p>	Use this <a href="#">customizable sponsorship one-pager</a> to include in your corporate offerings package.	<ul style="list-style-type: none"> <li>• Any Event with Corporate Sponsorship Opportunities</li> </ul>
<p><b>Crypto Pledges:</b> Design pledge cards that attendees can fill out to commit to making a crypto donation after the event.</p>	Follow up with attendees post-event to remind them of their pledges and provide support in fulfilling their donations.	<ul style="list-style-type: none"> <li>• Major Donor Dinner</li> <li>• Board Meetings</li> <li>• Gala/Balls</li> </ul>
<p><b>Crypto Advocacy Toolkit:</b> Empower donors to become advocates for cryptocurrency donations, equipping them with the knowledge and tools to promote and facilitate crypto giving within their networks</p>	Highlight the advantages of donating via cryptocurrency and create sample talking points.	<ul style="list-style-type: none"> <li>• Lobby Day</li> <li>• Advocacy Workshops</li> <li>• Congressional Dinner</li> </ul>
<p><b>Crypto Ticket Sales:</b> Offer tickets payable in crypto for concerts or performances, marketing the convenience and security of crypto transactions to attendees.</p>	Tailor marketing campaigns to crypto enthusiasts and tech-savvy individuals who value innovation and modern payment solutions.	<ul style="list-style-type: none"> <li>• Concert</li> <li>• Performances</li> <li>• Community Festivals</li> </ul>
<p><b>NFT Fundraiser:</b> Partner with digital artists to create and auction NFTs, with proceeds going to your nonprofit.</p>	Use interactive digital displays to showcase NFT art and allow live bidding.	<ul style="list-style-type: none"> <li>• Gala</li> <li>• Dinner</li> </ul>

By utilizing these resources, you'll be well-equipped to host successful in-person fundraising events that incorporate modern giving options like crypto, stock, and donor-advised funds.



**Have questions or need extra support?**

Contact our [Support Team](#) via email and we'll be happy to assist you

