

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 PRICE	# Needed	#Prospects/Ratio	Total
• \$10,000	3	15 (5:1)	\$30,000
• \$5,000	6	30 (5:1)	\$30,000
• \$2,500	10	40 (4:1)	\$25,000
• \$1,000	15	45 (3:1)	\$15,000
• 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