

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

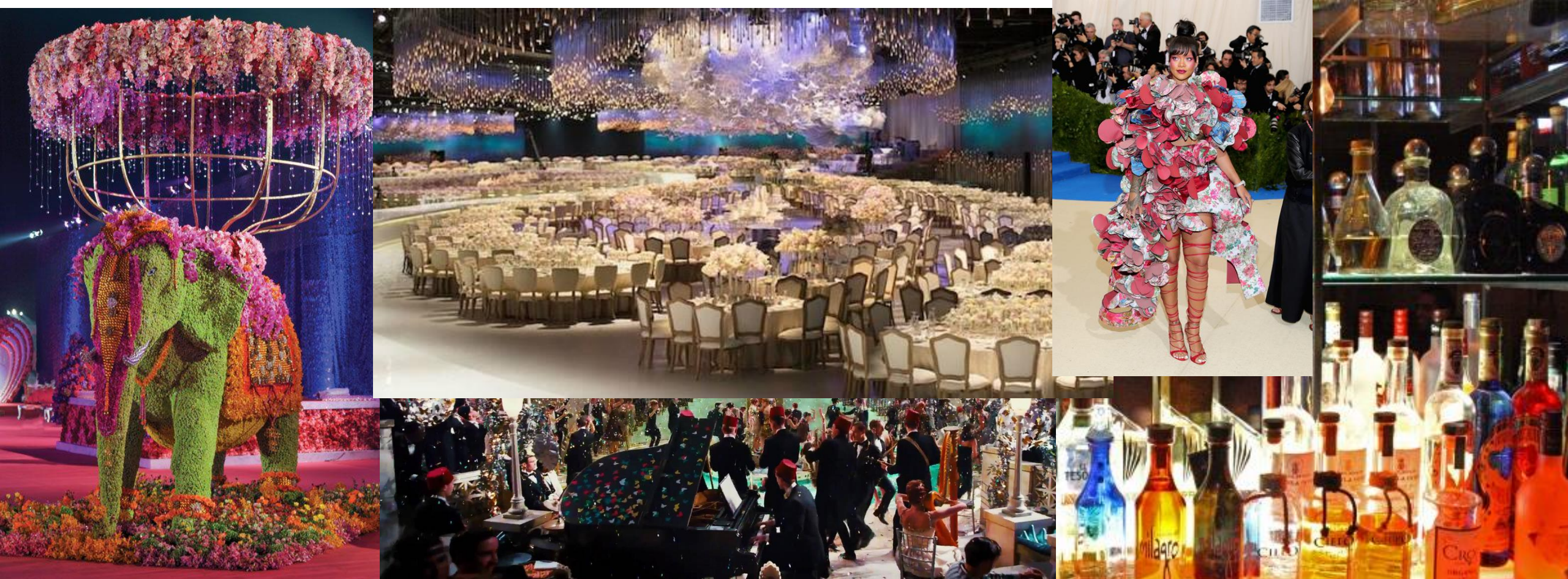
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