

Fundraising for the Future

TREC
*Training Resources for the
Environmental Community*

Fundraising for the Future

Making Smart Use of Special Events

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Making Smart Use of Special Events

Special thanks to...

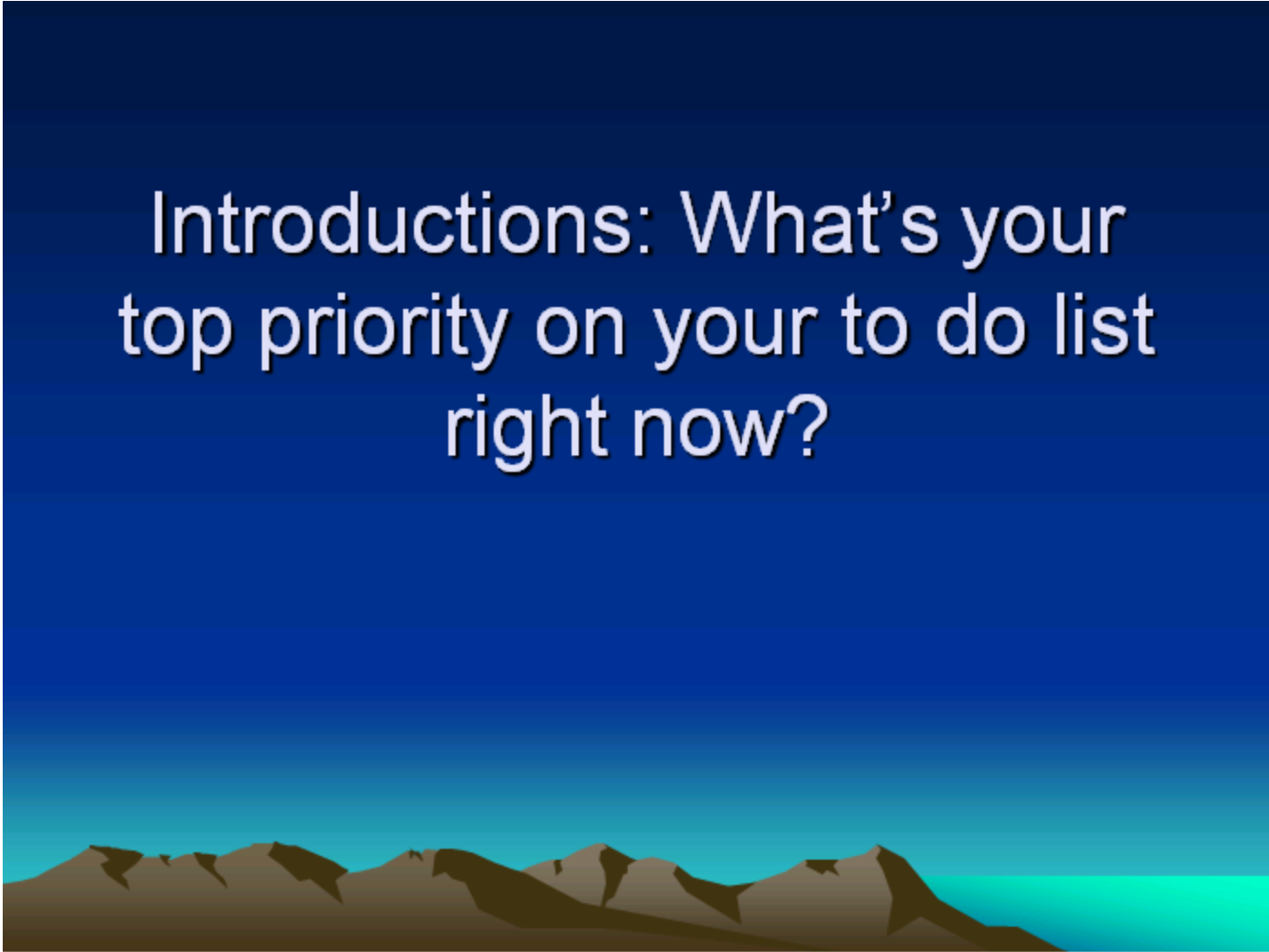
**National Conservation
System Foundation**

Special thanks to...

