

Creating Unique Events

Tip & Tricks

Keep it simple

Registration flows that convert

Ask only what you need

Balancing user experience and data needs

When to customise

All events are unique - infinite possibilities with customisation

Q & A

Ask us anything

Keep it simple

Clear + Brief = Effective

Clarity - use your event homepage to answer questions

Brevity - ask only what you need

Event Homepage

Your most valuable real estate

1. Video - result of me joining the event - cause or participation focus
2. Images - how do I participate?
3. Headings - where and when do I participate?
4. Sub Headings - I probably won't read any further than this
5. FAQs - my decision is 90% made to participate - I just need to know...
6. Social Proof - people like me participate in this event/support this cause
7. Competition - what should I be aiming for?
8. Reward - what do I get for participating and fundraising?
9. Trust & Legitimacy - About Us/Contact Us/Where the Money Goes

Ask questions that have impact

Balance UX & CRM - ask the stakeholders

1. What is the purpose of collecting this data?
2. If we don't have this field will our participant's experience be negatively impacted?
3. If we do include this field will it have a positive effect on fundraising?
4. If we don't have this field will our long term relationship with this supporter be impacted?
5. If we do include this field, what are we going to do with the data? Really?

Form fatigue - there is no magic number

Data protection - collecting deep PII can lead to unnecessary risks

Conversion Rates - what to expect

Peer to Peer Events

✓ **Above 75%** is Great - check drop off step

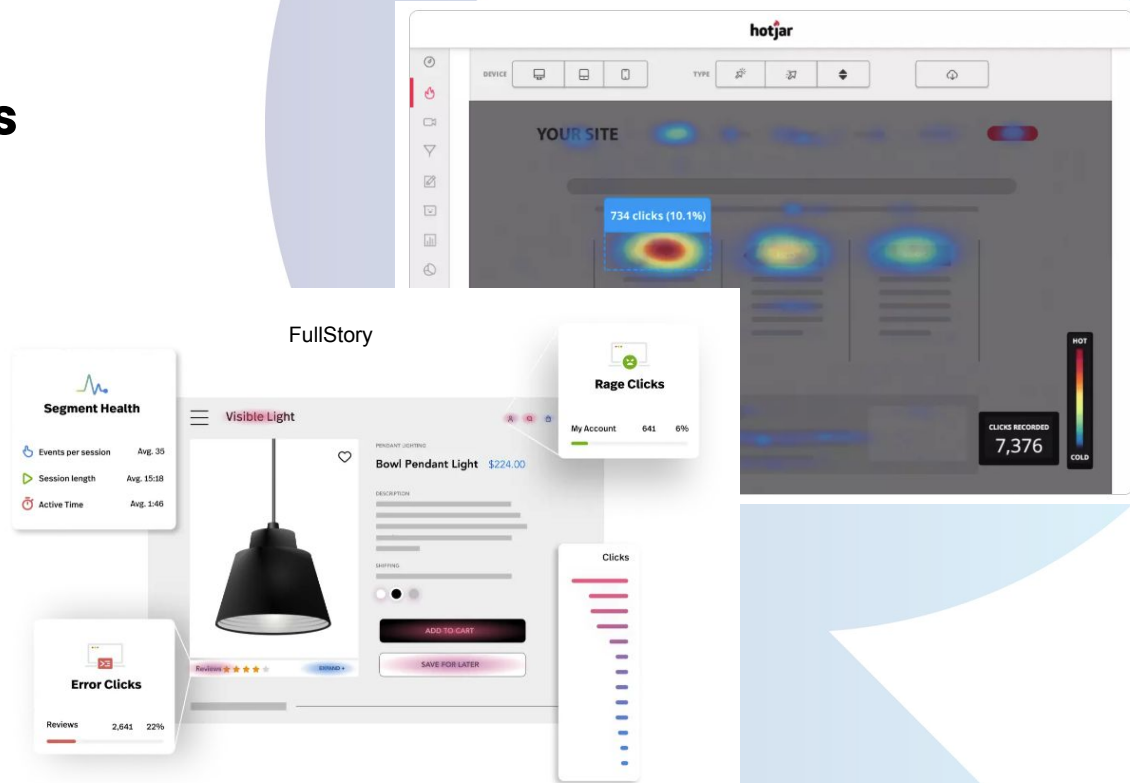
≈ **65-75%** is average - check drop off

✗ **Below 65%** - check drop off and get agile

Agile: Test & Iterate

Heat Mapping Tools

- Hotjar
- FullStory
- Mouseflow
- Lucky Orange
- Clicktale



Thank you!