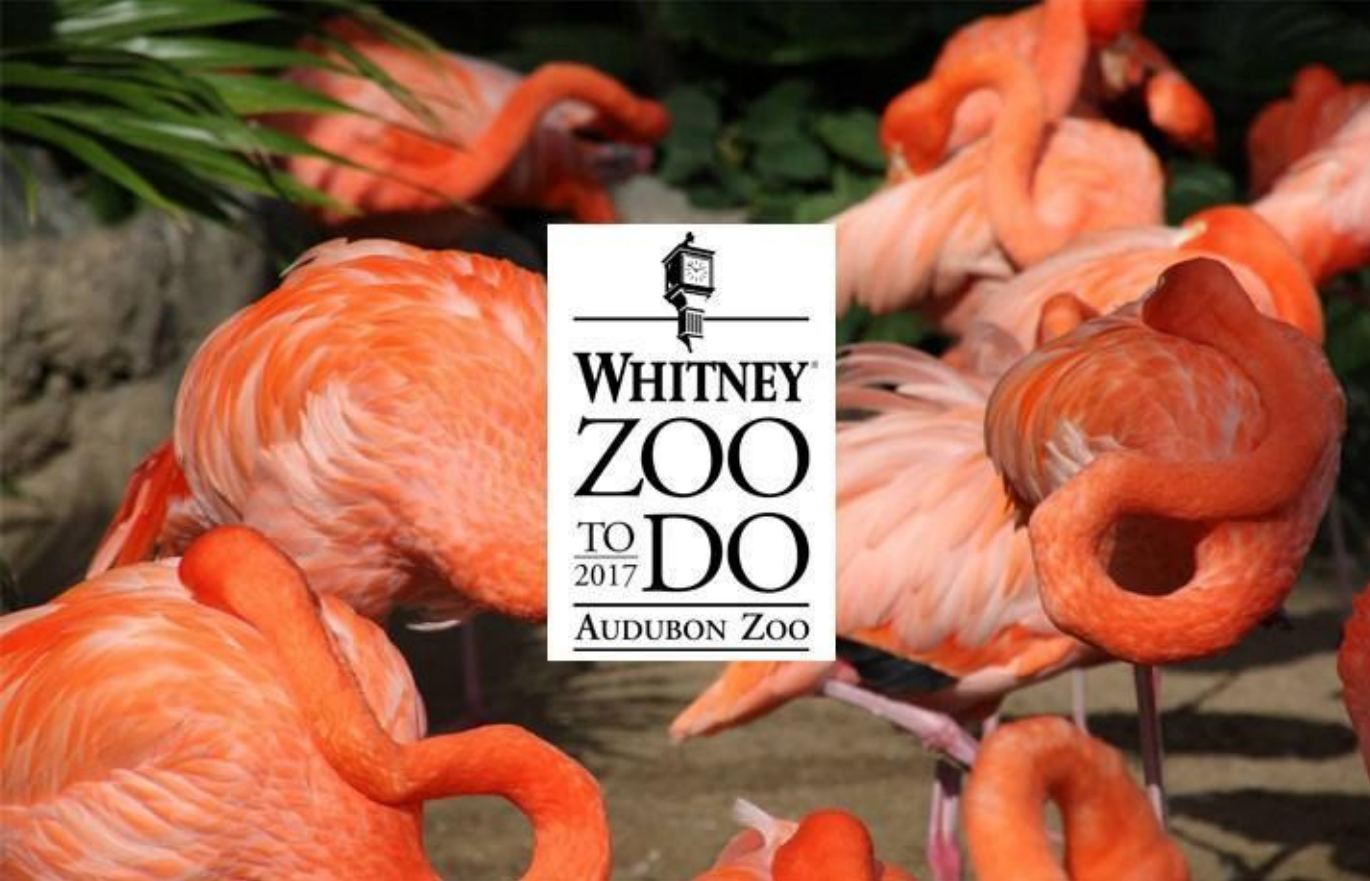
Our industry tells us that events are the most **expensive** form of fundraising...