Agenda

- Introductions
- Smart Use of Special Events
- Examples of Events
- How to Hold a Successful House Party
- Wrap-up

Agenda



Introductions: What's your
top priority on your to do list
right now?

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Danielle Sandsted NCSF



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Julie Thibodeau NCSF



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Nancy Hall President Friends of Gold Butte



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Mary Jones
Coordinator, Friends of the Missouri
Breaks Monument



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Mike Satter
Board President
Grand Staircase Escalante Partners



Mike Satter Board President Grand Staircase Escalante Partners

Peggy Biegler
Outreach Coordinator
Friends of the Agua Fria National Monument



Peggy Biegler Outreach Coordinator Friends of the Agua Fria National Monument

Matthew Ebert
Executive Director
Friends of Black Rock High Rock



Matthew Ebert Executive Director Friends of Black Rock High Rock

Reasons to have an event

- You want to increase your visibility
- You want to involve new people or people from new places in your organization
- You have a programmatic reason to bring people together
- You have a plan for maximizing the event's impact on your issue priorities

Reasons to have an event

Additional reasons to have an event

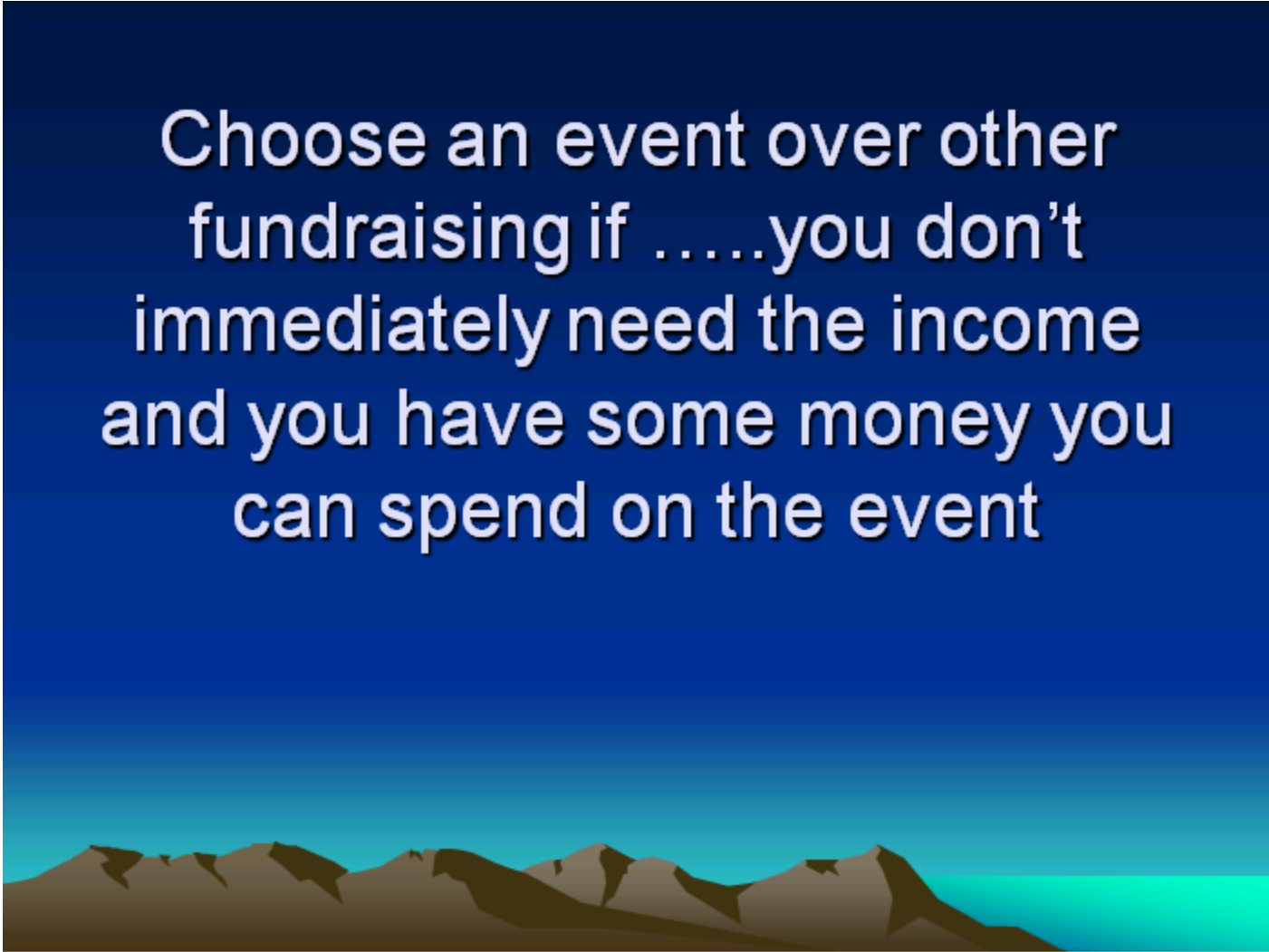
- You want to thank people
- You want to announce the beginning or celebrate the end of a campaign
- You want to honor one or more people

