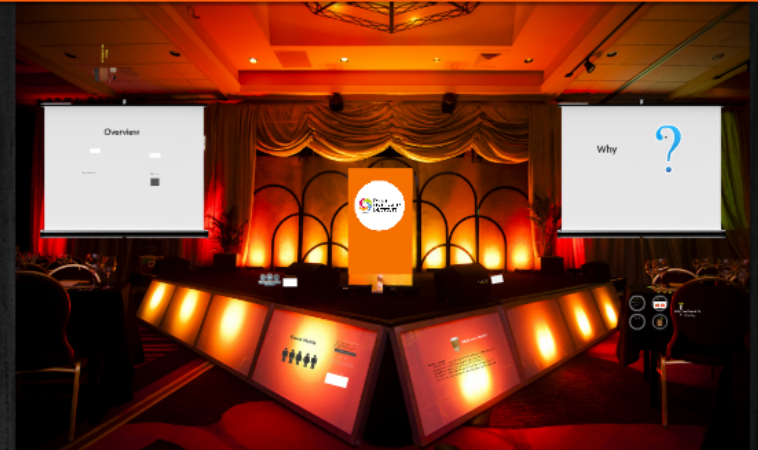




Fundraising Event Management

with Michelle French

Fundraising Event Management Fundamentals



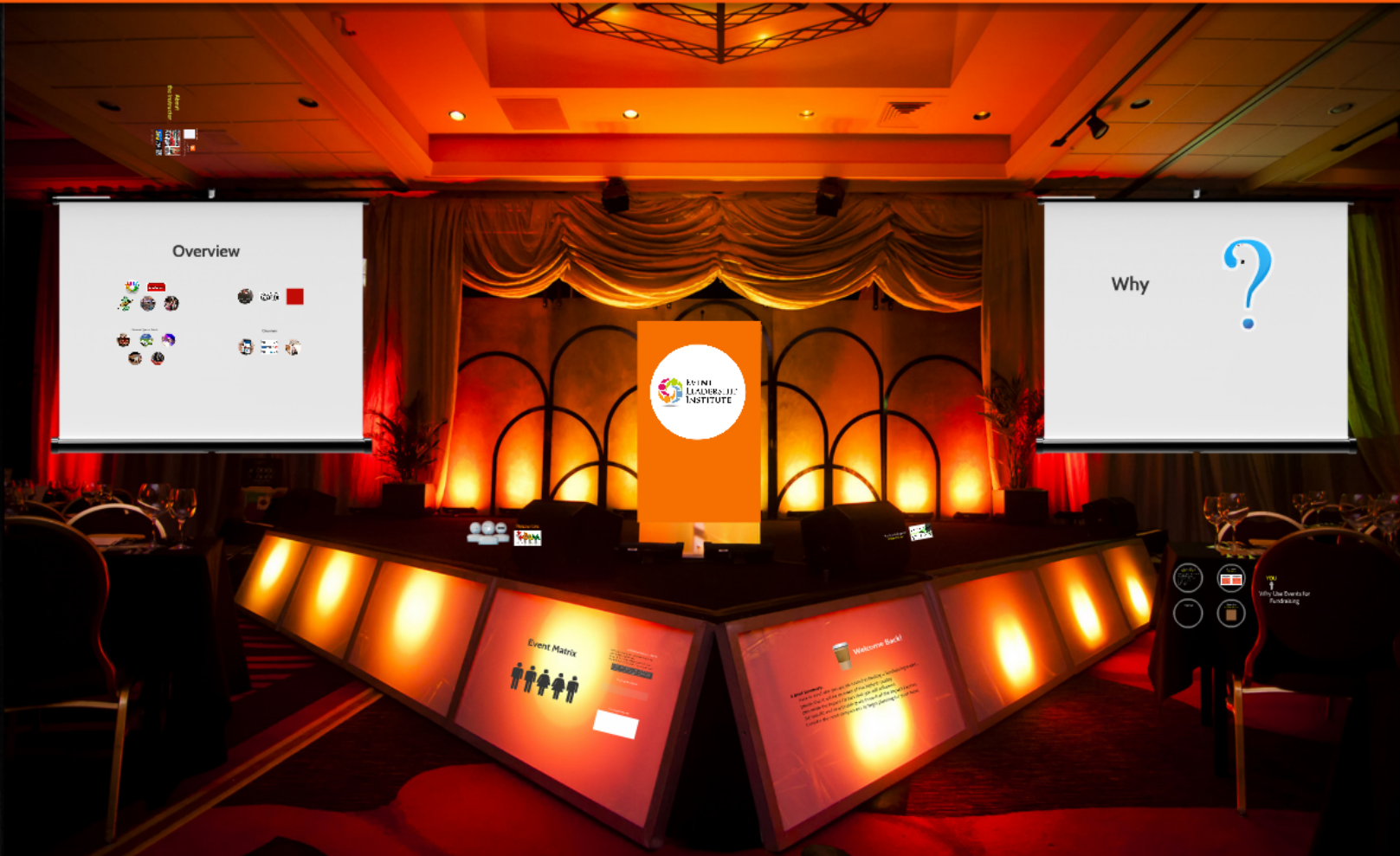
Thank you



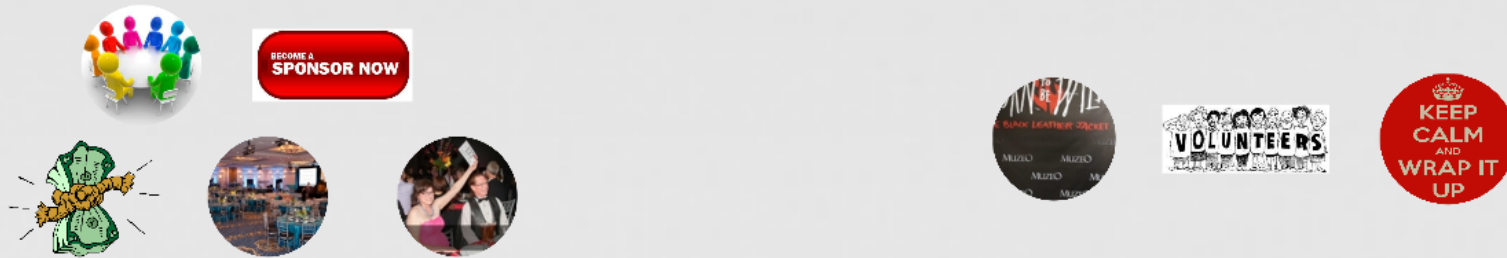
Fundraising Event Management

with Michelle French

Fundraising Event Management Fundamentals



Overview



Overview: Types of Events



Overview





**BECOME A
SPONSOR NOW**



Overview: Types of Events



Overview





Michelle French



Sunday Sol Events
Huntington Beach, CA

*With strategic messaging and event execution,
fundraising events can have both soul and profit*

About the Instructor



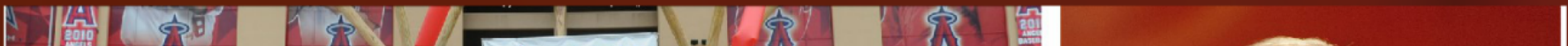
A few notes about me.....

Michelle French

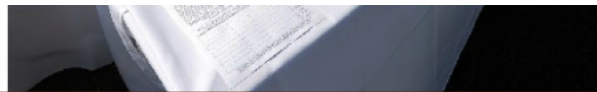
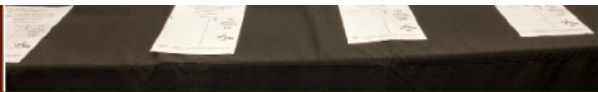