BUT...

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






**WHITNEY
ZOO
TO DO**
2017
AUDUBON ZOO



**YLC
WEDNESDAY
AT THE SQUARE®**




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...



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



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



Gala Objectives

Fundraising Goals

Gross Income	Expenses
Net Income	# of Donors/Sponsors
# of new Donors/Sponsors	# of Tickets/Tables

Attendance Goals

Total # of Guests	# of First Time Attendees
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Media/Marketing Goals

Media Coverage	Email Penetration
# of Invitations/Mail List	Board Member Outreach

Development Goals

List capture of new/emerging members, donors and sponsors for further cultivation



Communicate with your event donors and attendees throughout the year.



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



Soliciting
event
sponsors
and tickets

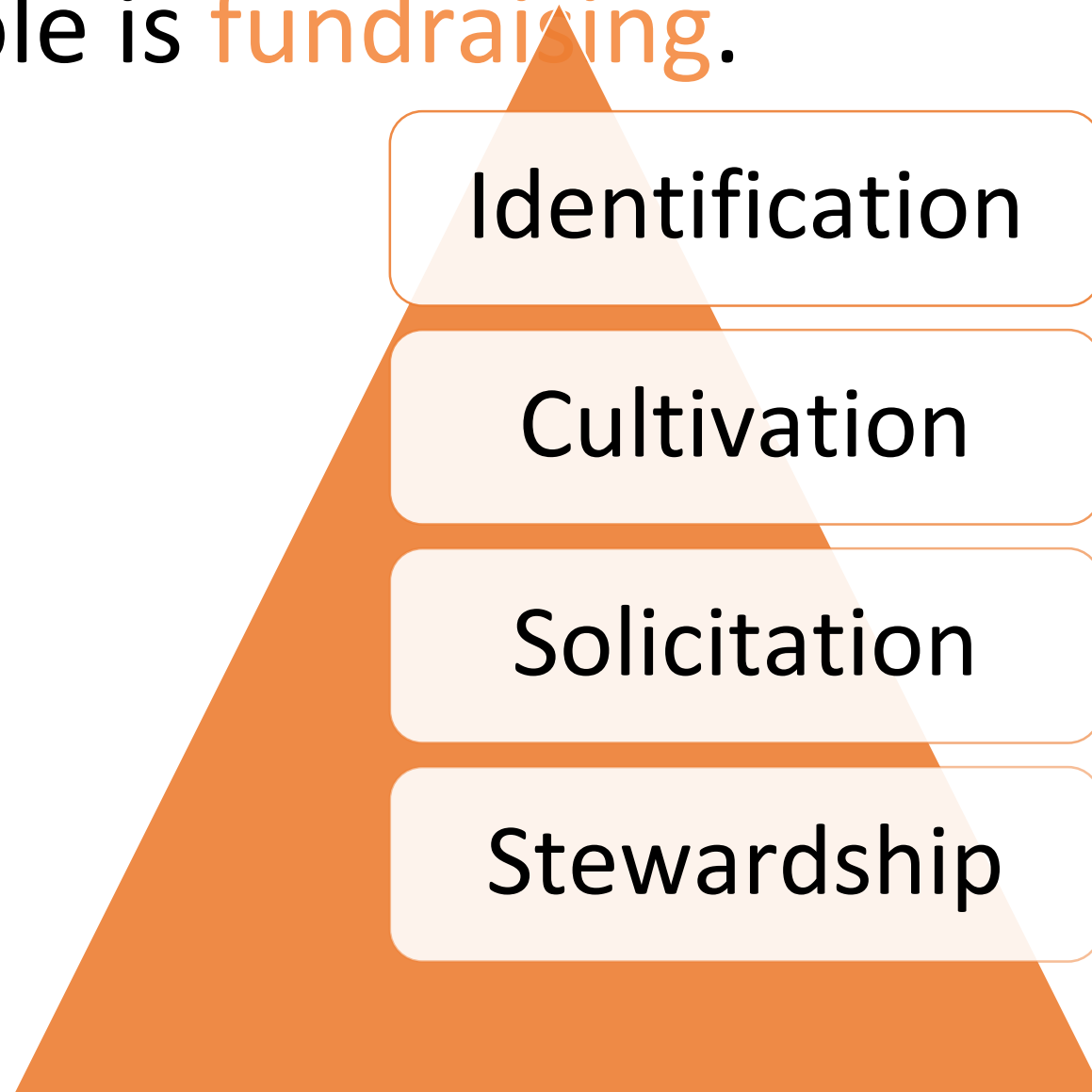
Promoting
the event in
general

Participating
in
stewarding
donors on
site

Following up
after the
event



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



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.



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



Questions?



Thank you!

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