



## Fundraising Event Management with Michelle French

### Gala Strategy and Logistics



Thank you



# Fundraising Event Management

with Michelle French

# Gala Strategy and Logistics





# Mid-Course Survey

# Gala - Strategy



*committees*

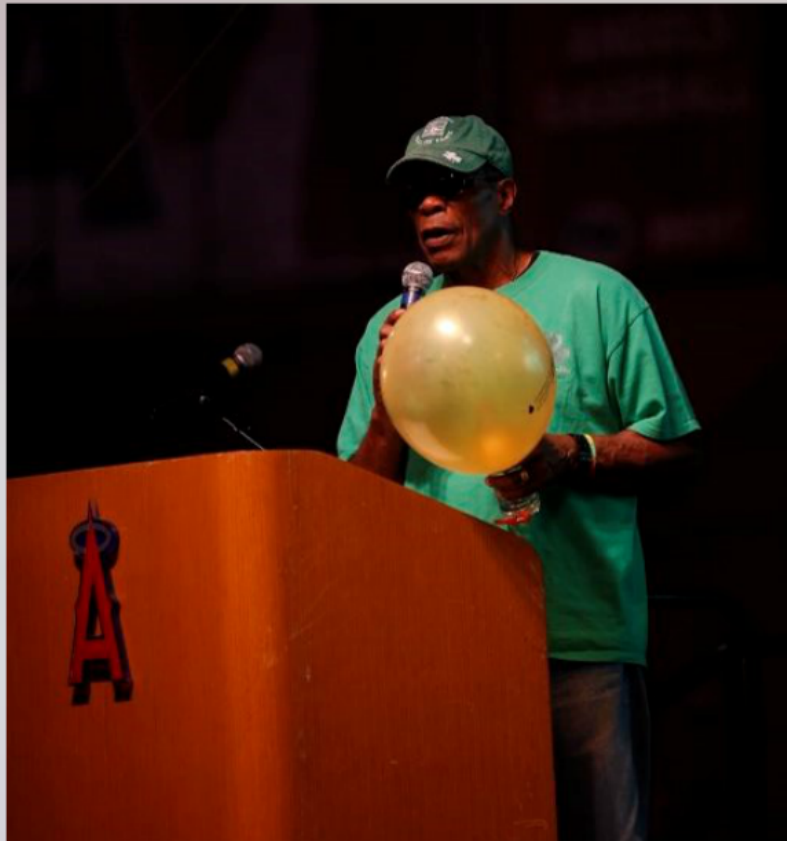
# Gala – Strategy for Leadership and Honorees

- Leadership Structure
  - Event Chair
    - Know your brand
    - Achieve goals
      - Sponsorship
      - Attendance

# Gala – Strategy

- Leadership Structure
  - Event Chair
    - Know your brand
    - Achieve goals
  - Honorary Chair
    - Position of influence
  - Committee
  - Honoree

# Honorary Chair



# Gala – Strategy

- Leadership Structure
  - Event Chair
    - Know your brand
    - Achieve goals
  - Honorary Chair
    - Position of influence
  - Committee
  - Honoree

# Honoree Selection and Expectations

## Honoree Selection

- Alignment with the Organization
- Meets Established Criteria
- Compelling
- Available

## Honoree Request

- In person meeting or phone call
- Explanation
- Acceptance

## Honoree Expectations

- Memorandum of Understanding
- Use of their name
- Access to their network
- Assign a contact
- Head Shot / Bio
- Availability
- Endorsement
- Acceptance Speech



Needs analysis

SWOT analysis

## Honoree Presentation



## Honoree Ideas

- Family Member
- Presenter
- Naming Rights

# Honoree Selection

- Alignment with the Organization
- Meets Established Criteria
- Compelling
- Available

# Honoree Request

- In person meeting or phone call
- Explanation
- Acceptance

# Honoree Expectations

- Memorandum of Understanding
- Use of their name
- Access to their network
- Assign a contact
- Head Shot / Bio
- Availability
- Endorsement
- Acceptance Speech

# Honoree Ideas

- Family Member
- Presenter
- Naming Rights

# Honoree Presentation





Needs analysis

SWOT analysis

# Gala Strategy and Logistics



# Galas – Logistics



## Securing the Venue

- Location
- Type of Venue
- Space
- Cost
- In-house Caterer
- In-house A/V
- Permitting Required
- Parking
- First Right of Refusal on Dates



## Negotiating the Contract

What is most important to you?