Sunday Sol Events
Huntington Beach, CA

*With strategic messaging and event execution,
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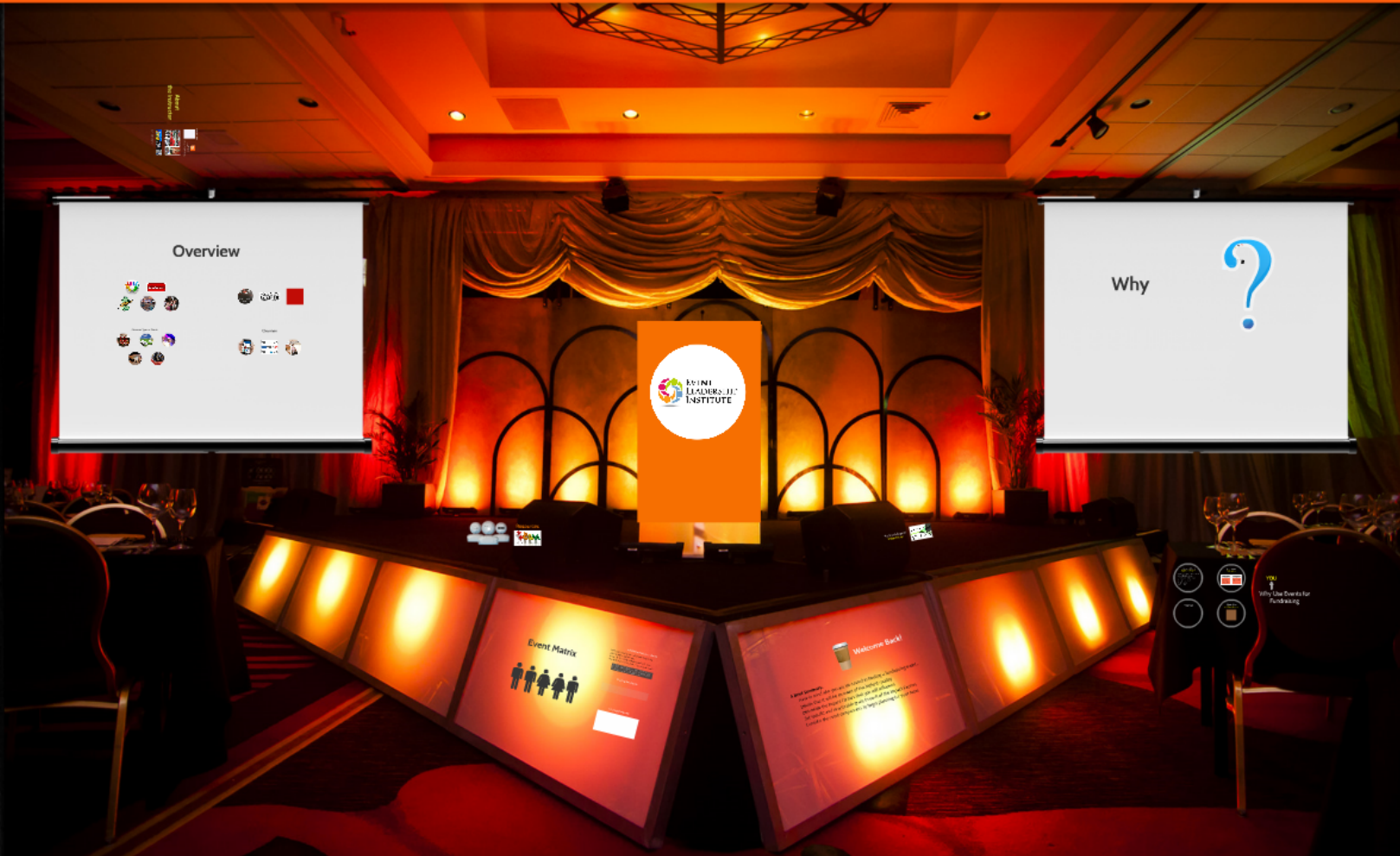






A few notes about me.....

Fundraising Event Management Fundamentals



Strategies in Place to Implement An Event

- Demonstrate how benefit events fit into an overall fundraising model
- Advocate for yourself, your event
- Measurement of event
- Goals & objectives
- Overall budget

When Events Make Sense

YES	TIME TO RE-EVALUATE
<ul style="list-style-type: none">- Attracting a new segment of guests- Way to re-engage past donors- Revenue Opportunity- Connecting in the Community- A Cultivation and follow up plan can be implemented	<ul style="list-style-type: none">- Declining Attendance and/or Revenue- Too many competing events within the same organization- Event has finished

YOU

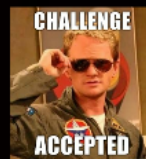


Why Use Events for Fundraising

Financial



Superlative not Superfluous



Superlative
not Superfluous



When Events Make Sense

YES

- +Attracting a new segment of guests
- + Way to re-engage past donors
- +Revenue Opportunity
- +Connecting in the Community
- +A Cultivation and follow-up plan can be implemented

TIME TO RE-EVALUATE

- Declining Attendance and/or Revenue
- Too many competing events within the same organization
- Event has Peaked

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TIME TO RE-EVALUATE

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Strategies in Place to Implement An Event

