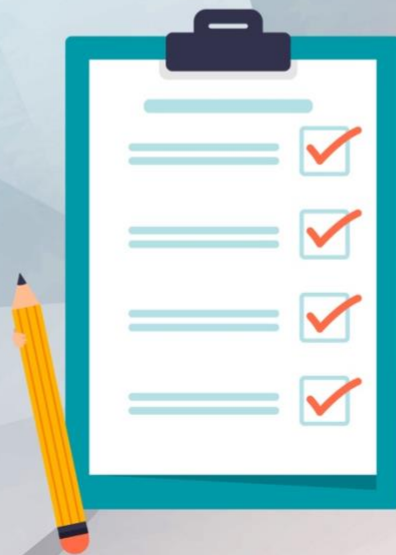


Super Successful

EVENT TEMPLATES & CALL SCRIPTS



JOE GARECHT

Super-Successful Event Templates and Call Scripts

By Joe Garecht

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About the Author

Joe Garecht is an internationally known non-profit fundraising consultant, author and speaker and is the President of Garecht Fundraising Associates. Joe has been a professional fundraiser for two decades, and during that time has served as the Director of Development of a major non-profit and as Executive Director of another major charitable organization, as well as a consultant to hundreds of non-profits worldwide. Joe has also served as the fundraising director of several political campaigns, as previously founded The Fundraising Authority.

Joe is the author of *How to Raise More Money for Any Non-Profit*, *The Non-Profit Fundraising Formula*, and *Raising Money Without Going Crazy*.

For more great information on how to raise more money for your non-profit, visit Joe online at Garecht.com.

Introduction

Welcome to *Super-Successful Event Templates and Call Scripts*, a special bonus to go along with our webinar *How to Double the Amount You Raise at Your Next Fundraising Event*. This packet is not intended to be a stand-alone e-book. Instead, it is designed to work hand-in-hand with the webinar.

In this guide, my goal is to provide you with some ideas and templates you can use as you design your upcoming fundraising events. Specifically, I want to give you two sample sponsor benefit level templates, one sample sponsor renewal letter, two sample invitations and two sample ask scripts. These are samples that you can use as templates for your own fundraising efforts.

Each of the scripts and templates in this guide have helped me raise hundreds of thousands of dollars for the non-profits I have worked with. Feel free to modify them to fit your organization's unique circumstances, then use them to raise the money your non-profit needs to thrive.

Remember, if you have any questions about any of the scripts or templates in this guidebook, please don't hesitate to e-mail me at joe@garecht.com and I would be happy to answer!

Sample Sponsor Benefit Levels #1

Creating sponsor benefit levels for your events is part art, part science. The sample below assumes that your non-profit is running a very large event and already has lots of major donors and sponsors who are prospects for the top giving tiers.

St. James School Scholarship Dinner Levels of Participation

Presenting Sponsor	\$250,000	<i>Funds Scholarships for 250 Students</i>
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- Premium signage at event, premium placement for logo on St. James website
- Opportunity for promotional materials to be given to event attendees
- Up to 4 tables (40 attendees) at dinner & full page ad in program book

Platinum Sponsor	\$100,000	<i>Funds Scholarships for 100 Students</i>
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- Premium signage at event, premium placement for logo on St. James website
- Up to 3 tables (30 attendees) at dinner & full page ad in program book

Patron's Circle	\$50,000	<i>Funds Scholarships for 50 Students</i>
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- Listed on all event materials and on St. James website
- Up to 3 tables (30 attendees) at dinner & full page ad in program book

Benefactor	\$25,000	<i>Funds Scholarships for 25 Students</i>
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- Listed on all event materials and on St. James website
- Up to 2 tables (20 attendees) at dinner & full page ad in program book

Advisor	\$10,000	<i>Funds Scholarships for 10 Students</i>
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- Listed on all event materials and on St. James website
- 1 table (10 attendees) at dinner, if you desire one & full page ad in program book

