

Connect Your Crowd

Raise More with Sphere[®] Events[™]

DID YOU KNOW?

An estimated \$3 billion dollars has been raised globally through online event fundraising sites in the last 7 years, and many events regularly collect over 60% of their donations online.

TURN YOUR PARTICIPANTS INTO ONLINE FUNDRAISERS

The **Sphere Events** friends asking friends technology provides your event participants with a set of tools that will help turn even non-technical constituents into successful online fundraisers. Starting with a proven format for online registration, **Friends Asking Friends**[®] makes it easy for supporters to create personal pages, send out custom email solicitations, process donations instantaneously, and thank donors with individual acknowledgements.

GET STARTED QUICKLY

Sphere Events deploys quickly and is easy to use. Event website setup is facilitated with user-friendly checklists, and transaction processing is provided directly by Blackbaud.

MANAGE YOUR EVENTS MORE EFFECTIVELY

Blackbaud offers a turnkey events management solution to oversee online and offline activities, including an event website, participant management, donation processing, and extensive reporting.

BLACKBAUD'S FRIENDS ASKING FRIENDS: DEMONSTRATED RESULTS²

Over the last nine years, Blackbaud has successfully deployed events software supporting more than 28,000 events, raising a total of \$850 million online. In that time, more than 12 million participants and nearly 23 million donors have successfully used **Friends Asking Friends** in support of their organizations.

- Event fundraising can be over 5 times more effective with **Friends Asking Friends**.
- The average supporter sends 27 personal solicitation emails per event.
- Approximately 1 in 4 personal solicitation emails results in a donation.
- **Friends Asking Friends** emails have more than a 55 percent click-through rate.
- Over 90 percent of the donors to a new event are new to your organization.



More Than Software

Sphere Events is complemented by a support staff who help ensure online events run smoothly by providing:

- Extensive online help dedicated to events
- Technical support via phone and online
- Professional services and consulting
- Customized design services
- A scalable, secure infrastructure backed up daily and monitored 24/7/365



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² Based on historical data; future results could vary.