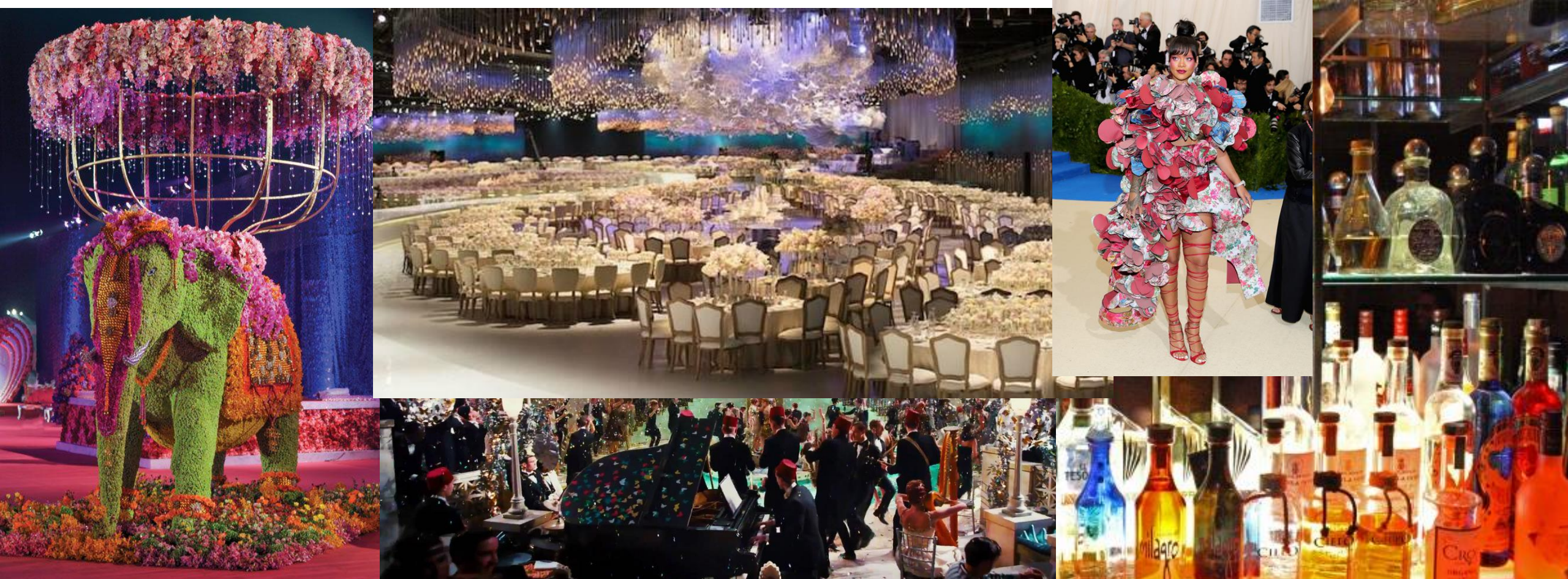# 20 Years of Events:
Here's what I've learned...

