



Fundraising Event Management

with Michelle French

Other Event Concepts, Fundraising Marketing



Thank you



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Cost Per Dollar Raised

Factors to Consider

- Guidestar
- 990's
- Administrative Expenses v. Fundraising Expenses
- Transparency about program strategies and impact

Cost Per Dollar Raised

- AFP 2014 Special Events Report
- 50% track cost per dollar raised
- Estimated costs vary by event type
- \$0.59 or less per dollar raised

Cost Per Dollar Raised

- Income: \$500,000
- Expenses: \$100,000
- $\$100,000 / (\$500,000 - \$100,000)$
- $\$100,000 / \$400,000$ (gross income)
- .25

$$\frac{\text{Expenses}}{\text{Gross Income}} \\ (\text{Event Revenue} - \text{Event Expenses})$$

Calculating the Cost Per Dollar Raised

- ROI (Return on Investment)

$$\frac{\text{Expenses}}{\text{Gross Income}} \\ (\text{Event Revenue} - \text{Event Expenses})$$

Cost Per Dollar Raised

- Income: \$213,250
- Expenses: \$45,250
- $\$45,250 / (\$213,250 - \$45,250)$
- $\$45,250 / \$168,000$ (gross income)
- .2693
- Typically expressed as a percentage, so multiply by 100

$$\frac{\text{Expenses}}{\text{Gross Income}} \\ (\text{Event Revenue} - \text{Event Expenses})$$

Cost Per Dollar Raised

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Calculating the Cost Per Dollar Raised

- ROI (Return on Investment)

$$\frac{\text{Expenses}}{\text{Gross Income}} \\ \text{(Event Revenue - Event Expenses)}$$

Cost Per Dollar Raised

- Income: \$213, 250
- Expenses: \$45,250
- $\$45,250 / (\$213, 250 - \$45,250)$
- $\$45,250 / \$168,000$ (gross income)
- 2693
- Typically expressed as a percentage, so multiply by 100

$$\frac{\text{Expenses}}{\text{Gross Income}} \\ \text{(Event Revenue - Event Expenses)}$$

Cost Per Dollar Raised

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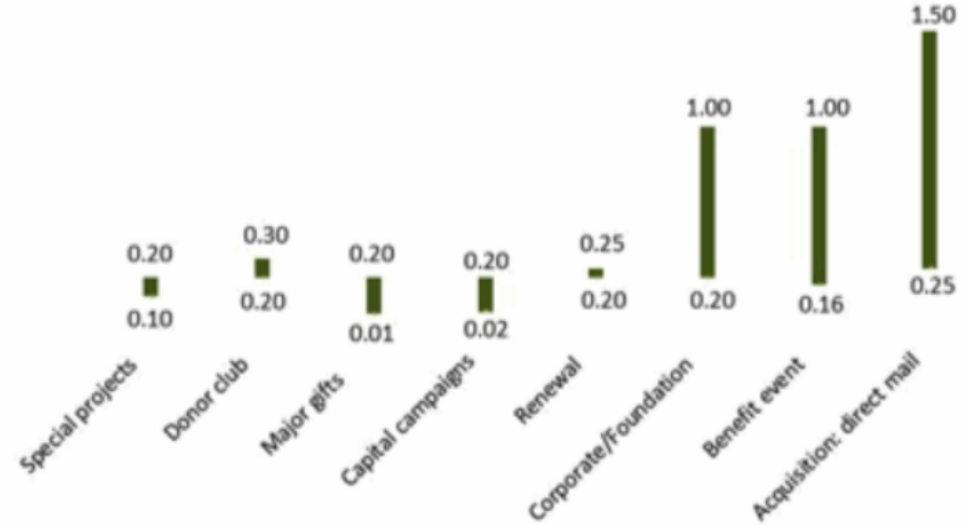
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Benchmarking

FIGURE 1: RANGE OF LOW AND HIGH VALUES FROM TWO COMMONLY USED SETS OF "COSTS TO RAISE A DOLLAR" (CTRD) BY FUNDRAISING METHOD (in dollars)



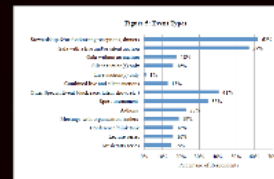
Data: Hager et al. 2001. Greenfield, 2002. Graphic: MSB LLC, 2014.

