NEON ONE
Nonprofit Tech Circle
Event Registration Pages

Who Am I?

- 11+ years in the nonprofit tech industry
- Passionate about understanding what donors want from the nonprofits they support (and what orgs can do about it)
- Writer, speaker, and marketer with Neon One

How Do You Feel About Building Event Registration Pages?

How do you feel about building event registration pages?

I have no idea what I’m doing

I am an expert

This List Will Help

This QR code will take you to the download; I'll also drop a link in the chat.

Event Registration Page Checklist

A thoughtfully designed registration page can set the stage (Get it? Get it??) for a great event experience. Use this as a guide when you prepare for your next event!

Event Registration Page Elements

Whether someone knows all about your event or is learning about it for the first time, these page elements will get them excited about signing up.

- O My event page includes a high-quality image that sets expectations for my event
- O People can read the copy on my event summary or event registration page and understand what the event is about and what to expect
- O My registration page includes the event's date, time, location, and other important details
- O The content on my event page includes language that makes my event sound fun, exciting, and related to my mission

Event Registration Process

Encourage registrations by keeping the signup process as simple as possible.

- O [If there are multiple dates] It's easy for people to choose the date they want
- O My ticket options are clearly labeled
- O People can easily understand what is included in each ticket
- O My form includes only the fields that are absolutely necessary to process a registration
- O Registrants can easily save or print their confirmation info and tickets
- O [If you are using promo codes] People can easily find where to use their promo codes

Post-Registration Communications

Good communication about your event is important! Do you have plans for these communications in place?

- O Registration confirmations
- O Event reminders
- O Updates and emergency communications
- O Post-event updates and surveys

Whether you're running an educational workshop, hosting a gala, or putting on a theater performance, your registration page is a huge part of someone's event experience. A good page will share key details, get people excited, and make it easy to sign up!

NEON ONE

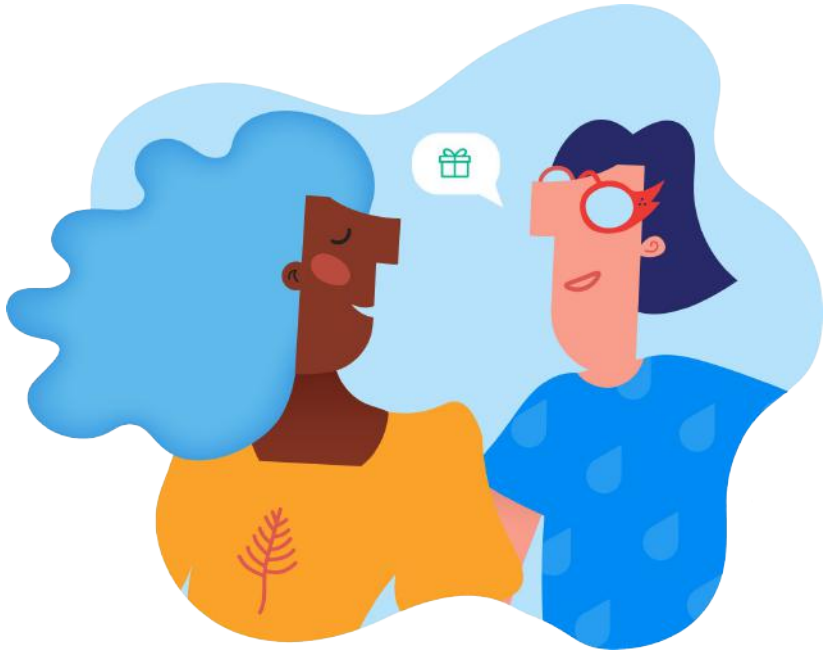
Is This Really a Big Deal?

Yes!

- Conversion rates for event registration pages are usually around **12.6%**

- Creating an enjoyable event registration experience can **set the tone** for the event itself.

