Making Special Events Really Special

Philanthropy Day on Cape Cod
2011
Introductions:

Debbie Booth, Vice President/Branch Manager
The Cooperative Bank of Cape Cod

Julia Burgess, Executive Director
Martha’s Vineyard Community Services

Andi Genser, Executive Director
WeCan

Christiane Perry, Membership Services Coordinator
Harwich Chamber of Commerce
Why Are You Having This event?

- **Friend Raising** – to generate new donors
- **Fund Raising** – to raise money
- **Awareness Raising** – to increase public awareness of your organization and bring attention to its mission
Pre-Work!

Before you start planning:

- Going alone or collaborating with another nonprofit?
- Committee chair and committee members and their roles
- Committee vs. staff driven event
It’s all in the details!

- First time event, or ongoing?

- Is it getting stale?

- Can it be refreshed without losing what people have come to expect and enjoy?

- Honorary Chair – do you need one? What would be their role & responsibilities?

- Who is the target audience for this event? How are they being invited?
• The budget – revenues and expenses
  • What can be underwritten?
  • What in-kind support can you get?
    • Venue
    • Graphics design work
    • Printing (invitations, tickets, posters, flyers, program books)
    • Publicity (print ads/radio spots/tv shows)
  • Food & Drink
  • Goods & Services (raffle, silent and/or live auction)

• Corporate Sponsorships – what should the package look like?

• Publicity Plan – print, radio, tv, social media
  (Facebook/Twitter; Constant Contact/YouTube)
Today is the Day!

- Written Day of Event Plan – KEY!
- What is going to happen during the event?
- Is a presentation appropriate for your event?
- What is everyone’s role at the event?
- Volunteers
- Supplies & Equipment
- Registration, Payments
Whew – But Is It Really Over?

- Thank you’s!

- Should you have a Thank You party?

- Participants – how can you convert attendees to donors?

- Review of the event – did it work? What did and didn’t? Would you do it again? Return on Investment (ROI)
Last Words... Tips & Ideas
Let’s Share!
### Thank you!

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