

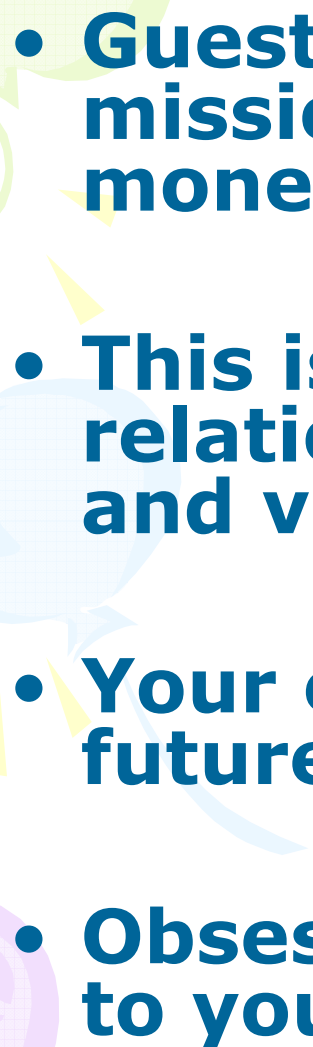
SPECIAL EVENTS 101

**Bobbi Mersereau
Philanthropy Day
November 4, 2009**



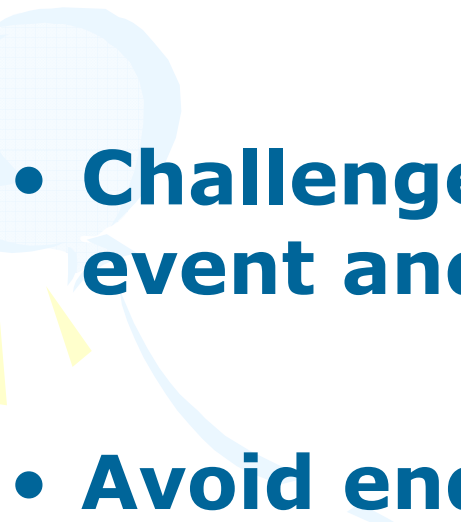
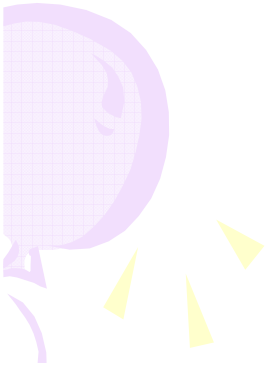
To Ensure That You Have a Successful Event

- **Create a unique event within the community**
- **Organized by a strong volunteer committee**
- **That is committed to your mission**

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- **Guests should be focused on your mission so they know where their money is going**
 - **This is your chance to deepen relationships with guests, sponsors and volunteers**
 - **Your event should be a catalyst for future giving**
 - **Obsess on audience development prior to your event**



And ...

- **Challenge committee members to each bring six new guests to your event**
 - **Challenge your Board to attend the event and bring others**
 - **Avoid endless boring speeches**
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Informational Events - Fundraisers

Open Houses

- **Enable community members and prospective donors to learn more about your organization.**
- **Attendees can see up close what you're organization has to offer.**



Home Hosted Events

Enable you to educate small groups about your organization in an informal setting and up close and personal.

Groundbreakings

Highlight new beginnings and future plans.





Fundraising events...

- **Golf Tournaments**
- **Galas – dinner dances**



Auctions...silent & live

**Walks...Runs...Swims...Bikes
...Regattas, etc.**

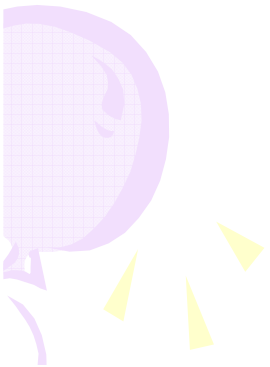




Negatives...



Events are financially the least effective and most time consuming way to raise funds.





Positives...

**Can be endless if you are
not totally focused on the
bottom line!**





Advantages of a Special Event

- **It raises funds to support programs and/or capital projects**
- **It attracts credible new prospects.. and through cultivation you can convert them into donors**
- **It's a "Friend Raiser" engaging community volunteers productively**





Advantages

- **Brings forth the mission of your organization**
 - **It's tradition... as a community event it raises money through a loyal following**
 - **It has a "*feel good – people helping people*" overtone**
 - **It's a vehicle for future communication with donors and new prospects**
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Disadvantages...



Minimum return on investment of staff and volunteer time

Least efficient and most expensive way to raise funds

Disappointing financial results can dishearten well intentioned and hard working volunteers

DO SPECIAL EVENTS CREATE DONOR BURNOUT?



SOMETIMES!

In response to the glut of events, some event planners are replacing formal events with shorter gatherings that pack a powerful fundraising punch.



***In examining your event,
are you attracting:***

- **#1. Philanthropic dollars**
- **#2. Entertainment dollars**
- **#3. Good manners money**



**You need to decide if the event is
aligned with your mission and
fundraising goals.**

Keys to special event success

- **Set specific event goals**
- **Develop your audience prior to the event
- be explicit about your cause**
- **Create interest by using clever marketing and public relations techniques**

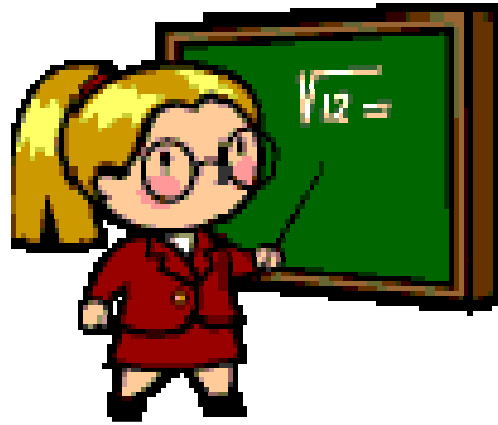




- **Thank guests making sure they understand how their contribution will make a difference**
- **Tell a heartfelt story that will touch your guests and ignite generosity**
- **Spin your mission throughout the event**

- **Post event, bridge the chasm between the special event and the cultivation of major gifts – follow up with attendees and thank them again**
- **Have organization leadership personally thank your volunteer committee!**
- **Schedule a post event wrap up meeting that will weigh end results against event goals**





Remember

Create a unique event, organized by a strong volunteer committee that is committed to your mission