5 Questions to Ask Before Selecting a Fundraising Screen Software Company

1. For a social screen, how much control will you have?
- Can you hide posts?
- Can you change the hashtag?
- Do you have access to what is showing onscreen?

2. Does it show the fundraising total?
- How does it keep up the real-time donations?
- Does it auto-refresh?
- Will your event process need to change?

3. Will your screen be blank?
- Software doesn't run itself. How will you cultivate guests to use the interactive elements of the screen?

4. How adaptable is the screen design?
- Can you adjust color? Can you customize with your own branding?
- Can you adjust for different screen resolution?
- Can you easily display sponsor logos?

5. How is the screen delivered?
- Is it browser based? If so, you will need a constant internet connection.
- Is it software based? *(More on next page)*

swell

FUNDRAISING

5 Things to Consider Before Using a Screen at Your Fundraising Event

1. Internet Connection

- Does the software need constant connection or will it handle gaps in connectivity?
- Does your venue support the internet needed?

2. Put It In Context?

- How will you use the screen in the context of your program?
- Just like you outline the program for speakers, outline the program for those running the laptops?

3. Select a venue with an in-house screen over one without a screen?

4. Hosting an outdoor event?

- Outdoor events require special, more expensive screens.

5. Go BIG or Go Home

- Is the screen large enough for the space? Guests need to be able to see what is showing. Bigger screens are not much more costly - look into larger screens.

(More on next page)

swell
FUNDRAISING

TP081116

5 Signs You Need
a Social Screen
at Your Fundraising Event

1. Guests are taking photos.

2. You need more social media presence.

3. Your event has a competition.

**4. You want to engage people who are not
    present at the event.**

5. Your guests are below the age of 40. *(More on next page)*

swell
FUNDRAISING

TP081116

5 Things You Can
Put on a Screen
at Your Fundraising Event

1. Fundraising Total Tally

2. Sponsor Logos

3. Special Guests/Honoree Pictures

4. Real-time pictures of guests

5. Social Media Posts

swell
FUNDRAISING