Demonstrate how benefit events fit into
an overall fundraising model

Advocate for yourself, your event

Measurement of event

Goals & objectives

Overall budget

Financial



Building Relationships



Event Matrix



A Matrix to Evaluate an Event

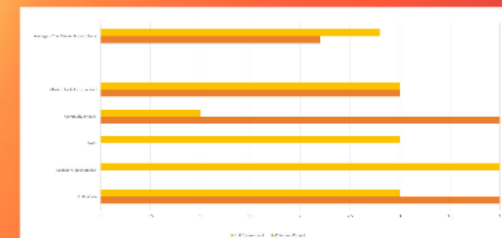
- Decide your impact factors and put them along the top
- List your events down the rows
- Give a value to each impact factor, based on the event
- Average the impact factors for the "Mission Impact Score"

Adapting "matrix mapping" in which the financial profitability and mission impact are assessed – a model proposed in the book "Nonprofit Sustainability: Making Strategic Decisions for Financial Viability", authors Jeanne Bell, Jan Masaoka and Steve Zimmerman – may also serve evaluating events as well.

Charting the Results

Event	Areas to Evaluate					Average - The Mission Impact Score
	Cultivation	Sponsor Opportunities	Profit	Community Impact	Mission Facts Incorporated	
Volunteer Project	4	0	0	4	3	2.2
Golf Tournament	3	4	3	3	3	2.8

Charting the Results



A Matrix to Evaluate an Event

Decide your impact factors and put them along the top

List your events down the rows

Give a value to each impact factor, based on the event

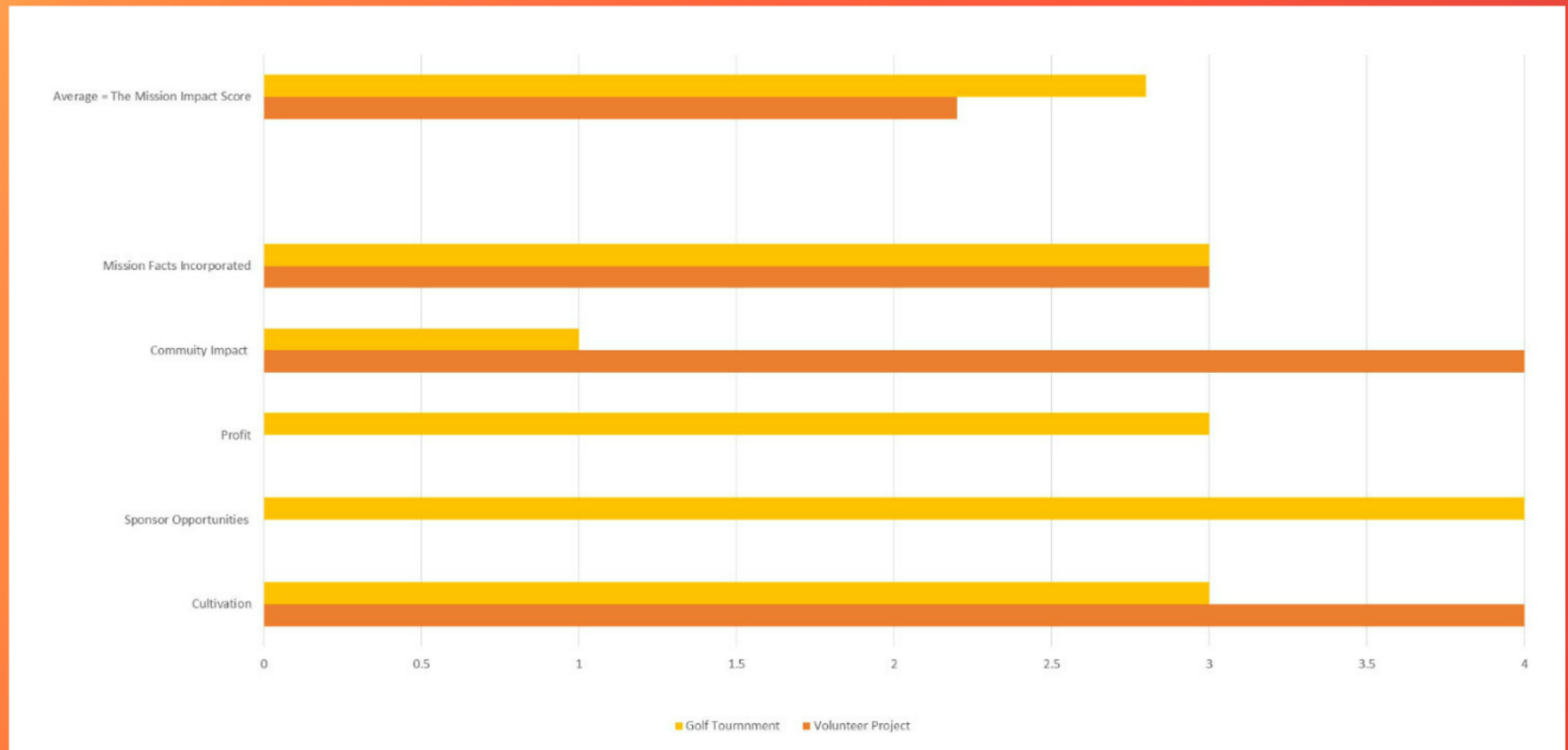
Average the impact factors for the “Mission Impact Score”