Additional reasons to have an event

Hold an event only if....

- You have volunteers who enjoy working together
- You have inexperienced volunteers and you have a plan to train them on aspects of fundraising by involving them in the event
- You have staff time to devote to event organizing

Hold an event only if....



Choose an event over other fundraising ifyou don't immediately need the income and you have some money you can spend on the event

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Increase the odds of making money at your events

- Have a plan for creating other fundraising opportunities such as in-kind contributions, sponsorships, ad books, auctions
- Have a plan for following up with guests and donors to further engage them in the organization

Increase the odds of making money at your events

Event Examples



Event Examples

The House Party

- *WHAT* is it?
- *HOW* is it used?
- *WHY* is it effective?



The House Party

Finding a Host: the critical first step towards success.

You need someone who can...

- Generate a guest list
- Explain the importance of giving
- Set an example by contributing
- Provide the house and refreshments

Finding a Host: the critical first step towards success. You need someone who can...

Developing the Guest List



- How many can the house accommodate?
- 12 – 50 works best
- Invite 3 times the number you want
- 1 organization person for every 6 guests
- Host's friends and neighbors

Developing the Guest List

Preparing the Invitation

- Doesn't have to be expensive
- Highlight a point of interest
- Indicate that people will be asked for money ("bring your checkbook")
- Include a way to donate for folks who can't attend
- Suggest that they bring a friend
- Ask for RSVP so you have a good count
- Include directions

Preparing the Invitation

Making Follow-Up Calls

- Host follows up the written invitation with a phone call
- Keep in mind: people are busy and appreciate a reminder



Making Follow-Up Calls

Choreograph the Event

- Is the house number clear?
- Where will guests park?
- Where will coats go?
- Will the food table cause a traffic jam?
- How are the chairs arranged?

Choreograph the Event

Making the Pitch

- Timed when the most people are there
- Give envelopes out to 2 – 4 “plants” who have agreed in advance to give
- Host introduces self and presenters
- After presentation, host makes simple ask
- Org. representatives pass out envelopes
- Give clear place to put envelopes