Amy Boyle Collins

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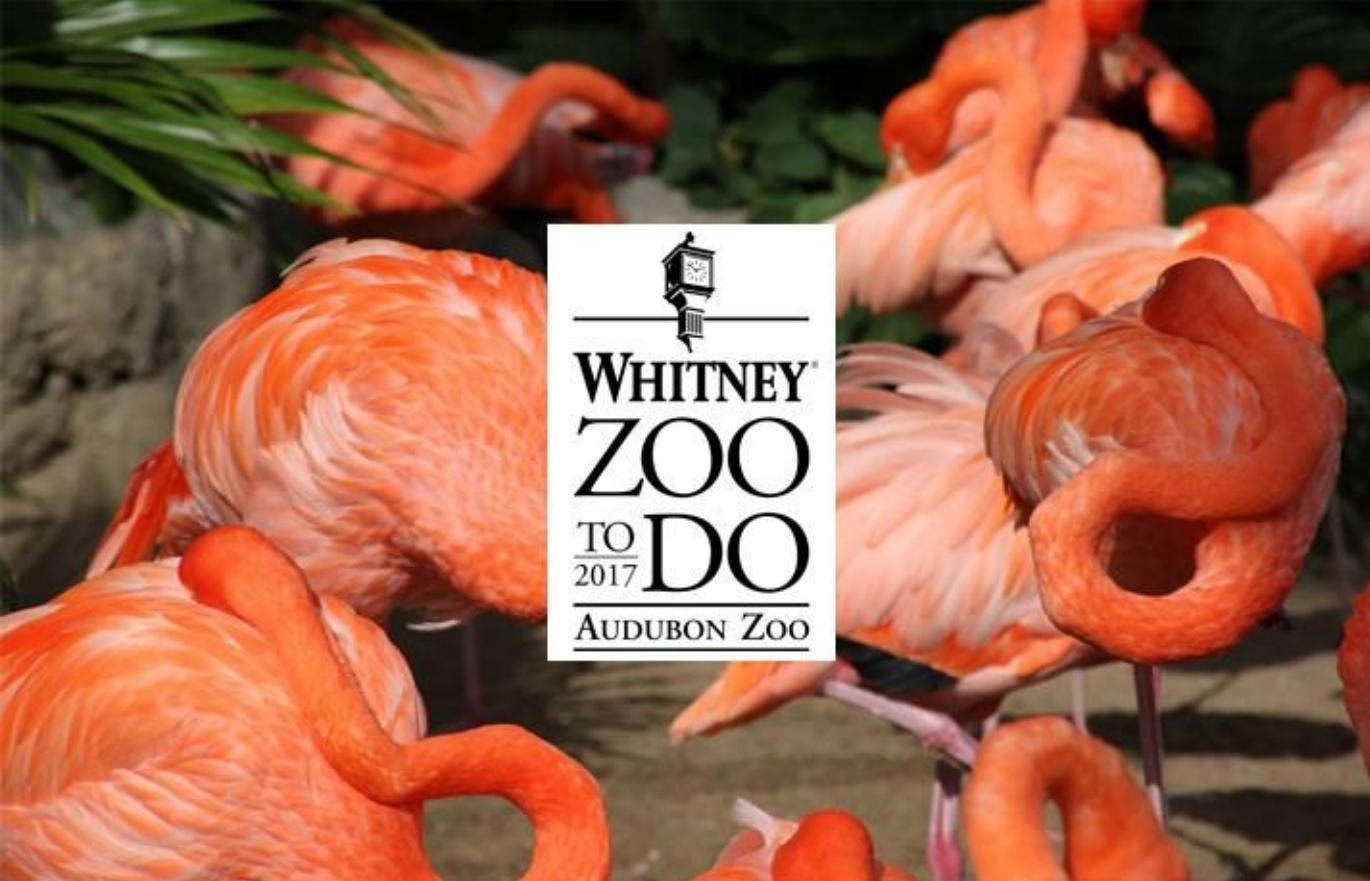
g*

Our industry tells us that events are the most expensive form of fundraising…

BUT…

If you are purposeful in setting objectives about what you want the event to accomplish, events can be an incredibly effective fundraising tactic.

