



**Fundraising Event Management**  
with Michelle French

Event Marketing, Outreach and Branding Design



**Thank you**



# Fundraising Event Management

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# Invitations & RSVP Tracking



**Save the Date**

- Save The Date
- Electronic
- Mailed
- Timing
- Branding
- Information

**Save The Date**

**Invitation**

- Who are you going to invite?
- Mailed Invitation
- Bulk Rate
- First Class
- RSVP Card

**RSVP Tracking**

- Online Registration Form
- Easy
- Festive Information
- Name & Address
- E-mail to Home
- Guest(s) Name

**RSVP Tracking**

- RSVP Methods
- Online
- Phone Calls
- RSVP Cards
- Staff to Manage
- Real Time Tracking

**Invitation**

- Who are you going to invite?
- Mailed invitation
- Bulk Rate
- First Class
- RSVP Card
- Personal Notes
- Information
- RSVP Date

# Save the Date

- Save The Date
  - Electronic
  - Mailed
  - Timing
- Branding
- Information



# Save The Date

**SAVE THE DATE**

12th Annual  
**Real Estate &  
Building Industry Mixer**

**CINCO  
DE MAYO**



Benefitting Orange County children and families by helping them meet basic needs such as food, shelter and medical services.

Join hundreds of Corporate CEO's and Real Estate/ Building Industry and Banking leaders for the 12th annual mixer recognizing the partnership between the Real Estate/Building Industry, Banking Industry and Orange County United Way.

Enjoy an exclusive reception and a fantastic opportunity for industry networking. Invitation to follow.

For more information call 949.263.6176 or email: [llsaj@unitedwayoc.org](mailto:llsaj@unitedwayoc.org)

Thursday,  
May 5, 2011  
5 - 8 p.m.

Balboa Bay Club,  
Newport Beach

  
Orange County United Way

# RSVP Tracking

- Online Registration Form
  - Easy!
  - Pertinent information
    - Name & Address
    - E-mail & Phone
    - Guest(s) Name
- Branding
- Easy to link
- Test-run
- Options



# Invitation

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  - First Class
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  - Phone Calls
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- Personal Notes
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# Website

- Branding
- Easily link to Registration
  - Button / Link on Homepage
- Type of Registration Site
  - Register
  - FAF / Fundraising

# Event Marketing, Outreach and Branding Design



# Social Media

## Social Media

- Use to Promote Registration
- Use to Highlight Elements added to the event
- Use to thank (promote / introduce) Sponsors
- Use for post-event leveraging
  - Photos
  - Advertise for next event
- Incorporated in overall Social Media Strategy



## PR – Press & Media Relations

- Use to Create Buzz
- Compose a Press Release
- Invite Media
  - Strategically
  - Allocating a seat
- Incorporated in overall PR Strategy



## Event Program / Journal

Donors / Sponsors



Past year's copies can be used for marketing



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# Event Program / Journal

Donors / Sponsors

Past year's copies can be used for marketing

**2013 Eric Pepys Memorial Golf Tournament Sponsor List**

**HOLE-IN-ONE** • **BRIDE** • **BAR**

**ELLEN & RON BERNGAZ**  
Shirley Pepys  
Dan Houck  
Stacy & Emma Lowe  
Argenta Family Foundation

**MULLIGAN** • **FORBES**

**IN KIND SPONSORS**

**TEE SPONSORS**

**2013 Eric Pepys Memorial Golf Tournament Committee List**

**Co-Chairs**  
Shirley Pepys, Renee Pepys Love & Dan Houck

**Orangewood Children's Foundation**

1075 EAST 17TH STREET | SANTA ANA, CA 92705 | 714.414.2020  
INFO@ORANGEWOODFOUNDATION.ORG | WWW.ORANGEWOODFOUNDATION.ORG

**5th ANNUAL ERIC PEPPY'S MEMORIAL GOLF TOURNAMENT**

**SANTA ANA COUNTRY CLUB**  
MONDAY, AUGUST 19, 2013

In five years our event has raised over \$500,000 and awarded 40 Advanced Studies scholarships to former foster youth. Help us achieve our goal.

**Orangewood Children's Foundation**  
Benefiting The Advanced Studies Scholarship Program

**NAWBO**  
ORANGE COUNTY  
NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS

Stepping It Up With  
**Remarkable women**

**17th ANNUAL NAWBO-OC AWARDS**  
inspiration courage & hope

**2012**

# Marketing Outreach

# Event Marketing, Outreach and Branding Design



# Onsite Branding



# Onsite Branding

## **Our clients ask:**

### **What is the most important part of an event?**

There are so many features of an event that are important (fundraising, smooth event, consistent messaging and others) that for this email we wanted to focus on one that makes for a successful and profitable event.

### **Consistent Messaging**

**Before , During and After an event the message you send to your audience is very important.**

#### **Where do you start?**

- 1. Website**

Make sure your website has the event information prominently displayed on the home page, also devote an entire page to the particulars and why it is an event people want to attend. If you can have the event information on the sidebar of all your web pages this will also help raise visibility.

- 2. Social Media**

Use social media to consistently communicate when the event is, why it is important and the about the organization it serves. Relevant updates about entertainment at the event will help to draw attention to your posts.

- 3. Branding**

Beginning at the concept stage through to execution branding is key to consistent messaging.

