Creating High Maintenance/Low Profit
Special Events

Alyson Vetter
& Susan Madon
Event Goals - Fundraising

- Total Dollars
- Increased giving from current donors
- New donors
- Donor retention from an event
Event Goals - Cultivation

• Increased giving from current donors
• Opportunity to cultivate new prospective donors
• New or confirmed impressions about your mission and ability to deliver
• Moved by your cause
• Ready to take action – give and help
Events as a Move

• Getting the right people there!
• What do we want the attendees to think, feel, do? As a group? Individually?
• Creating a program and developing strategies that achieve your goals
• Having built in follow-up
• Debriefing immediately after an event on individual moves and outcomes and follow-up for attendees and non-attendees
Stewardship

- Ensuring that the money given by the donor is used as both parties agreed
- Finding ways to thank the donor quickly, appropriately, “seven times”
- Acknowledging receipt and reporting on the use of the funds
- Demonstrating that the donor’s gift made a difference
Events Can Be Really Inefficient Fundraising Vehicles

• Statistics show this stream expends $0.50 – $1.33 per $1 raised

• And with the best of intentions – volunteers (and even the professionals within the organizations who should know better!) reinvent the proverbial wheel when creating a fundraiser
Statistics

# Fundraising Activity/Method National Cost to Raise a Dollar

1. Capital Campaign/Major Gifts $ .05 to $ .10 per dollar raised
2. Corporations and Foundations (Grant Writing) $ .20 per dollar raised
3. Direct Mail Renewal $ .20 per dollar raised
4. Planned Giving $ .25 per dollar raised and a lot of patience!
5. Benefit/Special Events $ .50 of gross proceeds
6. Direct Mail Acquisition $ 1.00 to $ 1.25 per dollar raised
Today’s Plan

• The Case – a $50,000 net gala from the ground up with a 30% expense ratio
  – Structure for planning and implementing a successful event
  – Templates to support the fundraising effort
  – Q&A and if we can’t answer your questions we will find the answers!

• Remember to copy and steal everything!
Set Goals

• Quantitative goals:
  – Compare to past events
  – Best/worst case scenarios
  – Relative financial impact on nonprofit

• Qualitative:
  – Warm Glow: emotional connection guests receive by attending
  – Community Outreach: building awareness
Make a Plan

- Create a road map
  - Set Expectations
  - Determine Timeframe
  - Strategize Partnerships
Determine a Budget

- Revenue planning
  - Ticket pricing
  - Sponsorships
  - Attendance goals

- Cost controls
  - Set goals: reduce expenses by a certain %
  - Analyze whether all expenses are necessary
  - Determine those items that can be donated, thereby saving money
  - Do not cut out what makes the event special
Implementation

“Vision without action is a dream. Action without vision is simply passing the time. Action with Vision is making a positive difference.” -Joel Barker
Committee

• Leadership
  – Volunteers who have the time and passion
  – Volunteers who have experience, whether direct or through work

• Job/Committee responsibilities
  – Depending on the event, split responsibilities and give clear-cut direction
  – Get committee(s) bought in that they’re part of the success

• Inter-relationships
  – Flush out any potential overlaps
**Action Plan – Full Outline Available**

**Timeline** -  **Expectations**

<table>
<thead>
<tr>
<th>One</th>
<th>a) Governing board sets up special event committee</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>b) Select type of special event for your agency</td>
</tr>
<tr>
<td></td>
<td>c) Event chairperson is recruited</td>
</tr>
<tr>
<td></td>
<td>d) Complete revenue and expense budget</td>
</tr>
<tr>
<td></td>
<td>e) Recruit honoree and/or special guest(s)</td>
</tr>
<tr>
<td></td>
<td>f) Prepare event time table</td>
</tr>
<tr>
<td></td>
<td>g) Update agency's mission statement (if needed)</td>
</tr>
<tr>
<td></td>
<td><strong>Set date &amp; choose site for your event</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Two</th>
<th>a) Chairperson recruits co-chairs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>b) Prepare preliminary list of prospective names for event committee and invitation list</td>
</tr>
<tr>
<td></td>
<td>c) Set up computer program</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Three</th>
<th>a) Recruit honorary co-chairs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>b) Complete co-chair recruitment</td>
</tr>
<tr>
<td></td>
<td>c) Set date for event chair and co-chair meeting</td>
</tr>
<tr>
<td></td>
<td>d) Obtain additional names from chair &amp; co-chairs</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Four</th>
<th>a) Establish marketing and public relations guidelines</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>b) Prepare press releases</td>
</tr>
<tr>
<td></td>
<td>c) Prepare &quot;save the date&quot; notices</td>
</tr>
<tr>
<td></td>
<td>d) Prepare draft of event invitation package</td>
</tr>
</tbody>
</table>
SPONSORSHIP

Corporate - Individual

Diamond

The Rodriguez Family
MARKETING

Press relations - Graphic design - Invitation - Program
REGULATIONS

Raffle - Insurance
Event Logistics

“Teamwork is the ability to work toward common vision”
-Andrew Carnegie

CONSIDERATIONS: PRODUCTION & ATTENDEES
Production

• Week before
  – Keeping all parties informed
  – Contingency planning

• Day of
  – Setting expectations
  – Volunteer management
Attendees

Keeping in touch - On-site Registration
Post-event Appreciation
Analyze

“Failure is only the opportunity to begin again, only this time more wisely.” -Unknown author

- FINAL REPORT
- Plans for moving forward
- Succession planning
- Staffing recommendation
Final Report

• Purpose
  – Goal achievement
  – Successes
  – Opportunities for Improvement
  – Budget comparison to actual
  – Attendance
Summary

• Put together a realistic Goal with an internal stretch goal

• Implement plan with specific milestones

• Be prepared for the actual event (for heaven’s sake get some rest before the day/evening)

• Analyze the results after the event is concluded and before you go on to the next!
Questions?
Additional Resources

Phase 1: Planning an Event
- Start-Up Goals
- Types of Events
- Preemptive Questions
- Potential Sponsors

Phase 2: Launching the Event
- Sample Event Budget
- Sample Event Schedule
- Sample Event Budget Checklist
- Sample Invitations
- Sample RSVP card

Phase 3: Event Aftermath
- Sample Tax Acknowledgement Letter (Region will provide Tax ID #)
Creating Higher Profit/Lower Maintenance Special Events!!!

Alyson Vetter
& Susan Madon