SPECIAL EVENTS THAT WORK

Presented by:
Wendy Nicolai, Executive Director, Susan G. Komen for the Cure Montana
Teresa Geremia-Chart, Education Director, Montana Nonprofit Association
Purpose of Special Events

Raise public awareness

Publicity (name recognition)

Utilize volunteers’ skills and interests
More Purposes

Recruit volunteers and board members

Motivate board members

Cultivation of potential contributors
Still More Purposes

Opportunities for other ways to be involved in organization

Educate about, and advance your mission

Put donors in touch with recipients of their funds
Almost there…

Collaborate with other organizations to build relationships

Add fun & spice to your development program

Raise money
Criteria

Organize a committee, authorized by the board of directors

Board members, volunteers, staff, and possibly sponsors?

- Criteria
- Value System
Criteria Based Decision-Making

Options

- Keep highly successful event
- Abandon low scoring events
- Keep event, but redefine
- Keep but improve
Abandoned Events

Develop plan

- How will funds be replaced?
- How will staff time be used — refocused
- How will sponsors, supporters, attendees be notified?
Event ceases to be a fundraising event

- Community service
- Award/Acknowledgement event
- Strictly educational
Keeping and Improving Your Event

Organize a planning committee

Increase planning time for event to incorporate new ideas

Timeline and plan for evaluating new ideas
Bag of Tips & Tricks

Organize a focus group

Don’t let attendees leave with $$ in their pocket

Online giving

Develop a plan to educate
More Tips

Volunteers

Track time spent by staff (include salary expenses) and volunteers

Media attention
That’s It!

Board role at event

Present a variety of ways for attendees to become involved in your organization

Highlight a specific program or project

Data collection/attendee feedback