

Balls, Galas, Marathons, Art Shows, Car Races,
Wine Tastings, Carnivals, Concerts, Celebrities,
Golf Tournaments, Show Houses, Plant Sales,
Auctions, Culinary Extravaganzas, Openings,
Fashion Shows, Walks, Talks, Luncheons
and more, oh my!

What fundraising events do you have planned for your 2013?

“Don’t be afraid to go out on a limb. That’s where the fruit is.”

H. Jackson Brown, Jr.



TRUE CONFESSIONS

Fundraising Event Stories, Tales and Tips



PROLOGUE

True Confessions is dedicated to all fundraising professionals and volunteers who have worked their tails off and have tales to tell about Successful Fundraising Events.

And YOU CAN DO IT!



CHAPTER ONE

You want me to do
WHAT ?



WHY ?

WHY ARE WE DOING THIS EVENT?

- a) Money? Awareness? Both? New Audience? Bigger Sponsors?
- b) Define your goals
- c) Ensure your goals are agreed upon by those responsible for the organizations finances. (Board, Executive Committee, Finance Committee, and of course the Event Chair/s)

THEN.....Stay focused on your goals and develop your grand plan!!

DON'T MESS WITH TEXAS CHARITY WOMEN

They mean business! Tips I learned and still use.

- ❑ Establish a hard working, creative event committee!!!
- ❑ Always remember it is a fundraiser and don't hesitate reminding others. This makes it so much easier to make the ask!
- ❑ Hand-hold key donors, board and committee – it's exhausting, but keep them happy and watch the money roll in.
- ❑ Develop a Sponsorship Hit List – Divide and Conquer.
- ❑ Leverage relationships, get out there and make the ask, and, try to get everything donated!!!!
- ❑ Make it FUN! Make it LOOK Fabulous and Think BIG!!!



CHAPTER TWO

DIG IN
YOU NEVER KNOW
WHAT MIGHT HAPPEN

THE GRAND PLAN

Based on the event I just presented...here are a few key elements that allowed us to develop a solid plan. Of note.....I believe all key volunteers should participate in an extensive orientation about the institution.

- Confidence to present a NEW concept because you understand the goals
- Learn who on the board etc. could influence fundraising and increase attendance and*those that required course corrections!*
- Knowledge to develop key strategies, budget, sponsorship and outreach plan approved with room for flexibility
- Ability to agree upon parameters involving; staff, integrity of institution
- Assemble the most amazing committee!
- Result – Stay on task and exceed expectations
- De-brief and immediately begin working on the next year !