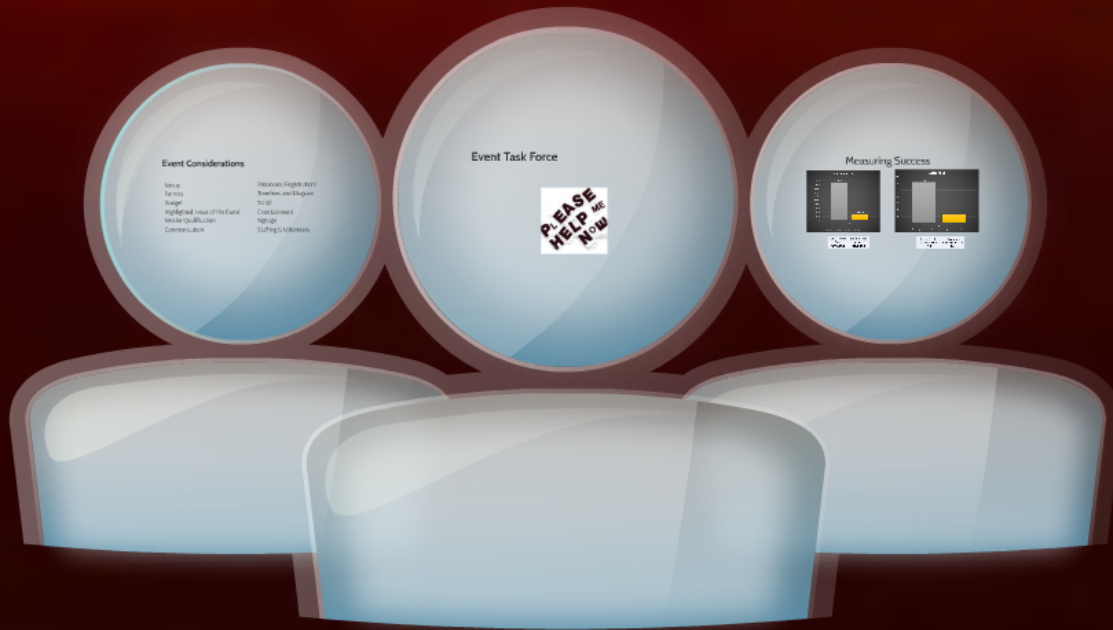
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Charting the Results

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Golf Tournment	3	4	3	1	3	2.8

Charting the Results





Resources



Event Considerations

Venue

Permits

Budget

Highlighted Areas of the Event

Vendor Qualification

Communication

Processes (Registration)

