Special Events
Planning for Success

NAMMA Conference
Thursday, August 15, 2019
Why have a special event?

• Raise funds for programs
• Build donor base
• Introduce people to organization
• Increase awareness
• Recognize donors and volunteers
• Celebrate milestones
Types of Events

• Awards Dinner or Luncheon
• Keynote Speaker Luncheon
• Golf Tournament
• Sporting Event
• Cruises
• Gala
• Auction
## Special Events

## First Steps

- Determine type of event that suits your goals and organization
- Determine budget – income and expenses
- Set clear goals and objectives
- Create a cost structure that serves as a road map to meet financial goal
Special Events

First Steps

• Identify key members to work on committee

• Establish a timeline/schedule for tasks (fundraising and logistics)

• Determine who on your team is responsible for specific tasks

• Determine theme or messaging
Special Events

First Steps

• Determine your target audience
• Plan the Work and Work the Plan!
Special Events
Components

• Pre-Event Planning & Logistics
• Fundraising
• Program (Day of Event)
• Donor Experience
• Post-Event Evaluation
• Acknowledgements
Fundraising

Determine your goal

Consider

• What does this event need to accomplish?
• How much money do we need to raise?
• Is the financial goal realistic?
• How do you manage costs?
• How do I reach my goal?
Fundraising

Create a road map

- Create a gift chart
- Determine or review current cost structure
- Review your prospect list
- Determine ask amounts
- Schedule follow up
Gift Chart
Fundraising goal: $100,000
Awards Dinner

<table>
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<th>TABLE PRICE</th>
<th># Needed</th>
<th>#Prospects/Ratio</th>
<th>Total</th>
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<td>3</td>
<td>15 (5:1)</td>
<td>$30,000</td>
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<tr>
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<td>30 (5:1)</td>
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<tr>
<td>$1,000</td>
<td>15</td>
<td>45 (3:1)</td>
<td>$15,000</td>
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</tbody>
</table>

- Need approximately 130 warm prospects to secure 34 tables.
Gift Chart
How can it help?

• What’s the maximum the venue can hold?
  • Does your gift chart consider this?

• How does your gift chart compare to the event’s performance in previous years?
  • What level did supporters come in at?
  • How much upselling do you need?

• Review your prospect list carefully and be realistic about your warm market

• Use the gift chart as a reality check
Fundraising

- Prospect List
  - Who is the target audience?
  - Review the list thoroughly
  - Ask committee members/leadership to help develop and expand the list

- Solicitation Letters
  - Determine a specific ask based on past participation
  - 12-14 weeks out from event date

- Underwriting Sponsorships
  - Determine opportunities
  - List of benefits for sponsors

- Invitations
  - 6-8 weeks out from event date

- Follow up
  - Assign committee members lists to call
  - Have electronic version available
Logistics

- Create timeline - work backwards from date of event
- Determine or review current cost structure
- Review your prospect list
- Determine ask amounts
- Schedule follow up
Logistics

• Vendor Contracts
  • Venue
  • Caterer
  • Audio Visual
  • Other services (photographer, entertainment)

• Program Participants
  • Honorees
  • Presenters & Speakers

• Registration
  • Collecting money
  • Ejournal
  • Printed program
  • Guest List
  • Room layout
Program

- Flow of program
  - Length of speeches
- Messaging
  - Determine what points form your mission your want to highlights
- Donor experience
Post-Event

Acknowledgements

• Thank you notes
• Emails with links to articles and photos
• Involve committee members (phone calls)
Post-Event Evaluation

- Did you reach your financial goal?
- Did you capture attendee information?
- Did attendees leave with a better understanding of your mission?
- Did attendees connect with your mission?
- What can be improved next time?
Tips

• Proofread everything
• Create a day-of detailed Run of Show
• Do a run through with all presenters
• Review all aspects of the event
• Review contracts carefully
Conclusion

• There is no magic bullet in fundraising
• The only guarantee to fundraising success is to make a plan with activity and timelines and FOLLOW the plan
• Follow up! Follow up! Follow up!
• Evaluate the work ASK - if you don’t ask, you will not get
• Be thankful and be sincere
• Schedule time to do the fundraising activity