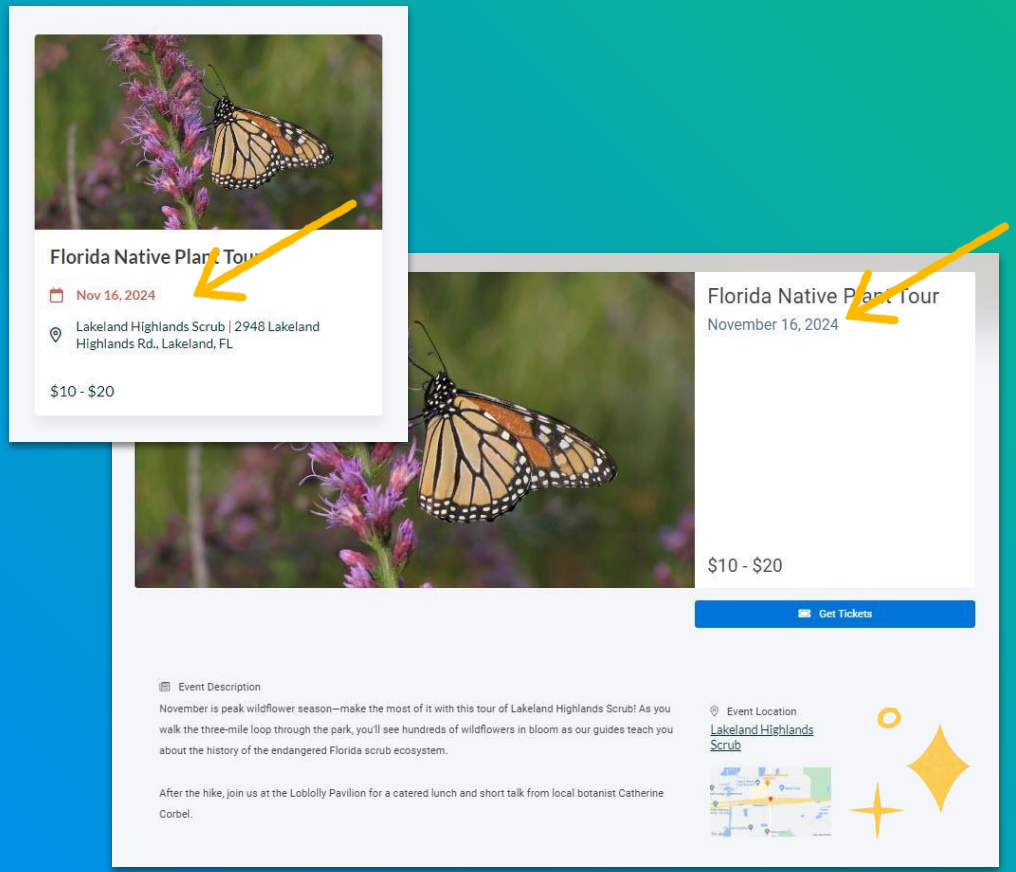
Today, we're going to look at how you can do it.



Get People Excited

Use your event registration page to:

- **Share important details**
  - **Date**
  - **Time**
  - **Location**
- Tell people what to expect
- Make it enticing