Timelines and Diagram

Script

Entertainment

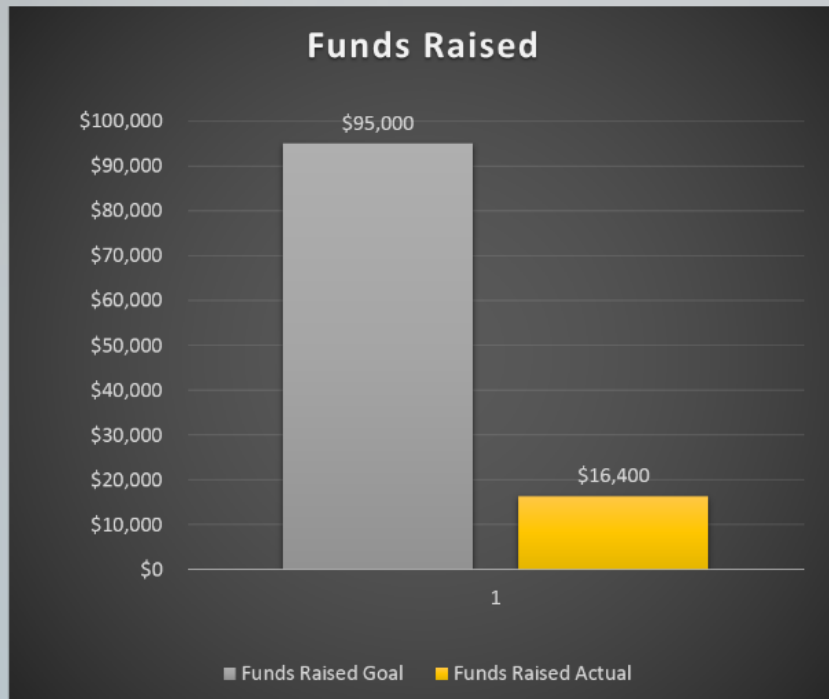
Signage

Staffing & Volunteers

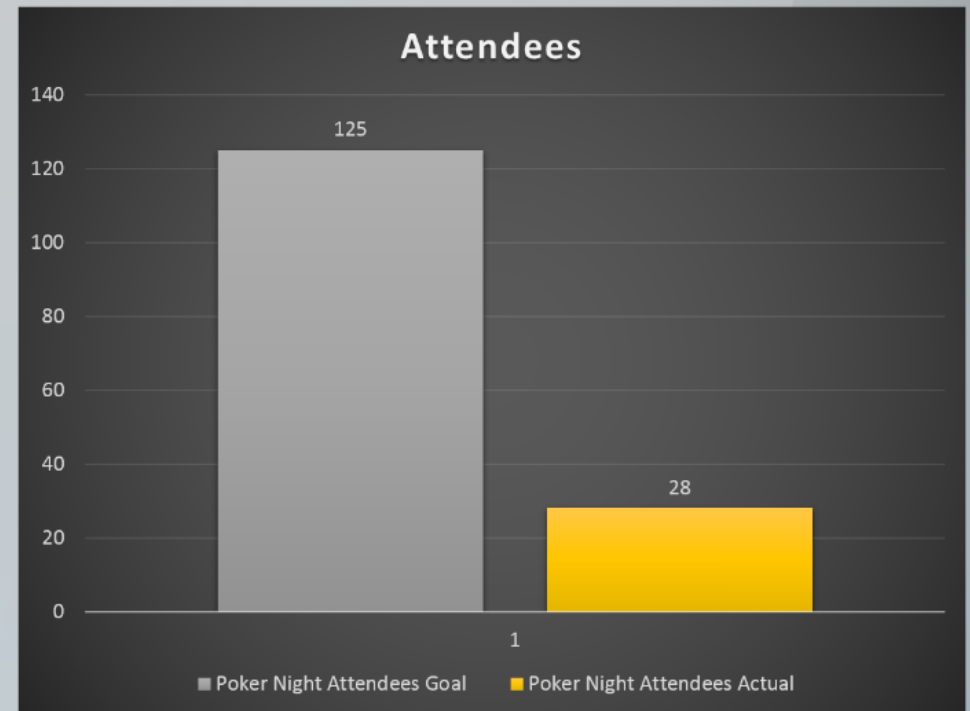
Event Task Force



Measuring Success

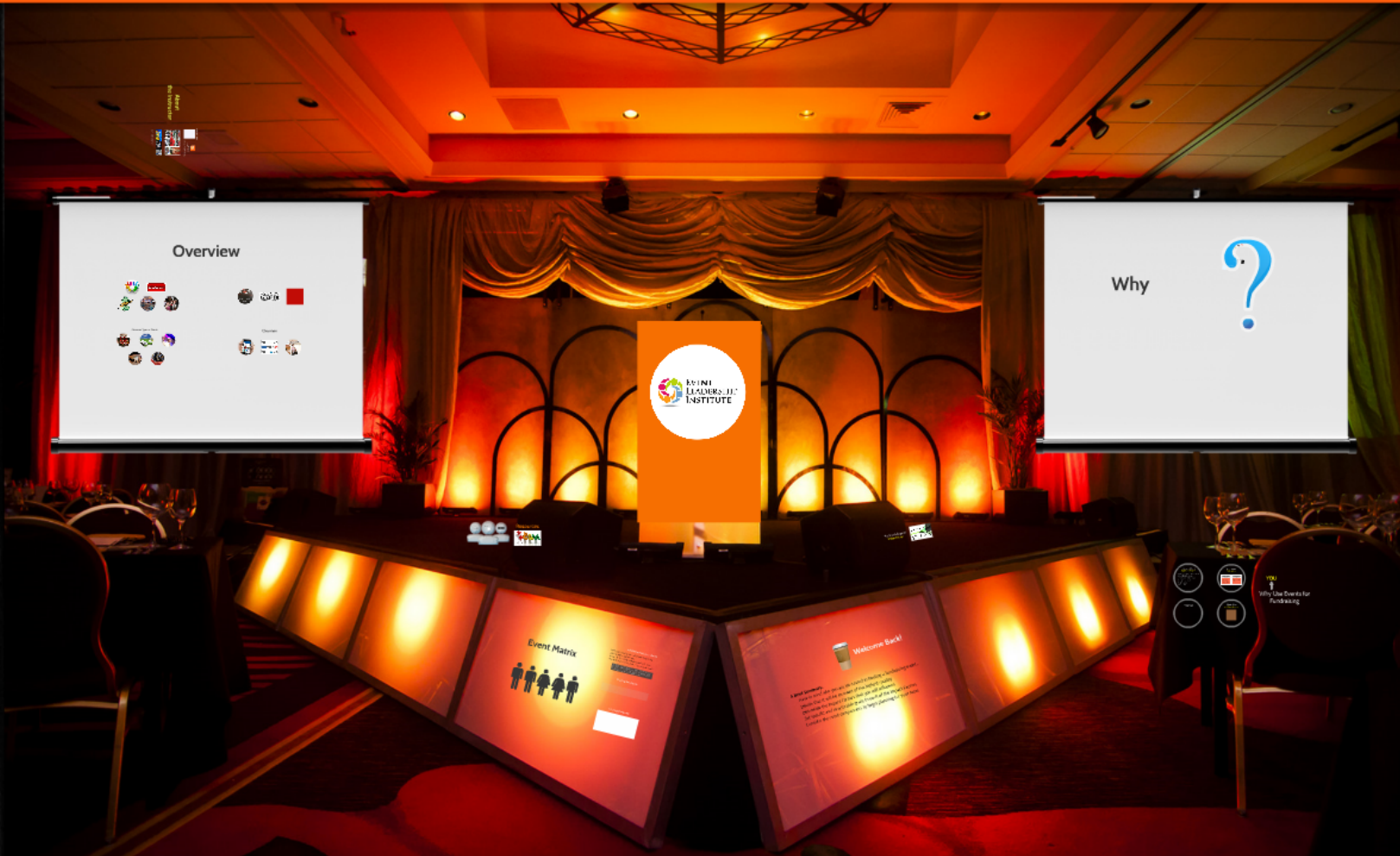