Making the Pitch

After the House Party

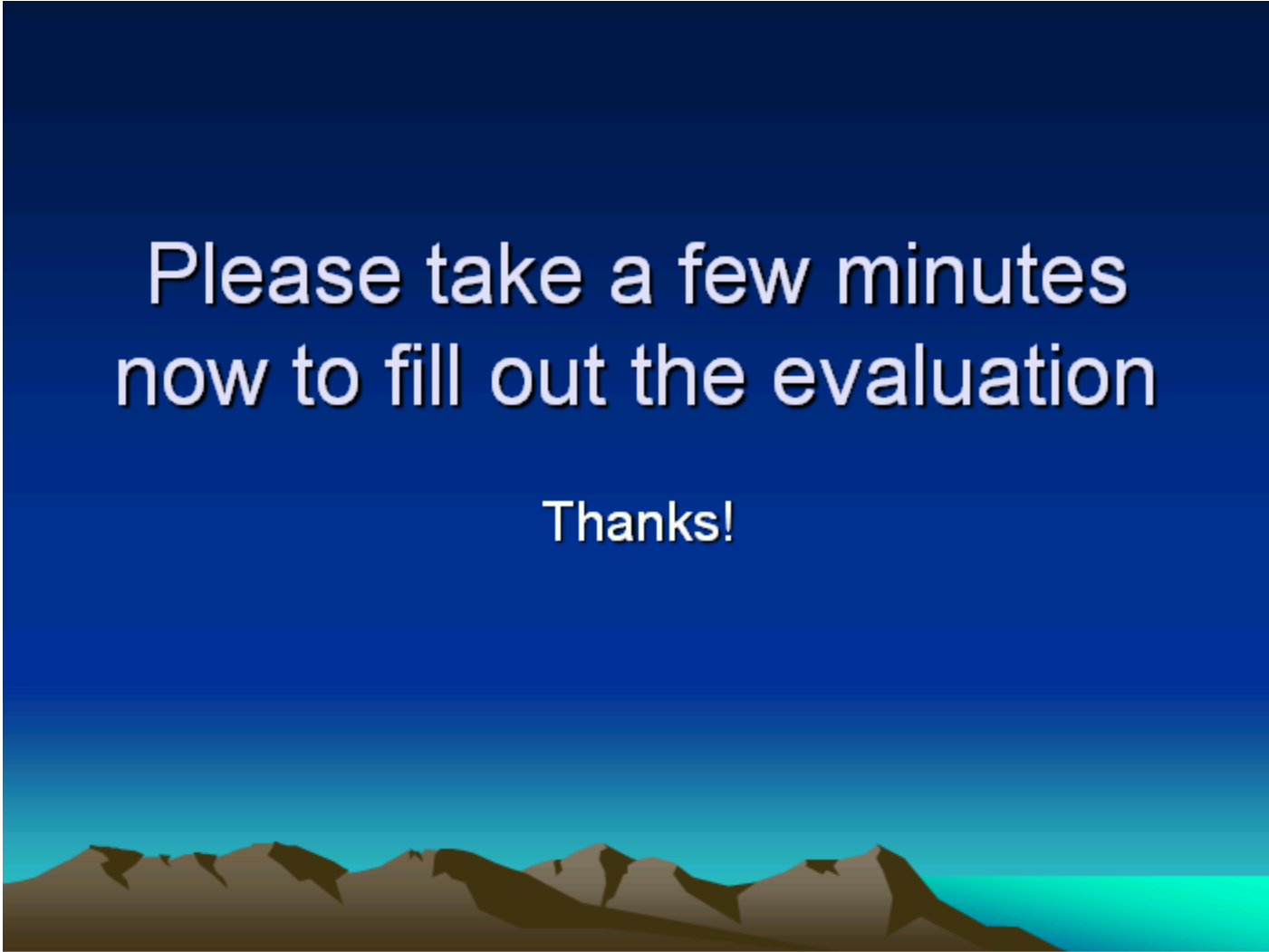
- Evaluate strengths and weaknesses
- Thank donors
- Put donors on contributor list
- Send appeal letters to those who didn't give
- Plan your next House Party

After the House Party

Questions and Comments?

- Are you ready to evaluate the events currently in your annual plan?
- What might prevent you dropping unsuccessful events?
- Would it make sense for your organization to hold a house party?
- Are you ready to organize a house party?
- What have you learned today that you will put to use?

Questions and Comments?



Please take a few minutes
now to fill out the evaluation

Thanks!

