

# **Money Making Ideas**

## Tips To Help Your Organization Raise Money



**Event marketing tools allow organizations to track registration and organize events in less time.**

(NAPSA)—Events have become a popular way for nonprofits and associations to raise money and increase membership.

To spend the least amount of time and resources to get the highest number of people, a growing number of nonprofits are using online event marketing tools. If you have a computer and Internet connection, you can track registration and organize the events in less time.

“We love that people RSVP online so we don’t have to field as many phone calls,” says Robin Lee, from Quest Sports Travel in Malverne, New York.

Here are a few tips on choosing an online event marketing tool from Erik Mintz, a marketing expert with Constant Contact.

- **Go professional**

Choose a tool made for business users. For example, find a tool that allows you to customize your invitation to match your brand design. Some free tools place ads in the invitations, which can look unprofessional. Upgrading to a low-cost paid service eliminates this hassle and ensures a professional look and feel.

- **Make a wish list**

Identify the features you want and arrange them by “must have” and “nice to have.” Do you need invitation templates or ticketing capabilities? Do you want to track both yes and no responses so you can tailor follow-up e-mails? Do you need the ability to collect payment or to allow attendees to register guests?

- **Look for perks**

Look for product-plus pricing: Pay for the tool and get free coaching and training, ensuring that expert training and resources are always just a phone call, e-mail, Web click or webinar away.

- **Think social**

Social media is a free and easy way to boost your event promotion. Look for a tool that lets you and your attendees easily share your events on social networks such as Twitter and Facebook, allowing your organization to broaden its reach and gain exposure with new audiences.

More information about choosing and using online event marketing tools is available at [www.constantcontact.com/eventmarketing](http://www.constantcontact.com/eventmarketing).