g*

WHITNEY ZOO TO DO 2017
AUDUBON ZOO

YLC WEDNESDAY AT THE SQUARE

UNION JUSTICE AND CONFIDE

Volunteers of America
GREATER NEW ORLEANS

THE LEUKEMIA CUP REGATTA
The Leukemia & Lymphoma Society

Super Bowl XXXI Host Committee Gala

Suits & Salads   YLC Role Model Gala

Wednesday at the Square

Children's Hero Awards   Day at the Races

Beignet Fest   International Trade Gala

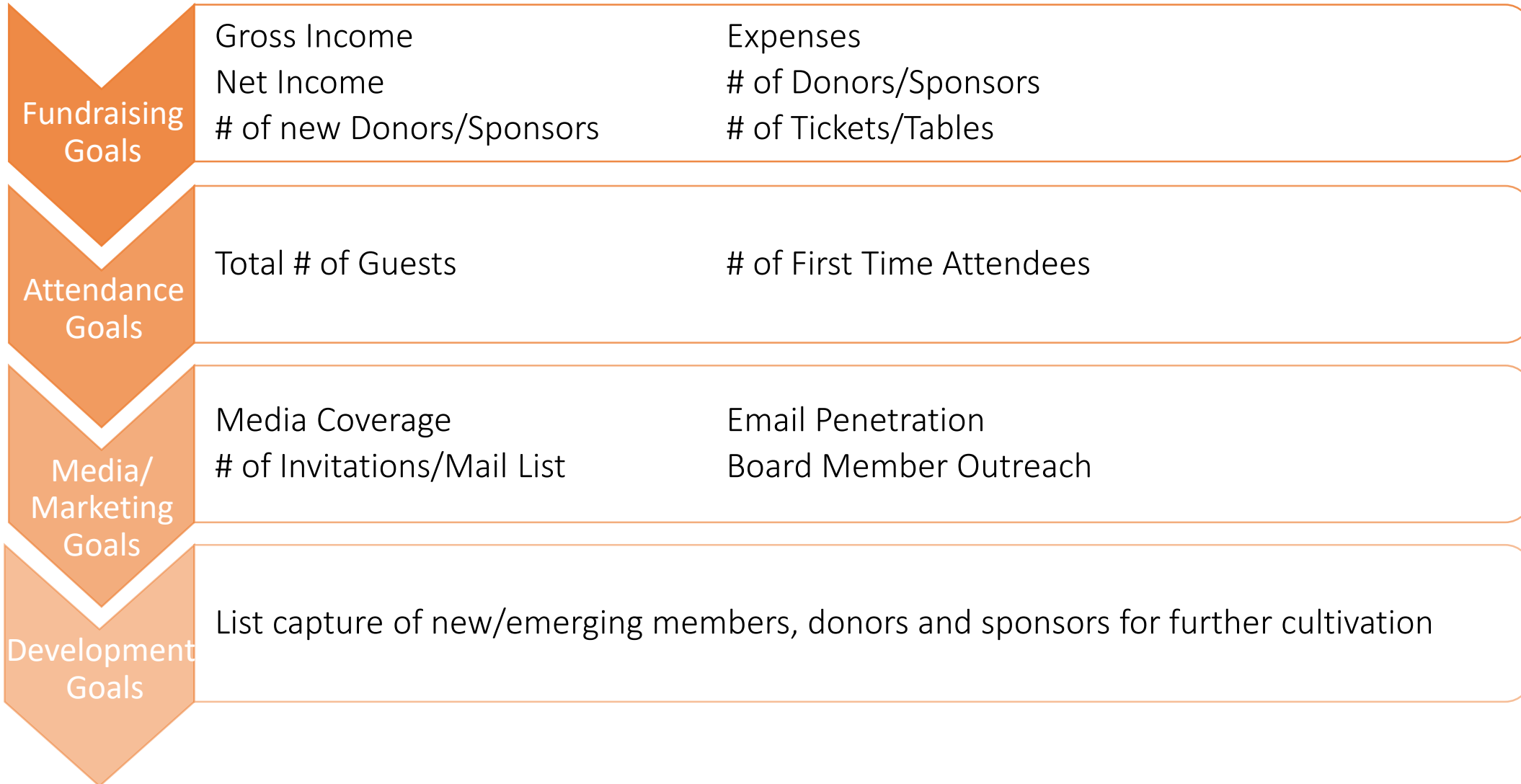National Philanthropy Day   Bowling for CBNO

Here's what I've learned…

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Create a thoroughly-researched event budget. Have your board review and approve it annually (a year ahead of your event).