Advocate	\$5,000	<i>Funds Scholarships for 5 Students</i>
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- Listed on all event materials and on St. James website
- Up to 6 tickets to scholarship dinner & half page ad in program book

Friend	\$1,000	<i>Funds Scholarship for 1 Student</i>
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- 2 tickets to scholarship dinner & half page ad in program book

Individual Supporter	\$250	
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- 1 ticket to scholarship dinner
- A portion of the ticket price supports the scholarship fund

Sample Sponsor Benefit Levels #2

This sample features lower giving levels than the previous example, and features a title sponsorship at the \$10,000 level that has already been claimed by a corporate sponsor.

47th Annual Baltimore Trading Company Black Tie Gala *Supporting the Columbia Family Shelter*

Title Sponsor: Thank you Baltimore Trading Company!

VIP Auction Preview Sponsor: \$10,000

- Naming rights for VIP auction preview reception
- Inside back cover of ad calendar, and display advertising at event
- Featured in newspaper and billboard advertising for event
- Logo featured on website for one year on event invitations and materials
- 10 tickets to event and VIP auction preview

Presenting Sponsor(s): \$5,000

- Full page ad in ad calendar and display advertising at event
- Featured in newspaper and billboard advertising for event
- Logo featured on website for one year and on invitations and event materials
- 10 tickets to event, 6 tickets to VIP auction preview

Team Excellence Award Sponsors: \$2,500

- Naming rights for one of this year's Columbia Excellence Awards, presented at the event
- ½ page ad in ad calendar and display advertising at event
- Featured in newspaper and billboard advertising for event
- Name listed on event invitations and logo featured on website for six months
- 6 tickets to event, 2 tickets to VIP auction preview

Silver Sponsor: \$1,000

- ½ page ad in ad calendar and display advertising at event
- Featured in newspaper advertising for event
- Name listed on event invitations and logo featured on website for six months
- 4 tickets to event, 2 tickets to VIP auction preview

Bronze Sponsor: \$500

- ¼ page ad in ad calendar and logo featured on website for six months
- 2 tickets to event, 2 tickets to VIP auction preview

Partner Sponsor: \$300

- Listing in ad calendar and on website for three months
- 2 tickets to event

Sample Sponsor Renewal Letter

As noted in the webinar, one of the best ways to dramatically increase your event sponsorships is by approaching your previous sponsors as early as possible to get them to renew their support. On the following page is a sample sponsor renewal letter you can send to previous sponsors.

ROCKLEDGE HOSPITAL

Name
Address
City, State, ZIP
October 1, 2021

Dear XXXXXX,

It's hard to believe, but this year is the 10th anniversary of our signature annual event, the Purple Tie Ball!

Over the past ten years, the Purple Ball has grown from small gathering of just under 50 people at the Seaport Inn to last year's 400 person reception and silent auction at the Wannamaker Estate. Thanks to supporters like you, this fantastic event has provided much needed revenue to the Hospital, and enabled us to offer free and reduced cost medical care to over 10,000 patients last year.

In honor of this anniversary, our goal is to make the **10th Annual Purple Tie Ball** our biggest and best event ever. This coming year, we will be opening a new wing and dramatically expanding our ability to serve indigent patients. This year's Ball will provide a significant portion of the revenue we need to complete this expansion.

Over the years, you have been a generous supporter of the Hospital, and of this event. I am writing to ask you to consider renewing your sponsorship by sponsoring the 10th Annual Purple Tie Ball, which will be held on April 29, 2001 at the Wanamaker Estate in downtown Rockledge.

It may seem early to start thinking about next year's event, but April is just around the corner, and with the ambitious growth plan the Hospital has laid out, we need your support now, more than ever. Your renewal will let us know that we can push ahead with our expansion, and in turn, will be directly responsible for our greatest accomplishment ever: being able to offer free medical services to every patient who can't afford care in the tri-county area.

Would you be willing to sponsor the 10th Annual Purple Tie Ball at the \$2,500 or \$5,000 level?