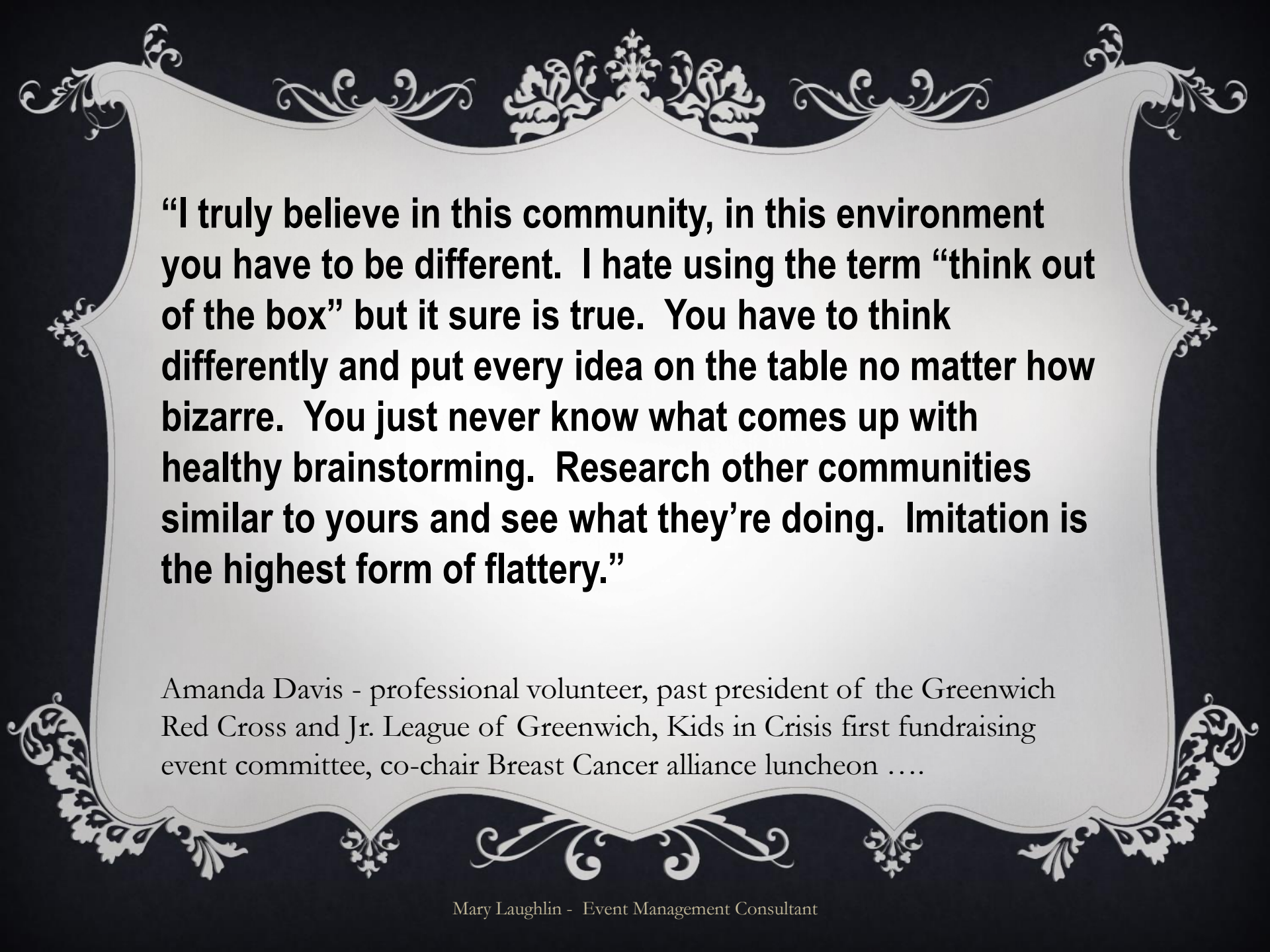
ENGAGE YOUR TEAM

- ❖ Assemble a committee and established the tone and end results
 - Note, I knew very few people – but those people added more, and more!
- ❖ Present the idea and preliminary plan and engage feedback and ideas
- ❖ Unleash the team. Take advantage of every opportunity, resource and have a ball.
- ❖ Divide and conquer. Rally everyone's experience, skills and contacts.
- ❖ Always solicit more money from sponsors than identified in the sponsorship plan
- ❖ Keep staff and board involved and aware
- ❖ Embrace that you may not have any idea what will happen, but you did all you could.
- ❖ Post debrief. Keep it social.



CHAPTER THREE

TAKE A WALK ON THE **WILD** SIDE



“I truly believe in this community, in this environment you have to be different. I hate using the term “think out of the box” but it sure is true. You have to think differently and put every idea on the table no matter how bizarre. You just never know what comes up with healthy brainstorming. Research other communities similar to yours and see what they’re doing. Imitation is the highest form of flattery.”

Amanda Davis - professional volunteer, past president of the Greenwich Red Cross and Jr. League of Greenwich, Kids in Crisis first fundraising event committee, co-chair Breast Cancer alliance luncheon

AMANDA'S LITTLE SECRETS

- ❖ Location, location, location
- ❖ Know your constituency and make sure you give them what they want
- ❖ Interesting theme appropriate to the organization
- ❖ Make it FUN, give them ONE THING that will be memorable so they say, “what a great party, let’s make sure we go next year”
- ❖ Make the event something the husbands will want to attend!!!



CHAPTER FOUR

CHURCH LADY

A FEW TIP\$ TO RAI\$ING MONEY

- \$ Sometimes you have to change a mindset and tradition - patience is key!!! But worth it down the road.
- \$ Prepare budgets based on history and set financial goals – share goals and frequent status reports with committee. Always remind them, “this is a fundraiser”
- \$ Invest the time to prepare historical data on giving. You never know what you will uncover.
- \$ Sponsorship and Underwriting – find your sales people!! Let them set the tone and toot their horn!
- \$ Sometimes you have to spend a little to get MORE.
- \$ Not always appropriate but in this case “posting sponsors and contributors” as they came in generated others to give.

**Ask and therefore you shall receive –
just make sure you have the right people making the ask.**

A decorative white floral border with intricate scrollwork and leaf patterns surrounds the text on a dark background.

TIPS FOR ATTENDANCE AND REPEAT ATTENDANCE

TRACTION – same location, time, date and theme. So people can plan.

APPEALING TO HUSBANDS AND WIVES

KEEP IT INTERESTING, TIGHT AND ON SCHEDULE –

Specifically lunches. In at 12, out by 2pm. Speaker who delivers interesting information.

HAVE A VARIETY OF PEOPLE – spice it up! (Key, make it affordable to the spectrum, find a common denominator, and meet your financial goals)

Favorite event. “Send a check in and have dinner at home”



CHAPTER FIVE

THE
ELECTRONIC AGE



A FEW TECH EXAMPLES

Network for Good
First Giving
Crowdrise
Bidding for Good
Charity Auctions Today
DoJiggy
Acteva
Idealware



CHAPTER SIX

TAKE ADVANTAGE

OPERATION CHRISTMAS

**PLEASE HELP US HELP VICTIMS OF SANDY
BY DONATING**

CHRISTMAS LIGHTS, ORNAMENTS, WREATHS,
GARLAND, TREE STANDS, TREES, TINSEL,
HANUKAH MEMORAHs, STOCKINGS,
HOLIDAY DECORATIONS, TABLE DÉCOR
(donations should be new or in good working condition)

WHEN:
SATURDAY DECEMBER 8TH
SUNDAY DECEMBER 9TH
10 am - 2 pm

WHERE:
MONTAUK FIREHOUSE
AMAGANSETT FIREHOUSE
EAST HAMPTON VILLAGE BARN
(located in the LVIS parking lot)

VOLUNTEERS NEEDED
CONTACT: nothingtooit@aol.com
Subject: OPERATION CHRISTMAS

EVERYONE NEEDS A HOLIDAY



CHAPTER SEVEN

AFTER THE BALL

IT'S JUST STARTING

Converting Event Guests into Annual Donors, Sponsors & Ambassadors;

- ✓ Post mortem review – in person and conference call
- ✓ Reports from board members and key staff on guests they were assigned and met!
- ✓ Prepare a prioritized list of event guests you want to cultivate further
- ✓ Personal notes (on their own stationery). Attach photos and/or press.
- ✓ Personal visits to get to know your event guests one-to-one. *Listen and learn to leverage their support.*
- ✓ Keep in Touch: Email link to event photos. Invite to private events throughout the year, include in AA with note from the original person who met them.
- ✓ Always THANK THEM and make them feel part of “the family”
- ✓ Record everything in your database
- ✓ And of course... Invite them to next year's event!



THE END

**“Success is getting what you want.
Happiness is liking what you get.”**

H. Jackson Brown, Jr.



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