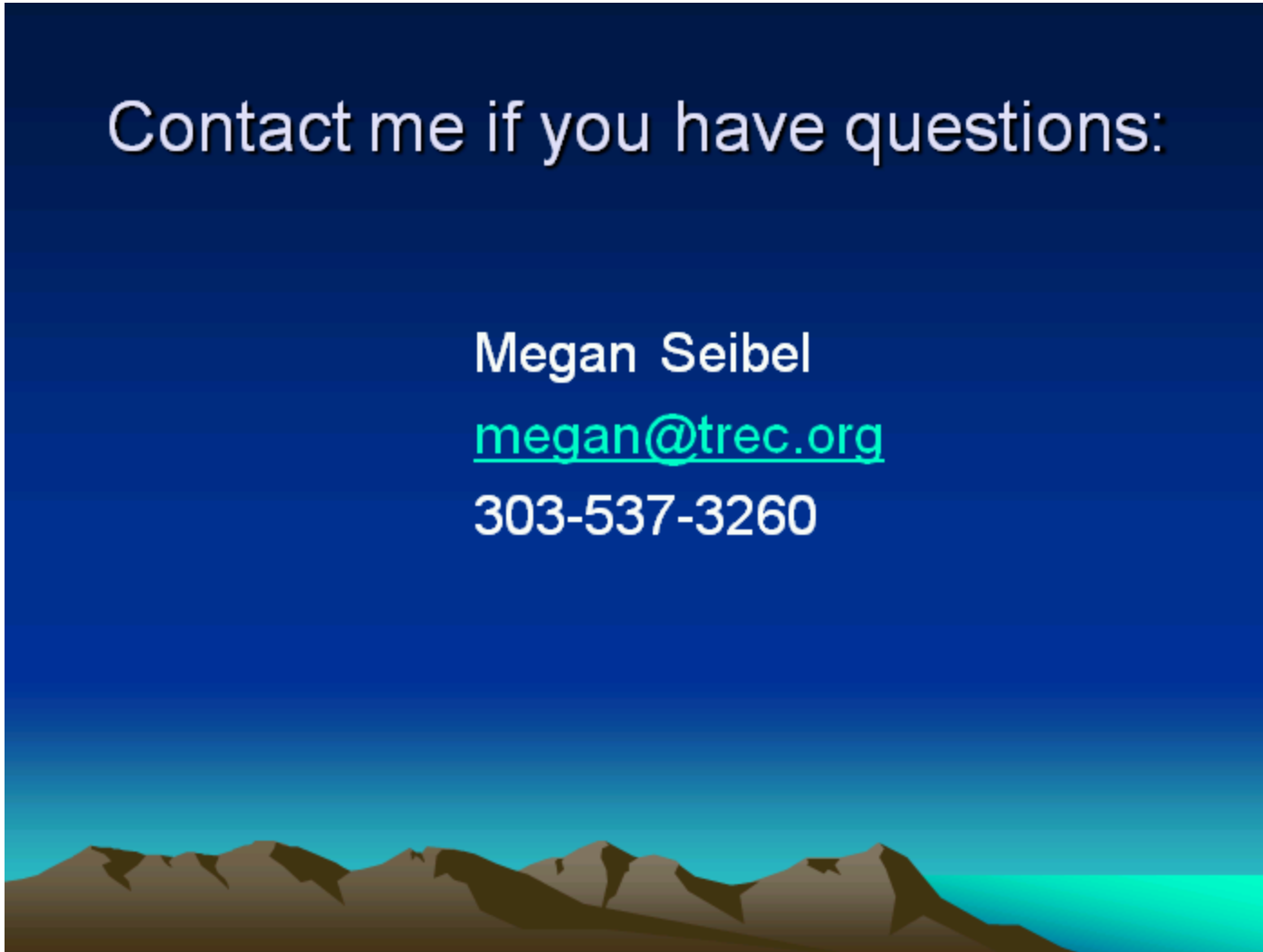
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Contact me if you have questions:

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