Funds Raised Goal	Funds Raised Actual
\$95,000	\$16,400



Poker Night Attendees Goal	Poker Night Attendees Actual
125	28

Fundraising Event Management Fundamentals



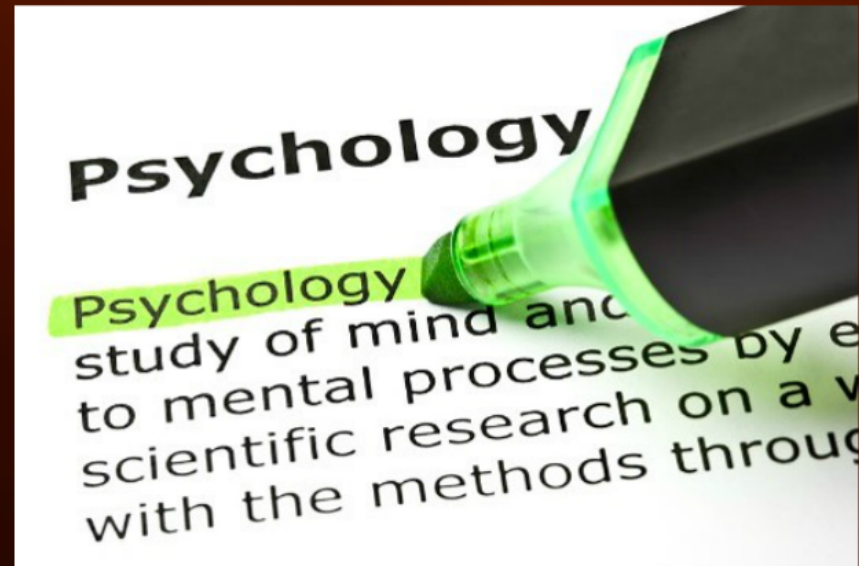


Welcome Back!