## Negotiating the Details of the Contract

- Multi-year commitment
- Non-profit rates
- Co-marketing
- Minimum Guarantee
- Know your desired price
- Venue matrix
- Know their variable costs



## Food and Beverage

- Selecting the Menu
- Reflective of your organization
- Timing
- Pre-set
- Number of Courses
- Food Sensitivities



- Signage
- Decor
- Staff, crew and volunteer needs
- Production schedules

## Seating Logistics

- Sponsor Tables
- Full Tables
- Honorees
- Special Guests
- Individual Tickets
- Board Members



## Program Development

- Run of Show
- Rehearsal



## Program Development

- Call to Action
- Timing of Dinner Service
- Program Development
  - Welcome
  - Co-Chairs
  - Executive Director
  - Video
  - Testimonial Speaker
  - Fund A Need
  - Auction
  - Honoree / Awards



## Food and Beverage

- Donated Alcohol
- Allowed
- Corkage Fee
  - Per bottle
  - Per person
- Negotiating Tactic
- Leave the venue the overage



# Securing the Venue

- Location
- Type of Venue
- Space
- Cost
- In-house Caterer
- In-house A/V
- Permitting Required
- Parking
- First Right of Refusal on Dates



# Negotiating the Contract

**What is most important to you?**

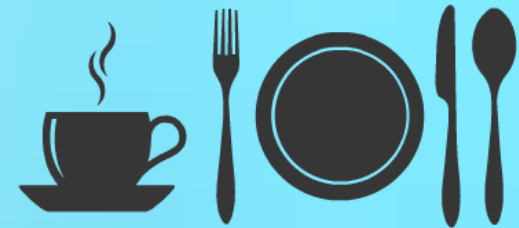
# Negotiating the Details of the Contract

- Multi-year commitment
- Non-profit rates
- Co-marketing
- Minimum Guarantee
- Know your desired price
- Venue matrix
- Know their variable costs



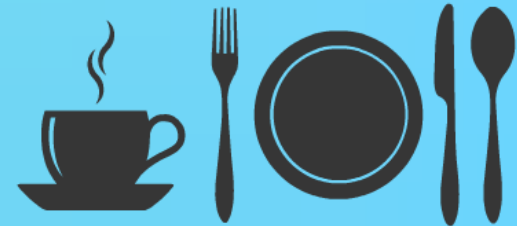
# Food and Beverage

- Selecting the Menu
- Reflective of your organization
- Timing
- Pre-set
- Number of Courses
- Food Sensitivities



# Food and Beverage

- Donated Alcohol
  - Allowed
  - Corkage Fee
    - Per bottle
    - Per person
- Negotiating Tactic
  - Leave the venue the overage



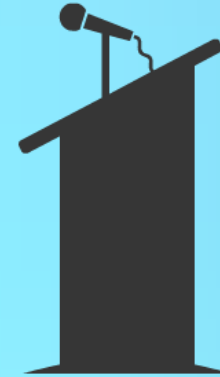
# Program Development

- Call to Action
- Timing of Dinner Service
- Program Development
  - Welcome
  - Co-Chairs
  - Executive Director
  - Video
  - Testimonial Speaker
  - Fund A Need
  - Auction
  - Honoree / Awards



# Program Development



- Run of Show
- Rehearsal



# Seating Logistics

- Sponsor Tables
- Full Tables
- Honorees
- Special Guests
- Individual Tickets
- Board Members



- 
- 
- Registration, ticketing and admission
  - Entertainment
  - Signage
  - Decor
  - Staff, crew and volunteer needs
  - Production schedules



# Fundraising Event Management

with Michelle French

## Gala Strategy and Logistics



Thank you