

How Working with a Consultant Helped One Organization Bring Their Annual Event Online

The Challenge

Manet Community Health Center is a nonprofit health care provider, located in the Boston area.

Each year, the center hosts an annual gala which they primarily manage through manual methods — sending printed post cards and invitations and using spread sheets to try and manage registration.

Overwhelmed with paper work, logistics, report generation, and payment/donation processing, the center reached out to HUTdogs, a digital marketing company, to help manage their event.

The Solution

- Using Constant Contact's Events and Registrations campaign, HUTdogs set up an event homepage and online registration form for the Manet Community Health Care Annual 2014 Gala and Fundraiser.
- To promote the campaign, HUTdogs put together a series of emails and social media posts about the event with a link to the event homepage with additional information like location, time, and ticket price.
- Using the online registration tool, attendees could pay for tickets in advance or choose from multiple sponsorship opportunities, ranging from \$200 - \$30,000.

The Result

By bringing their event online, the center was able to offer a better experience for event attendees and save their staff time and headaches by managing registration from a single location.

Best of all, they were able to raise much needed funds for their organization that will be used to make a difference for the people that they serve.

HUTdogs
a division of Emjay Creative, Inc.

Solution Provider:

HUTdogs

Client:

Manet Community Health Center

Tools used:

Email Marketing

Event Registration

"The event was a huge success — with almost 300 people registering through the online registration tool, and more than \$115,000 raised for the organization."