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Identify and codify your objectives for the event.
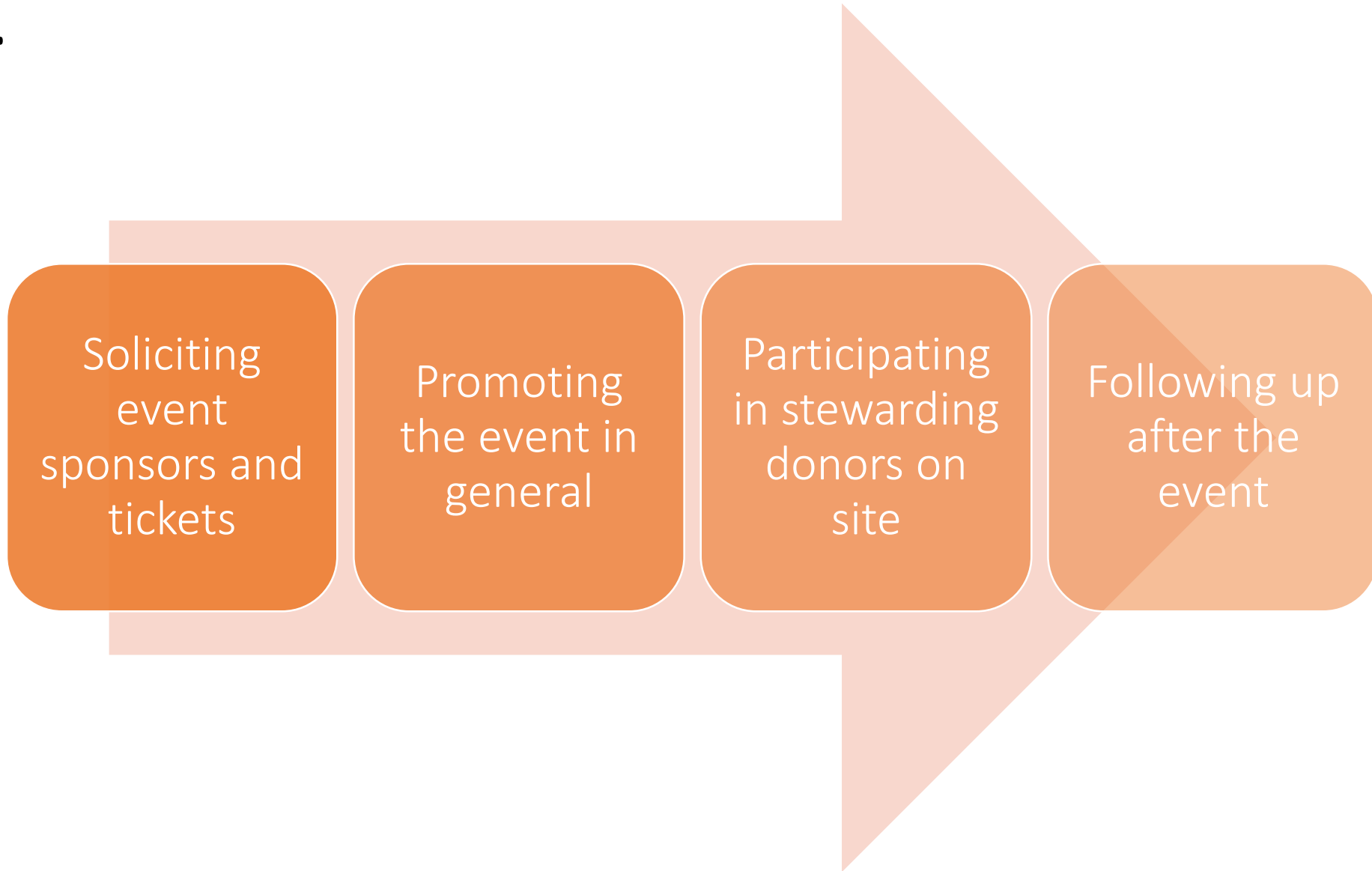Hint: It's about the money but it's also about more.

g*

Gala Objectives

Fundraising Goals	Gross Income Net Income # of new Donors/Sponsors	Expenses # of Donors/Sponsors # of Tickets/Tables
Attendance Goals	Total # of Guests	# of First Time Attendees
Media/ Marketing Goals	Media Coverage # of Invitations/Mail List	Email Penetration Board Member Outreach
Development Goals	List capture of new/emerging members, donors and sponsors for further cultivation	

