



Keep your guests informed with essentials posted online.

- ✓ **A clear description of the event's purpose.**
Offer a simple and clear description of what the event is about and how guests will gain value from attending. Include your strategy and branding in the website design.
- ✓ **The basics: when and where.**
The date, time, and location of the event are the most integral points of information. Make this prominently available on the home page if you have multiple pages, and make sure it's easy to find anywhere by adding the info to the header or the footer. Using icons such as maps or calendars can also be used to help relay an event's basic details.
- ✓ **A cohesive theme.**
The overall messaging strategy of the website should be consistent with the event's collateral, including invitations and programs.
- ✓ **Social media links.**
By adding social media aspects like Facebook, Twitter, LinkedIn, and Instagram to your website, you're enabling attendees to interact with your event. Social media can also help guide guests back to the main site to pick up tickets. There's also an option to share descriptions of live auction items on social media. Pre-and post-event engagement is just as important as the event itself.
- ✓ **Video.**
With the growing availability of image-focused social platforms such as Pinterest and Instagram, your audience has become increasingly responsive to images and video. Considering replacing text with engaging images and video. If there is animation or videos on the site, it should be mobile-friendly. Showing a video of last year's event can help get guests excited for the upcoming event and show them what to expect.
- ✓ **A link to register.**
There should be a clear place on the website where guests can purchase tickets or register. Different payment methods suit different events. If tickets are around \$100, attendees will be likely be comfortable paying online. Sponsors who are buying a \$25,000 table may not want to pay online. Make online payment available, but also make it clear where they can send a check or submit credit card information.
- ✓ **Day-of volunteer information.**
Give volunteers a chance to sign up on the site. Make it easy for volunteers to read up-to-date information on where to pick up packets, what to wear, the timeline of events, and other pertinent day-of details.
- ✓ **A F.A.Q. section.**
A place where guests can read up on frequently asked questions. This will prevent you from having to address the same queries over and over again. As you get repeated additional questions, update your FAQ section.
- ✓ **Post-event information.**
Be sure to update the event's site after the event has over. Post an event video montage and photos, as well as information on where people can order pictures. You can also post a celebratory announcement such as how much was money was raised at a fundraiser.

