

IML ELECTRONIC PLEDGE

THE LATEST INNOVATION FOR FUNDRAISING EVENTS

FACT SHEET

HOW IT WORKS

1. Guests receive a pledge card which has their name or individual code programmed onto it.
2. Guests slot their pledge card into any keypad and make a donation.
3. The total amount the guest has pledged is visible on the keypad.
4. The combined total of all guest pledges is displayed on the screen.
5. The system generates reports and or invoices and can be easily integrated with payment systems.



HOW THE SYSTEM GENERATES REVENUE

INCREASE PARTICIPATION

Fundraisers often cite participation rates of between 3 and 10% for the fundraising components of their events. IML Pledge technology has helped increase these rates up to 72%. More participation means more revenue which is why more than 85% of fundraisers who use the IML system become repeat clients.

ENTERTAIN

This technology provides a fantastic way to entertain your audience while they donate to your cause. The instantaneous nature of the increasing total on screen is the key ingredient. Add a passionate MC or auctioneer and you'll see your guests shout and cheer at the screen as they reach the target.

TIME FOR A FRESH APPROACH

If your guests attend your event every year, a fresh format can reinvigorate the fundraising component of the evening and help you increase revenue year on year.

BENEFIT FROM ANONYMITY OR DONOR RECOGNITION

The ability to pledge anonymously through the technology can be a strong motivator for many guests. It helps those guests who can't make large donations to feel comfortable giving smaller amounts and many large donors prefer to remain anonymous. Conversely, you may feel that your guests will respond well to recognition. The IML system has the flexibility to instantly display leader boards or the names of all donors or top donors, with or without their donation amounts.

DON'T LEAVE MONEY ON THE TABLE

By providing guests with a very easy way to make a donation you will encourage people who didn't win or weren't interested in any auction items to donate to your cause. If you've done a manual call for large pledges you will encourage all those in the room who wish to make smaller donations to easily participate while reducing precious program time. And smaller pledge amounts can really boost your overall total.

Talk to us for more ideas and recommendations. We work at over 400 fundraising events every year.

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3 WAYS TO USE IML PLEDGE

INCLUDE WITH YOUR SILENT AUCTION

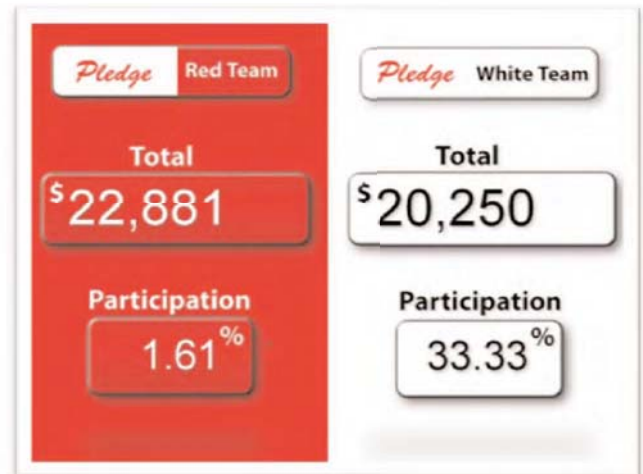
1. Add it to your list of silent auction items. Guests simply enter in the pledge item code on any keypad and donate their preferred amount. The pledge total increases in real time and is displayed on screen alongside the silent auction items.

THE TOTALISER

2. Announce a target for the Pledge. Choose a relevant graphic for the pledge drive and IML will design a screen which will show the guests live, in real time how quickly their combined total is reaching the target. Ensure you have a passionate MC to lead this segment and your guests will enjoy the entertainment value the totaliser provides. Sometimes it's more effective for the MC to determine the target on the fly. If this applies to your event IML will design a screen which simply shows the increasing number in real time.

THE PLEDGE COMPETITION

3. Split your guests into teams. Allocate a captain for each team or a passionate MC who can encourage competitive spirit between the teams. Ask guests to make a pledge via a keypad. IML will show how each team is tracking against the other in real time in terms of amount raised and percentage participation on the big screen.



CLIENT TESTIMONIAL

"The theme of the night was 'Robin Hood Responds,' and we were blown away by the number of people who responded this year. Not only did the IML technology help us increase the night's overall revenue, but it was easy and fun for everyone to get involved. Whether they were able to donate \$10,000 or \$10, each person was able to make a contribution, and do so anonymously. And when they saw their respective section's total rising in real time... the energy in the room was electric. In this economy, finding new ways to engage more guests in the fundraising process makes a real difference."

Mark Bezos
SVP Development & Communications, Robin Hood