2025
GUIDE
to
EVENTS

EVENT GUIDELINES

We are thrilled to hear you are planning an in-person event to complement the work you are doing for North Texas Giving Day. This guide has been developed to help you make it successful, fun, and aligned with your Giving Day goals.

Event Planning Tips

Pick the right time & place
- Review local calendars and identify events to partner with, or schedule around larger events.
- Consider days and times that work well for your target audience, e.g, weekends for families or evenings for adults.
- Find a space that's convenient for your audience and ideally free. Ask local businesses, board members, or donors to donate a venue.

Boost attendance with incentives
- Consider raffles prizes, live music or entertainment, food and drinks, and kids' activities.

How to Promote Your Event

Add your event to your organization page
When you **add a calendar event to your page**, it will also be visible to all visitors to our **Community Events Page**.

Create a digital invitation
Using a digital invite makes it easy to track RSVPs, share updates, and reach more supporters with minimal effort. We recommend:

Eventbrite is ideal for events that require registration or headcount.

Facebook is the best option for public events to boost visibility.

Use multiple channels
Start promoting as soon as the details are set across multiple channels, including social media (Facebook, Instagram, LinkedIn), email, and flyers or posters.

HOW TO SET UP AN EVENT ON FACEBOOK

1. Go to Facebook. Open the Facebook app or go to **facebook.com** and log in.

2. Find the Events Section. On the homepage, look on the left sidebar (or tap the menu on mobile) and click "**Events**."

3. Click "Create New Event." Click "+ Create new event" button.

4. Choose Online or In-Person. Decide if your event is happening online (like on Zoom) or in person (like at a park or your house).

5. Fill in the Details.
- **Event Name**: What is it called? (e.g., "[Your Nonprofit Name]'s 2025 North Texas Giving Day Party")
- **Date and Time**: When is it happening?
- **Location:** Where is it? (type in the place)
- **Description:** Add any extra info guests should know.
- **Photo**: Add a fun picture or graphic if you like.

6. Choose Privacy Settings.
- **Public:** Anyone can see and join.
- **Private**: Only people you invite can see it.

6. Click "Create Event."

7. Invite Friends. Just click "Invite" and choose people from your friend list.

For more information, visit Facebook's Help Center.

HOW TO SET UP AN EVENT ON EVENTBRITE

1. Go to Eventbrite.com.
- Click "**Sign Up**" if you don't have an account.
- Or click "**Log In**" if you already do

2. Click "Create Event."
- Look in the top right corner for the "**Create Event**" button.

3. Enter Basic Event Info.
- **Event Title** – Name your event (e.g., "Fall Fundraiser Bash").
- **Organizer** – Put your name or group name.
- **Location** – Choose:
  - **In-person** – Add the venue address.
  - **Online** – Add Zoom or livestream info.
- **Date & Time** – Pick the start and end date/time.

4. Add Details.
- **Description** – Tell people what it's about. Include: what to expect, dress code (if any), why the event matters
- **Upload a Cover Photo** – Choose something eye-catching and relevant.

5. Set Up Tickets.
- Click the "**Tickets**" tab.
- Choose one of the following:
  - **Free** – No cost to attend
  - **Paid** – Set a ticket price
  - **Donation** – Let guests choose how much to give
- Set how many tickets are available.

6. Adjust Settings.

- Decide if guests need to register individually.
- Choose when ticket sales start and end.
- You can also set up email reminders.

7. Publish Your Event.

- Click the orange "Publish" button at the top when you're ready to go live!
- If you're not ready yet, click "Save" and come back later.

8. Share Your Event.

- After publishing, Eventbrite gives you a link to your event page. Share it on: Facebook, Instagram, email, and text

For more information, **visit Eventbrite's Help Center**.

ENGAGE WITH US ON SOCIAL

Expand your organization's visibility and reach new donors by liking, commenting, and sharing posts from Communities Foundation of Texas and North Texas Giving Day.

@NorthTexasGivingDay
@CFTexas

@NorthTexasGivingDay
@CommunitiesFoundationofTexas

Communities Foundation of Texas