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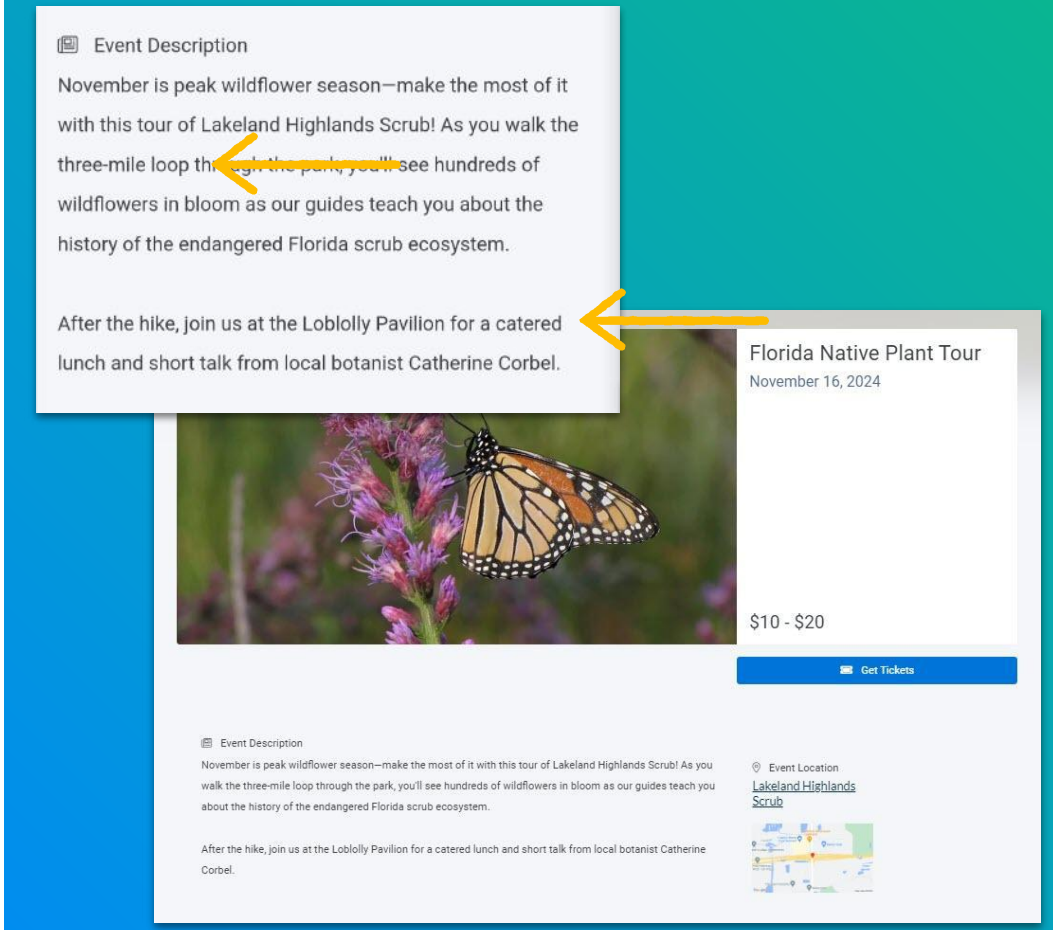

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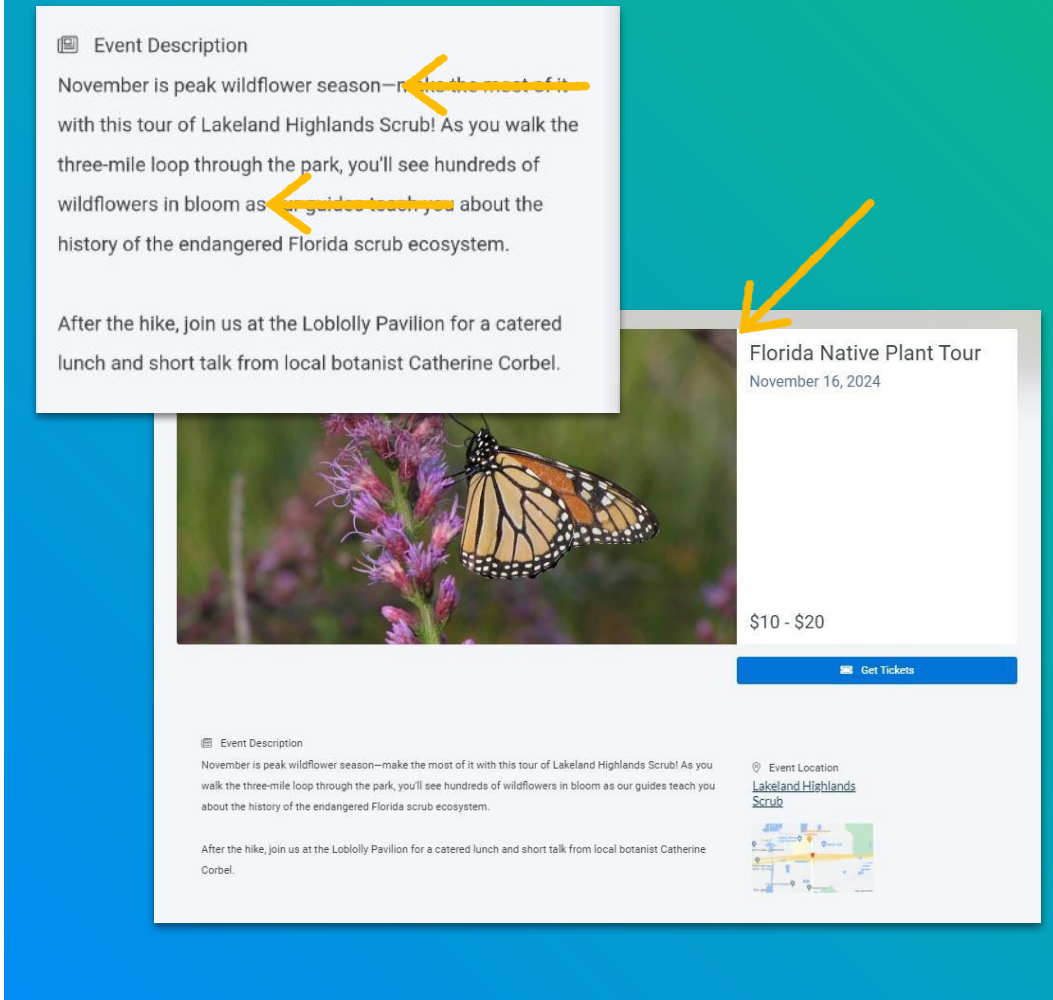


