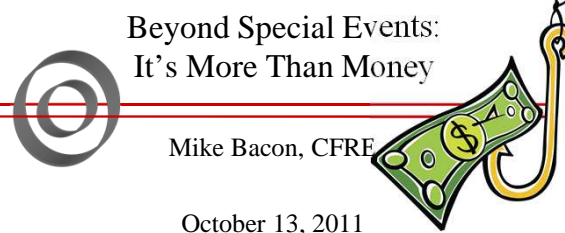
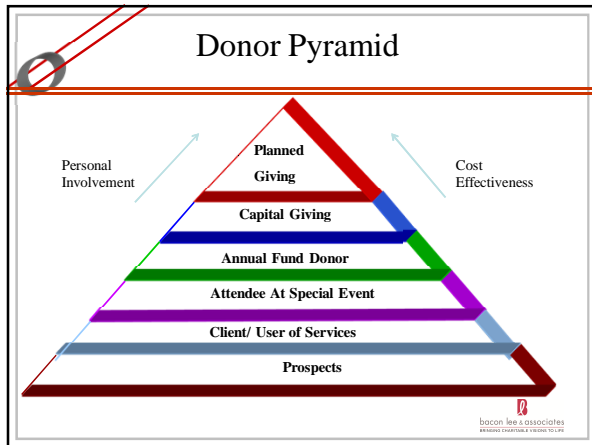

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Beyond Special Events: It's More Than Money

Mike Bacon, CFRE

October 13, 2011





Good News About Special Events

What makes your events worth doing?




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Bad News About Special Events

Why do some nonprofits run into problems?



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Special Events Anonymous



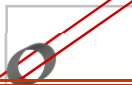
- Small groups, share some of your challenges with special events

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Special Events Tips

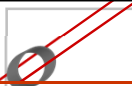
- Set the purpose at least 6 months in advance
 - Raise money
 - Share your mission / Market your cause
 - Involve/Engage volunteers
 - Expand your network (gather names)
 - Solicit endorsements (honor prominent person)

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 **Special Event Tips**

- Be realistic with your goals (staff should set them, not volunteers)
- Recruit leadership in advance
- Give leaders the right kind of staff support
- Let volunteers take charge

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 **Special Events Tips**

- Make sure your boss (Board Chair, ED) “has your back”
- Develop budget in advance (no surprises)
- What can be underwritten?
- Maintain volunteer notebooks

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 **Special Event Tips**


- Give people more than one reason to attend
- Capture attendee contact information
- Recognize sponsors at the event
- Circle back to sponsors after event with thanks and news of success
- Share your mission

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Special Events Can Lose \$

An event can be worth more money than the money it raises
IF
it makes it easier to raise more money

How?
By being part of an overall fundraising plan.
Relationships!



Change Your Mindset



Special Events
=
Relationship-Building Activities




Transitioning...

- How do you “convert” a special event attendee into a regular donor?



Integrating Events Into Your Overall Fundraising

- Balance events with overall fundraising through a planned Development Calendar
- Maintain a unified database
- Treat guests as potential donors
- Create strategies to bring event attendees closer to your organization




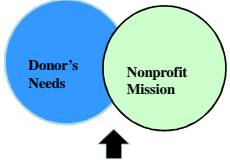
Overall Fundraising Plan

- Development Calendar
- Events + Mail Appeal + Non-Fundraising Communication + Face-to-Face Asks
- Thanking Calls & Visits



Donor Focused

It is about the donor's needs, not yours!
The intersection of a donor's needs with your nonprofit mission results in significant gifts.



Relationship-Based Fundraising

Steward

Retain

Ask

Cultivate

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The Problem of Donor Retention

Tracking the problem:
Donor Centered Fundraising
Penelope Burke

- Canadian & USA Study
- USA Study – 400 Charities & donors
- 267 Online respondents
- 2,843,056 **Active** Donors
- 1,749,735 **Lapsed** Donors

Why do donors stop giving?


- 90% of donors have stopped giving to the charities by the 5th renewal
- 46% of donors stopped giving to a charity they once supported for reasons that are tied to:
 - ✦ Insufficient / poor quality information concerning their gifts at work.
 - ✦ Receiving no information on program achievements.
 - ✦ Believing that charities no longer needed their support.

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Believe It or Not...

Noteworthy Findings:


90% of individual donors **single out** one particular charity for special or unusual support



94% of study donors say that charities they support never or hardly ever call them up **without** asking for another gift.




98% say that charities never or hardly ever pay them a visit **without** asking for money



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Cultivation Is...

Donor cultivation is an **organization - wide** strategy and process to learn more about each **donor's interests, desired professional and social contacts, lifestyle, and philanthropic desires** so that we can better initiate and respond to contact with a donor in order to develop a **stronger relationship** with that donor.



Cultivation Examples

1. Invite prospects to join you for a "Mission In Action" moment
What are those mission moments that can be shared?
2. Get prospects involved on a special events committee
3. Invite prospects to have lunch with CASA volunteers.
4. Invite prospects to have lunch with a judge who respects CASA.
5. Ask for their opinion or advice.
6. Call prospects on a regular basis to touch base.
7. Stop by to see prospects. Are they close to one of our staff? Invite that person to join you on the visit.
8. Other examples?



Stewardship Is...

- A process whereby an organization seeks to be worthy of continued philanthropic support, including the acknowledgement of gifts, donor recognition, the honoring of donor intent, prudent investment of gifts, and the effective and efficient use of funds to further the mission of the organization

