

Announcing Events.org Quarterly

We are excited to announce the launch of our quarterly newsletter and are so pleased that we are able to share our first ever edition with you! Each quarter we will update you on new services and solutions with Events.org, as well as a *Tip of the Quarter*, highlights from past events, and an upcoming events calendar.



Enjoy!
The Events.org Team

Introducing *Event Plan*

Events.org now offers a new tool that assists in the management and organization of your events. Event Plan offers a straightforward, concise way to organize and manage your events.

The Event Plan system builds timelines for events to ensure deadlines are met. Task options assign members to teams and assignments, ensuring efficiency and timely event planning for your next big event.

Learn more by logging into your account and clicking on Event Plan in the top left-hand corner of the page.

Let us Introduce Ourselves

For those of you who are unfamiliar with Events.org, let us introduce ourselves. We were founded in 2002 by a philanthropic foundation with the mission to give back to the community. Our goal is to provide advanced technology solutions at minimal cost to non-profits in order to allow them to grow stronger and keep more of the funds they raise. We provide fundraising, management, and event solutions through our very own software that helps organizations plan, develop, and analyze the events that they put together. Events.org currently supports over 800 non-profits nationwide, and assists foundations such as the Special Olympics, Bears Cares, and the Boys and Girls Club to reach the fundraising goals they set.

Tip of the Quarter

Let donors know how they will be making a difference. Thank them as soon as you receive their help and/or donation. Check out Events.org's online email marketing to make sure every thank you is sent out timely and cost effectively. For more information email tip@events.org.

The New Economy

The United States has never seen an economic downturn that has affected charities, churches, and fundraisers as the one today; many such organizations are unsure of their futures because of the losses they have incurred. Most national and community foundations receive a significant portion of their budgets from foundation grants and endowments, much of which had been lost in the stock market which fell nearly 40% this past year.

Although many organizations are feeling the effects of the downturn, individuals are still nobly donating their time and money to the causes that mean the most to them. So don't become disheartened if the numbers are smaller this year - no matter what your cause, continue in your efforts because any amount of money raised will have an impact.

Events.org is reacting to the current economy by lowering our inclusive payment processing rates from 3% to 2.5% for Visa & MasterCard, helping you KEEP MORE!

Integrated Email Blasts

Coinciding with our *Tip of the Quarter*, we thought it would be appropriate to highlight the ability to send integrated email and invitation blasts with Events.org. It is often overwhelming when organizing blasts lists, trying to keep track of who has been sent which email, when, and by whom.

Below we have listed some highlights of the capabilities of our system:

- ⦿ Easily send email blasts
- ⦿ Store record of date sent
- ⦿ Track who was sent an email
- ⦿ See who has viewed the email
- ⦿ Organize contacts into categories for fast blasts to specific groups
- ⦿ Record of who has purchased event tickets, send in their RSVP, etc.
- ⦿ Send automatic follow-up emails to specific groups (i.e. those who purchased tickets, those who didn't view the email, those who decline the RSVP, etc.)

Communicating with potential donors and volunteers is incredibly important to the success of an event. Whether following up with instructions or thanking people for all of their efforts, we can help your organization efficiently stay in-touch and record all communications for easy reference.

**Coming
Soon from Events.org
Donation Xchange!**
[Find out more](#)

Online Auctions

Online auctions are a practical way to raise money as a way to engage people who are often too busy to attend events, but wish to support your cause. An online auction works very similar to the popular auction site Ebay. The available items are listed, and then people can bid on the items from home online.

Events.org provides complete tools to help you run and host your own Online Auction.

Events.org is proud to introduce AuctionAnytime™, a new hassle-free service that enables you to list any items you would like to put on an online auction at any time. You simply provide us the item information (or items) you wish to list, and we do all the leg work for you. We assist in promoting your item with your constituency and with Events.org' socially-conscience audience.

For more information, email AuctionAnytime@events.org

Upcoming Events Calendar

August 2009

- ◆ [Aug. 10th - UCP Chip in Fore Hope Golf Outing](#)
- ◆ [Aug. 14th - Center for the Homeless - On the River Fest 2009](#)
- ◆ [Aug. 15th - 2nd Annual Boys Hope Girls Hope Bags Tournament](#)
- ◆ [Aug. 20th - Special Olympics Utah - Over the Edge](#)
- ◆ [Aug. 27th - Connections for the Homeless - Cool Cash](#)
- ◆ [Aug. 30th - Rainbows Ride For Kids](#)

September 2009

- ◆ [Sept. 13th - Almost Home Foundation Running for Animal Rescue](#)
- ◆ [Sept. 14th - Make a Wish Golf Outing](#)
- ◆ [Sept. 15th - Healthy Schools Campaign National Conference](#)
- ◆ [Sept. 17th - Sacred Heart School Viking Cup Golf Event](#)
- ◆ [Sept. 19th - Congressional Medal of Honor Convention](#)
- ◆ [Sept. 26th - Special Olympics Illinois Inspire Greatness Gala](#)

October 2009

- ◆ [Oct. 16th Children's Memorial Hospital Playdough Palooza](#)
- ◆ [Oct. 24th - Boys & Girls Club of the Twin Cities Annual Benefit Gala](#)
- ◆ [Oct. 29th - Healthy Schools Campaign - Cooking up Change](#)