2024 Gulfside Gala

08/31/2024 06:30 PM - 11:00 PM ET

Click here to register online

Admission

- $150.00 - Individual Ticket
- $300.00 - Couple's Ticket

Location

The Peach House

27 Lake Morton Dr.
Lakeland, FL 33803

Summary

Summary

Description

Enjoy dinner, drinks, and dancing—all while saving Florida's coastline!

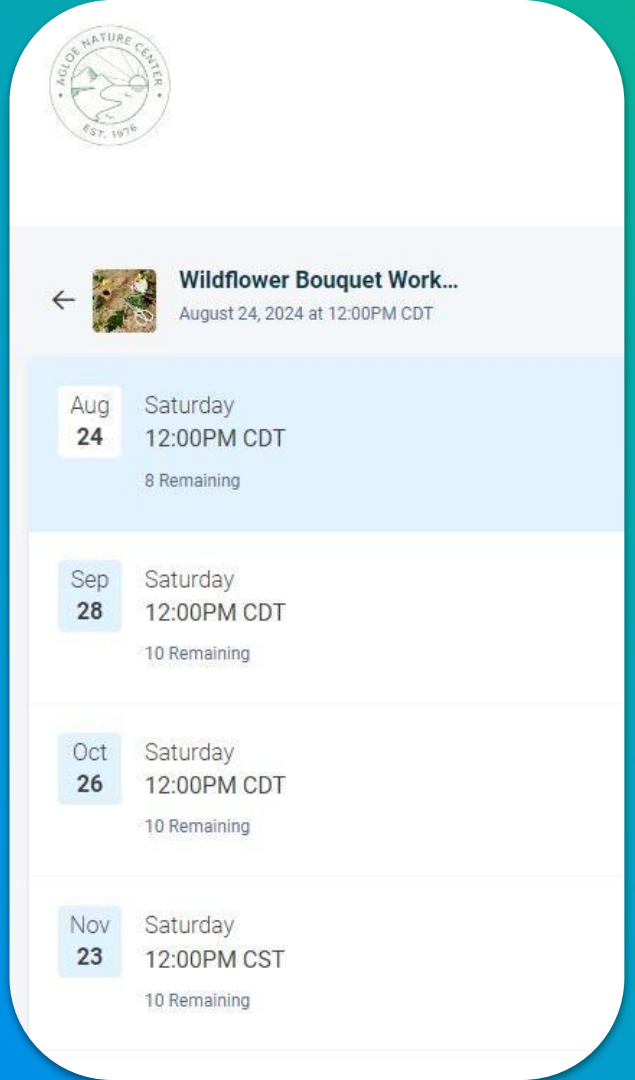
Join us on Saturday, August 31 for a conservation-focused evening under the stars. Watch the stars emerge over Gulf, experience local flavors from the chefs at The Peach House, bid on one-of-a-kind items and experiences, and hear exciting updates about the movement to protect Florida's vanishing wild places.