g*
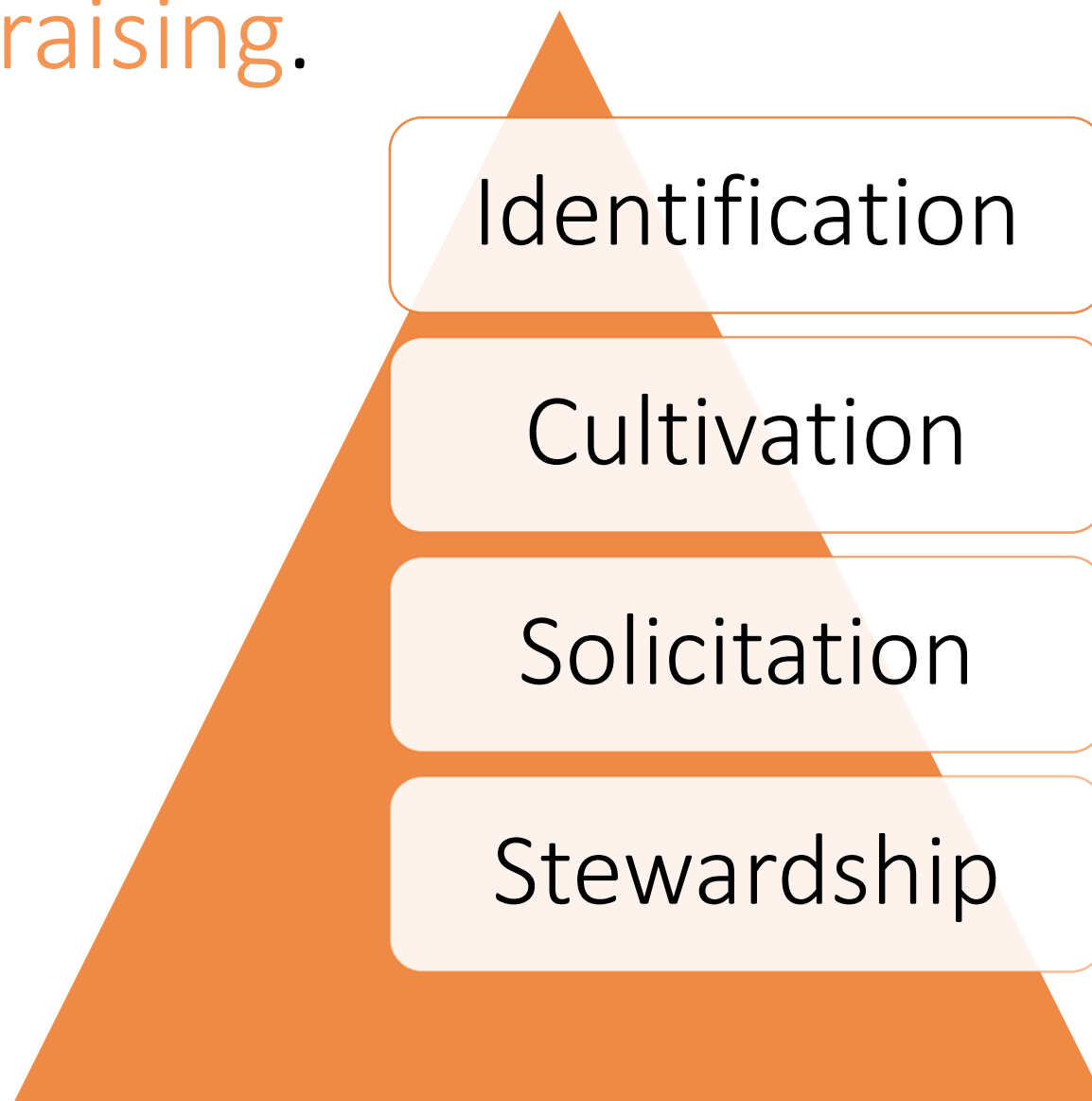
Communicate with your event donors and attendees throughout the year.

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Make sure your board buys into their role in the event.

Soliciting event sponsors and tickets

Promoting the event in general

Participating in stewarding donors on site

Following up after the event

Let your staff focus on the balloons and napkins. Your role is fundraising.

Identification

Cultivation

Solicitation

Stewardship

Protip: If you don't have the staff to do the balloons and napkins, find yourself a detail-oriented, dedicated volunteer who hates to fundraise.

g*

It's often what happens after the event that has the most important impact.

Events open doors to identify and cultivate new prospects, and eventually solicit them

Events also allow you to steward existing donors in hands-on

g*

Questions?

Thank you!

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