A Brief Summary:

- Have in mind why you are interested in hosting a fundraising event...
- Decide that it will be an event of the highest quality
- Determine the Impact Factors that you will influence
- Set specific and measurable goals to each of the Impact Factors
- Consider the event components to begin planning for your team

The Psychology of Philanthropy



Why



Why Donors Give

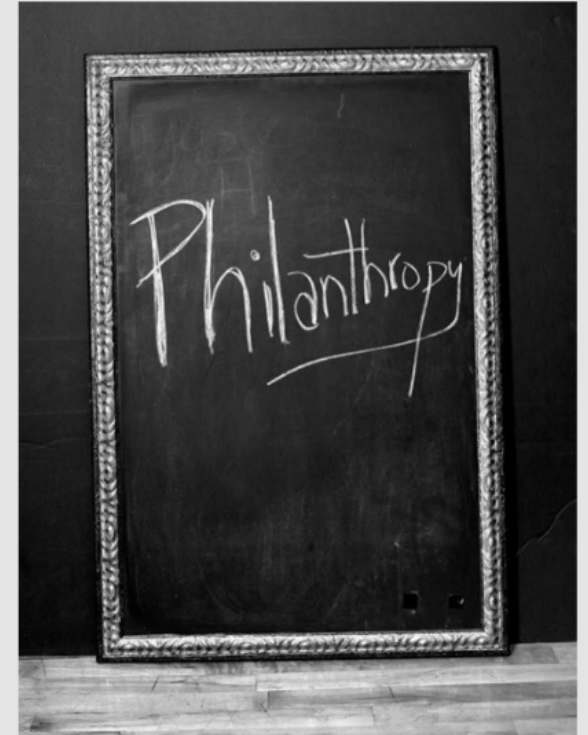
We MAKE A LIVING
BY WHAT WE GET, BUT WE
make a life
BY WHAT WE GIVE



WINSTON CHURCHILL

Why Donors Give

- Know someone served or helped
- See a need in the community
- To help
- Trust
- Believe



Why Donors Give



LILLY FAMILY SCHOOL OF PHILANTHROPY

INDIANA UNIVERSITY
The Fund Raising School

- To meet critical, basic needs
- To give back to society
 - A belief that those with more should help those with less
- To bring about a desired impact or result
 - A request for money was made

Why Donors Give

Americans gave \$335.17 Billion in 2013

Where the money came from in 2013

72% was individual giving

8% Bequests

15% Foundations

5% Corporations

Why this is Great!

What Corporate Sponsors Look For



A Banner isn't enough

Engagement with guests

Unique Opportunities

Sponsor Packet

What Corporate Sponsors Look For



Why Volunteers Participate



WE L  VE
OUR VOLUNTEERS

Converting Attendees into Evangelists



As Alex Pentland states in his book, “Social Physics: How Good Ideas Spread – the Lessons from a New Science” :


“The key insights obtained with social physics all have to do with the flow of ideas between people.”

Converting Attendees into Evangelists



Walk A Mile In Their Shoes



 charity: water

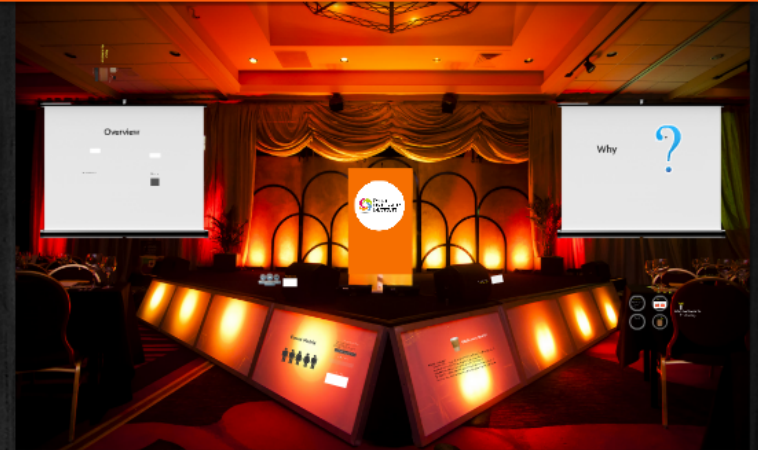
Have guests experience what your constituents go through
Creates a narrative for them to share virally.



Fundraising Event Management

with Michelle French

Fundraising Event Management Fundamentals



Thank you