- Print this page
- Tell a friend
- Add to iCal or Outlook
- Add to Google Calendar

Make It Easy to Register

People get discouraged by complicated registration processes! Make it easy for people to:

- **Choose the right date (if there are multiple dates)**
- Select the right ticket
- Enter applicable promo codes
- Receive and print tickets (if you're using them)
- Share extra info if needed



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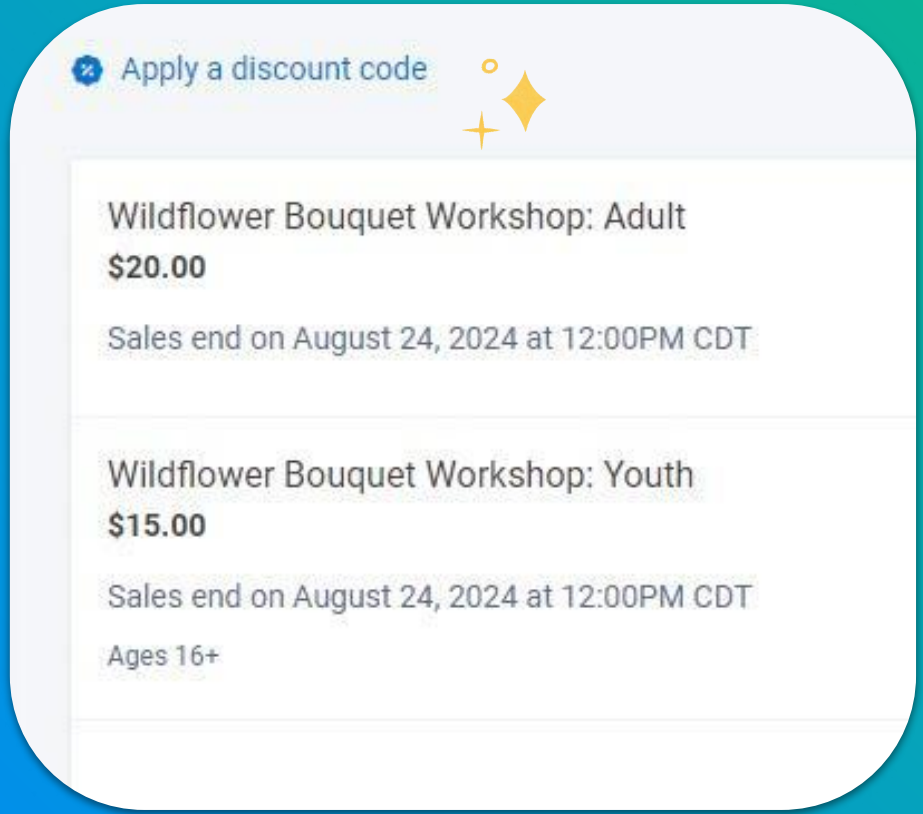

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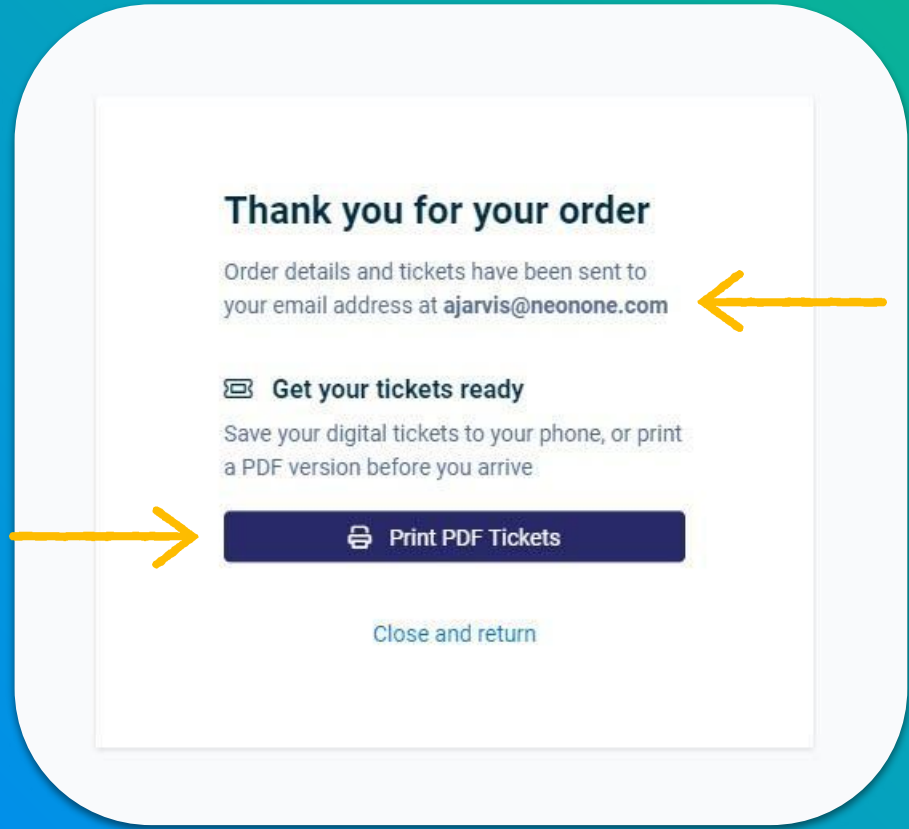

