



How Special Events Can Help You Raise More Money

A presentation by
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What you'll learn today

- Two useful little words in Spanish
- Five Models for Special Events
- The Six Ws of Special Events
- Seven Goals of Successful Special Events
- Eight Steps to Successful Special Events

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First, those two useful little Spanish words

¡cuidado!
¡ojo!

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Five Models for Special Events

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With thanks to Alan Wendroff:

- Community-wide special events
- Auctions
- Theater & art gallery openings
- Sporting events
- Testimonial events

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The Six Ws of Special Events

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- Why?
- What?
- Who?
- When?
- Where?
- How?

IOJO!

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Why?	Fundraising? Cultivation? Publicity?
What?	Reception? Dinner? Tour? Briefing?
Who?	Donors? Prospects? Public?
When?	One-time? Annual? Frequent?
Where?	Facility? Public space? Private home?
How?	Staff? Volunteers? Professionals?

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Seven Goals of Successful Special Events

Based on *Special Events: Proven Strategies for Nonprofit Fundraising*, Second Edition, by Alan L. Wendroff (John Wiley & Sons, 2004)

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- 1) Raise money
- 2) Educate your constituents
- 3) Motivate major donors
- 4) Recruit volunteers
- 5) Expand your network
- 6) Market your organization
- 7) Obtain key endorsements

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Sources of Revenue

- Underwriters
- Sponsors
- Premium tables
- Ticket sales
- Ad sales
- Donations
- Live auction
- Silent auction

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Budgeting Revenue

Item	#	@	Rs
Underwriter	1		5,000
Sponsors	2	1,500	3,000
Premium tables	5	750	3,750
Ticket sales	200	50	1,000
Ad sales	6	200	1,200
Donations	15	150	2,250
Live auction			3,000
Silent auction			1,000
Total			20,200



Eight Steps to a Successful Special Event

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- 1) Plan
- 2) Assess risk
- 3) Set budget
- 4) Write case
- 5) Set timeline
- 6) Recruit volunteers
- 7) Execute!
- 8) Thank & evaluate

¡Cuidado!

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Essential Materials

- Save-the-date mailing
- Invitation
- Program or handouts
- Pledge or contribution card

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That's all, folks!

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