

Planning Effective Fundraising Events

Determine the fundraising goal for your event

- Raise \$x for our general fund
- Get x new people to become members
- Raise \$x for a specific program

Use your Event Committee:

- Their primary responsibility should be to recruit people to come to the event
- Include committee names on the invitation/fliers, make sure that some of the members on the committee are influencers in their circles and can literally bring people to the table
- Keep in-person meetings to a minimum

Make an Event Budget - Expenses

- Facility, food, speaker, décor, invitations, mailing, giveaways
- Be sure to include modest thank you gifts as appropriate

Make an Event Budget – Income

- Ticket sales
- Ads for ad book
- Text to give, auction, raffle
- Sponsors/underwriters

Create the Attendee Experience

- Raise money for section – honor community member
- Educate members – dynamic speaker or program
- Raise money for specific program – highlight program with speaker and theme of event
- Invitation – should be compelling, connected to the cause
- E-vites should match all other promotional materials and there should be a clear and easy link to registration
- Social media should be used to amplify promotion – link to registration here too
- Make registration and arrival easy for participants
- Make experience unique for attendees

Develop Event Calendar

BEFORE:

- Set dates for invitation design, printing and mailing
- Have one-on-one meetings with potential donors and sponsors
- Create Press plan: press release, FB messaging, countdown clock, other publicity

AFTER:

- Have debrief after event, review budget, determine if goals were met
- Seek feedback from attendees and committee members
- Document outcomes: # of new members, amount of money raised, etc.
- File documentation in a place where future volunteers can access it