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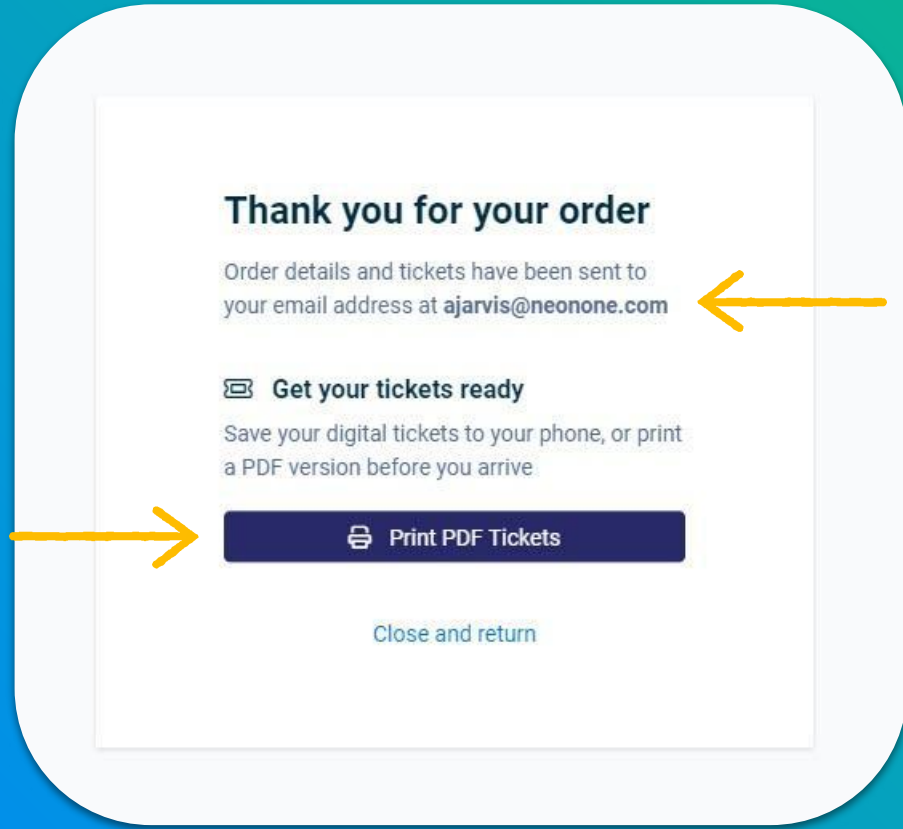


Event Registration

Register as a Company

2024 Gulfside Gala

First Name: *

Last Name: *

Email: *

Day Phone: *

Address: *

City: *

State: *

Zip: *

-

Do you have any allergies or dietary restrictions?