Other Event Concepts, Fundraising Marketing



Other Event Concepts

Event Types



Creative Events

- Market
- Revenue Generating Opportunities
- Creativity

Golf Tournaments



- Market
- Revenue Generating Opportunities
- Creativity

Arts, Wine and Music Events



- Market
- Revenue Generating Opportunities
- Creativity

-A-Thons



- Examples
- Market
- Revenue Generating Opportunities
- Creativity

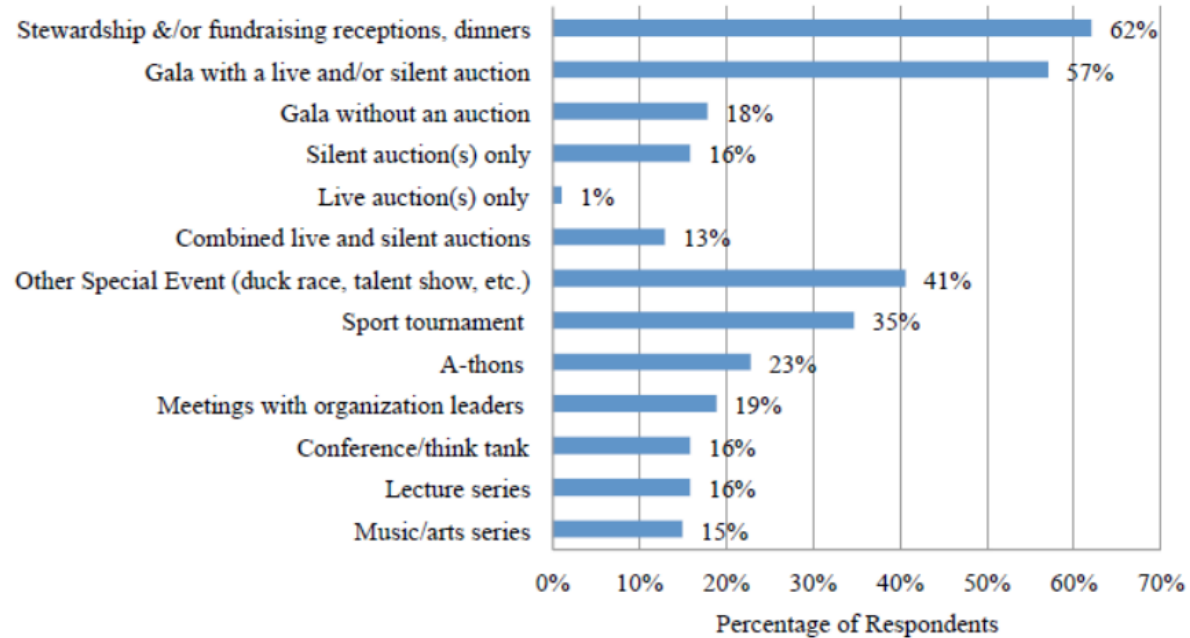
Keynote Speaker Event



- Market
- Revenue Generating Opportunities
- Creativity

Event Types

Figure 5: Event Types



Golf Tournaments



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-A-Thons



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Creative Events

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Alternate Methods of Fundraising

Social Media



#IceBucketChallenge



- \$100 Million
- Take a Challenge; post on social media; nominate others
- Fundamental Change in Fundraising?

Social Media



- Campaign
- Strategy
- Measurable

Subtle Appeal



- Tabletop Appeal
- Bid Card / Envelope
- Runners to sweep the room

Testimonial / Live Appeal



- Plan to Cashier
- Glow Bracelets

Testimonial / Live Appeal



- Scripted
- Use of Video
- Increments
- Auctioneer

Social Media



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Subtle Appeal

 **Challenger Little League Donation**
Please circle the amount you would like to donate
\$500 \$250 \$100 Other \$ _____

Bidder Number: _____

Name: _____

Address: _____

City, ST Zip: _____

Telephone: _____

Please provide your card number (Visa, MC, AMEX accepted)

Card Number: _____ Exp: _____

I acknowledge I made the pledge stated on this card at the Team Up for Down Syndrome All Star Party and my credit card will be charged for the amount circled above to benefit Team Up for Down Syndrome.

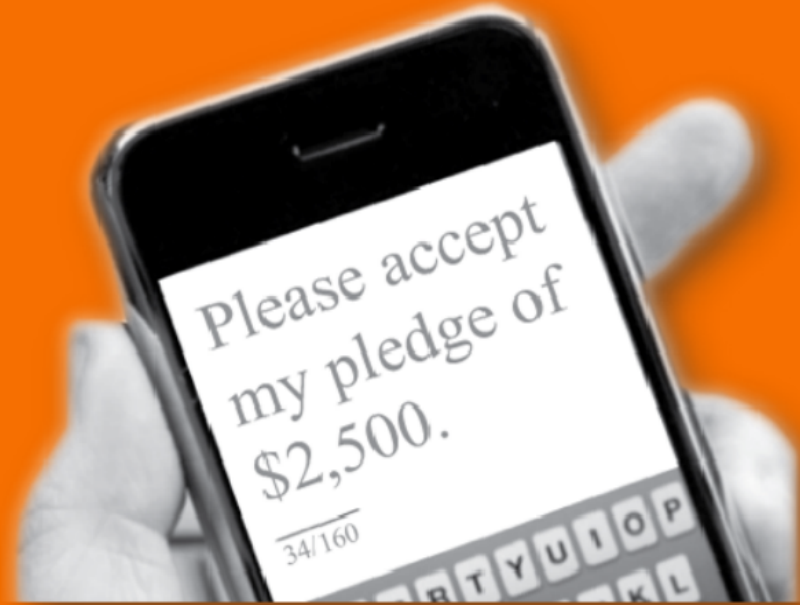
Signature: _____ Date: _____

- Tabletop Appeal
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- Runners to sweep the room

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Leveraging Technology



- Register Guests
 - ipads
- Collect Payment
- Place Bids
 - Ibid
 - Lumi (IML)
 - Bid Pal
 - Greater Giving



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Thank you