

Making Special Events Really Special

Philanthropy Day on Cape Cod
2011

Introductions:

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Why Are You Having This event?

- **Friend Raising** – to generate new donors
- **Fund Raising** – to raise money
- **Awareness Raising** – to increase public awareness of your organization and bring attention to its mission

Pre-Work!

Before you start planning:

- Going alone or collaborating with another nonprofit?
- Committee chair and committee members and their roles
- Committee vs. staff driven event

It's all in the details!

- First time event, or ongoing?
- Is it getting stale?
- Can it be refreshed without losing what people have come to expect and enjoy?
- Honorary Chair – do you need one? What would be their role & responsibilities?
- Who is the target audience for this event? How are they being invited?

- The budget –revenues and expenses
 - What can be underwritten?
 - What in-kind support can you get?
 - Venue
 - Graphics design work
 - Printing (invitations, tickets, posters, flyers, program books)
 - Publicity (print ads/radio spots/tv shows)
 - Food & Drink
 - Goods & Services (raffle, silent and/or live auction)
- Corporate Sponsorships – what should the package look like?
- Publicity Plan – print, radio, tv, social media
(Facebook/Twitter; Constant Contact/YouTube)

Today is the Day!

- Written Day of Event Plan – KEY!
- What is going to happen during the event?
- Is a presentation appropriate for your event?
- What is everyone's role at the event?
- Volunteers
- Supplies & Equipment
- Registration, Payments

Whew – But Is It Really Over?

- Thank you's!
- Should you have a Thank You party?
- Participants – how can you convert attendees to donors?
- Review of the event – did it work? What did and didn't? Would you do it again? Return on Investment (ROI)

**Last Words...Tips & Ideas
Let's Share!**

Thank you!

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