If you have a coupon, please enter code here (case-sensitive):

Continue

Do 👍

Collect necessary information

Allow additional donations, if appropriate for the event

Consider creating promo codes for different groups

Don’t 👎

Include more fields than you need

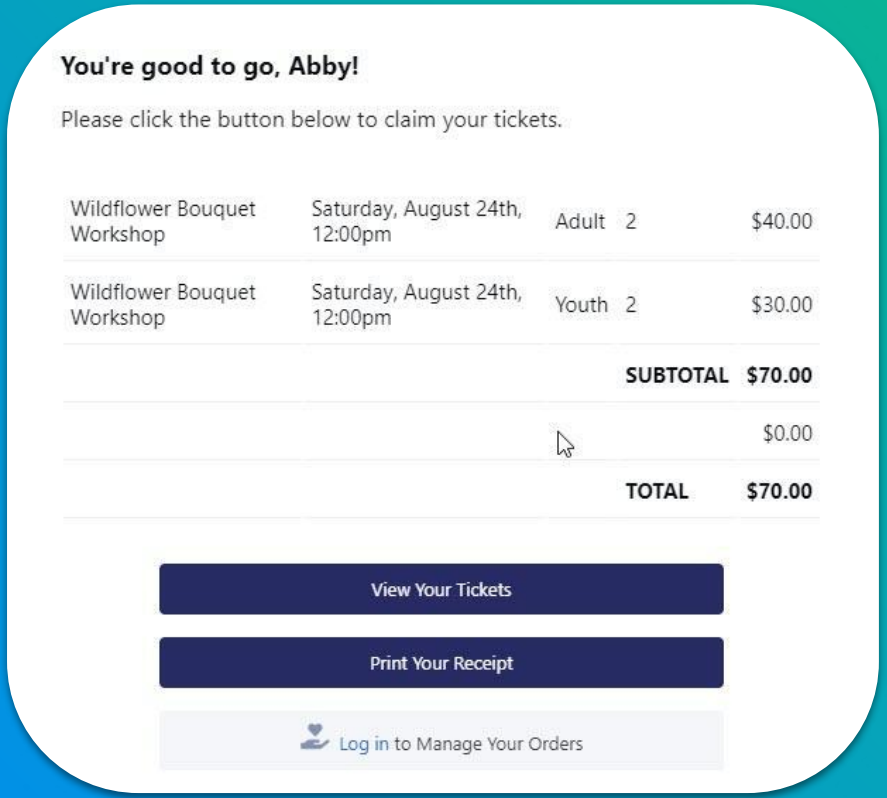
Don’t require people to make an additional donation

Make promo codes super long and hard to remember

Follow Up With Registrants

Get the most out of your event by:

- **Sending a confirmation email**
- Sending reminder messages
- Sending important updates via email and text
- Sending post-event emails



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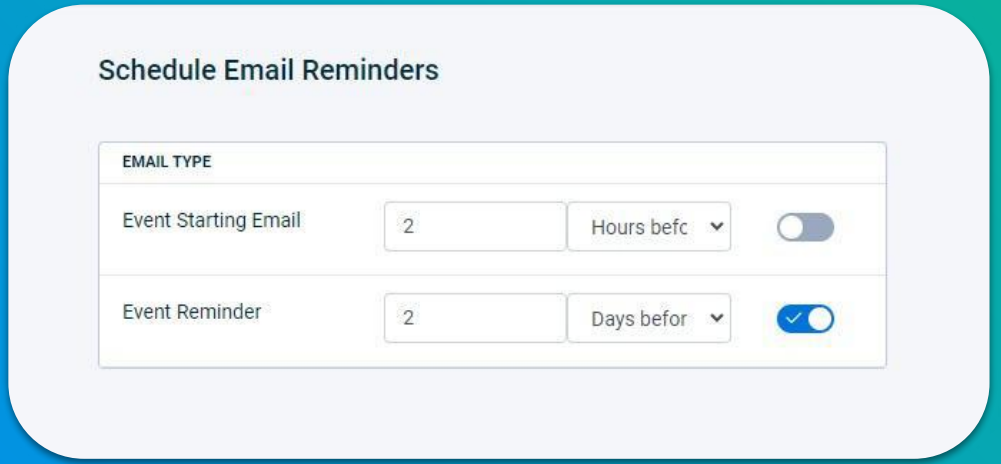

