CHOOSING A FUNDRAISING EVENT JOURNAL FORMAT

Thinking about ditching the traditional print journal in favor of a digital version?

It will definitely be cheaper, but consider the pros and cons compared with the alternatives, as well as which format(s) are preferred by your donors. And if you're switching from a print journal to digital journal, be prepared for some extra work in the first year – both you and your donors will need to make some adjustments and learn some new tricks.

TYPE	ADVANTAGES	DISADVANTAGES	AD DIFFERENTIATION	FORMATS
PRINT	• Traditional / familiar • Lasting / keepsake • Guests view at leisure • Good for lengthier text • Allows for metallics • Appeals to sponsors	• Pricey • Printing takes time • Guests may toss • Needs higher resolution artwork • More colors > higher cost	• Page portion • Page order • Color/border treatment	• Print-quality PDF > printer • Hard copy > client
DISPLAY	• Cheaper • Quicker • Full color by default	• Ephemeral • Newer / less familiar • Bad for lengthier text • Guests may ignore	• Slide display frequency • Slide display duration • Color/border treatment • You can use page portion, but no need	• PPT + Slide images > client • Program presentation
ONLINE	• Cheaper • Quicker • Good for lower resolution artwork • Lasting • Available to larger audience • Allows for links • Full color by default	• Intangible • Newer / less familiar • Bad for lengthier text • Less likely to be viewed (people must choose to look it up online)	• Page order • Slide display frequency* • Slide display duration* • Color/border treatment • You can use page portion, but no need *Depends on format	• Screen-quality PDF > client or PPT > client or Slide images > client • program + post

Why is "familiar" an advantage? Because sponsors often ask you to simply rerun their ad from last year, give you an ad they already have, or simply ignore any specs you give them and send you an ad they expect to work. And to the extent that familiarity = expectation, some may be disappointed if their expectation of a print journal is not met.