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# Ideas for Branding

## *Ideas for branding:*

- Logo/art specific to the event
- Invitations with appropriate art work and organization information
- Email signatures appended with logo and links for key committee members and office staff
- Updated and information rich online calendar
- Mission Facts incorporated into the event

# Ideas for Branding



# Ideas for Branding

Information and colorful visuals to support the events purpose must be placed everywhere - even when you have no where to place it.

Check out this picture! We were able to use stakes to create a surface to hang the banner that was visually supportive to the event



Michelle and the Sunday Sol Events Team  
714-916-8424



# Step & Repeat



# Room Décor



# Room Décor



# Mission Facts



# Staging & Set Design



# Photography

- Shot Lists
- Post Event Marketing Usage
- Socialite Magazine + Photography



# Thank You Gifts

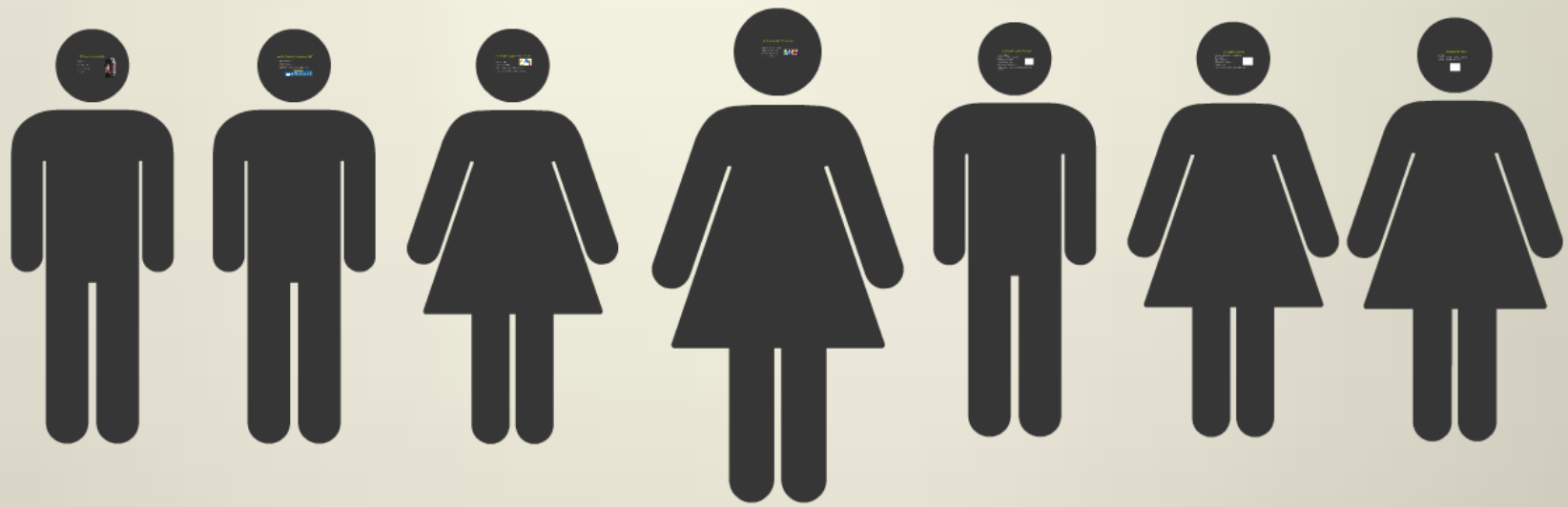
- Glassware
- Sponsor Gift
- Cards from beneficiary



# Event Marketing, Outreach and Branding Design



# Staff Roles & Responsibilities



# Staff Roles & Responsibilities

- Greeters
- Registration
- Press Contact
- Finance



# Executive Director & Development Staff

- Sponsor Greeter
- Donor Interaction
- Work the Room & Make Connections



make **CONNECTIONS**

# Keys to Staff Engagement at the Event

- Share a Timeline
- Discuss Expectations
- Provide information specific to their role
- Discuss event logistics that pertain to them



# Tips for Securing Quality Volunteers

- Corporate Volunteer Programs
- Minimum Requirement
- Volunteer Organizations
- Local Volunteer Center



# Tips for Securing Quality Volunteers

- Know Your Need
- Engage a Volunteer Coordinator
- Make Check-in smooth
- Have a Volunteer Room
- Make them easily identifiable
- Clearly communicate what you need of them and your expectation



# Orientation & Training

- Introduce yourself and your organization
- Thank them!
- Explain the timeline
- Volunteer Training Sheets
- Clear instructions
- Have someone take them to their designated spot



# Managing Volunteers

- Structure
- Communication with Volunteer Coordinator
- Communication with the Volunteer



# Event Marketing, Outreach and Branding Design





**Well Done!**

# Post-Event Responsibilities

## Keeping the Honoree Engaged

- Follow-up Meeting
- Let them know the need that is still there
- Ask them to sit on the Committee, or the BOD
- Ask them to attend next year
- Keep them informed

*Come back again!*

## Thank You Notes & Acknowledgment Letters

- Timing
- Who should receive:
  - Thank you
  - Tax Letter
- Signer



## Final Budget

- Calculate Revenue from the event
  - On-site Donations
  - Auction
  - Opportunity Drawing
- Collect Final Expenses / Invoices
- Determine Net Revenue



## ROI Analysis

- Evaluate the Impact Factors
- Evaluate the Revenue
- Evaluate the Cost to Raise a Dollar
- Staff Resource



## Tracking Guest Experience

- Survey's
- Committee Feedback
- Venue / Vendor Feedback
- Your Team



## Event Debrief



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