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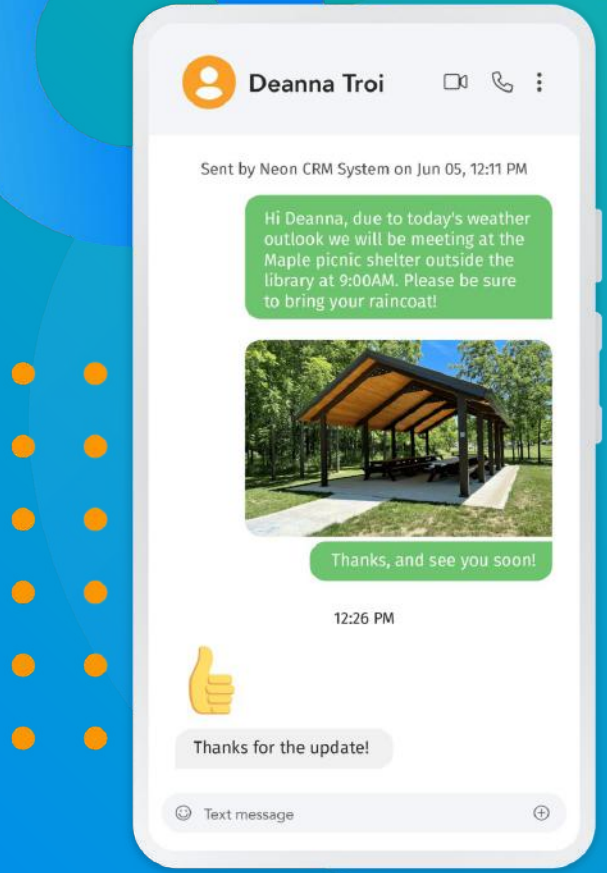

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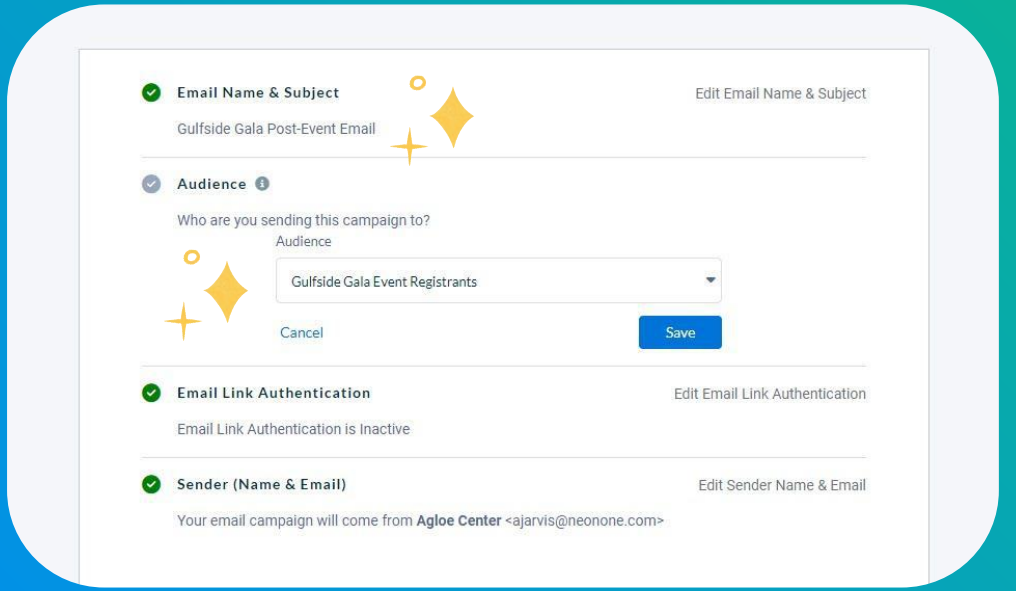

Do 👍

Communicate with registrants

Send important updates

Thank registrants after the event

Send segmented invitates to future events

Don’t 👎

Overdo your communications

Send updates for the heck of it

Include an appeal in your thank-you

Only send communications about future events

Questions?

Generosity Xchange

October 16-17, 2024

Generosity XCHANGE