Please take a moment to fill out the enclosed sponsor renewal form and send it to my attention in the envelope provided. You may choose to either send a check now with your form, or can request that we send you a bill next year. Either way, your pledge now is crucial to our ability to move forward.

To show our appreciation for your early pledge, we will be displaying special "10th Annual Purple Tie Ball Charter Sponsor" signage at the event which will list all sponsors who make their pledges before December 15, 2000.

Thank you for your continued support!

Peter Marcinkus, MD
Chief Executive Officer

Sample Sponsor Renewal Follow-Up Call Script

As noted in the webinar, approximately 2-3 weeks after your sponsor renewal letters are sent out, you should gather together a team of staff, board members and/or volunteers (depending on the resources of the organization) to make follow up calls to every past sponsor who has not yet sent in their renewal form for the coming year. Most non-profits who use sponsor letters skip this step, yet making personal phone calls is one of the most effective tactics you can use to secure sponsors for your event.

The call script generally goes something like this:

“Hi, Regina, this is Jim calling from Rockledge Hospital, how are you? I’m calling to see if you received our letter about the 10th Annual Purple Tie Ball. Did you receive it? Good. We’re so grateful for your continued support of the hospital and the poorest families in our community. This year is our 10th anniversary ball, and we’d like to make it our biggest and best ever. Would you be willing to serve as a sponsor again this year at the \$5,000 level?”

Be sure that your calls include definite, concrete asks. Once you make your ask, wait for the person to respond. Give them the time they need to think through their answer, and resist the urge to keep talking to fill the silence.

Sample New Sponsor Ask Script

The best way to ask a new donor (or a current donor who has not sponsored your event in the past) to become a sponsor is by asking them to do so in person or on the phone. Use the following 6-step ask conversation to help you make the best ask possible:

Step #1: Get the pleasantries out of the way.

Hi Matt! It was so great seeing you at our open house last month. I never got to ask you about how your son is doing out at Penn State? Is he enjoying himself there? How are you and Edna holding up with one less kid in the house?

Step #2: Make a transition.

Matt, I wanted to meet with you because our 25th annual fundraising gala will be coming up this fall, and I'm hoping you may want to get more involved.

Step #3: Make the connection.

You've been such an amazing supporter of our hospital and particularly of our pediatric oncology unit. The truth is, we wouldn't be where we are today without you. And you've worked tirelessly to help us spread the word about our work... thank you!

Step #4: Get emotional.

Every year, we see more and more families in our hospital who can't afford anything beyond basic emergency care. We do our best to help those who can't afford ongoing treatment, but our resources are straining thin. It breaks my heart to have to send families down to the health clinic for chronic care, when I know our outcomes are so much better for families and children.

Step #5: Make them understand why you need what you are asking for.

That's why I wanted to talk to you about this year's annual gala. Last year we raised \$250,000 at the event, 100% of which goes to support patients that can't afford extended care. This year, we're hoping to raise \$300,000 at the event, which will almost fully fund our financial assistance program for the year.

Step #6: Make the ask.

Matt, I know you are committed to our hospital. Would you be willing to become a sponsor of the gala this year, perhaps at the \$10,000 or \$25,000 level?

Sample Event Invitation (Simple)

No one likes opening an invitation and then having to spend time figuring out the who, what, when, where and why of the event. If you want to keep your event invitations simple, you can use a simple invitation like the one below. Add some design work, and include a reply card, and you've got a gala invitation that works for most non-profit events:

Please join us for the twenty-third annual

Black and White Ball

Thursday, the twenty-fourth of October
7 o'clock in the evening

The Crystal Tea Room
at The Wannamaker Building
Philadelphia, PA

All proceeds will fund the
Adult Learning Center

Black and white attire

Cocktails 6:30 pm
Dinner 7:30 pm

Sample Event Invitation (Fun / Enticing)

Sometimes, adding a little fun and pizzazz to your event invitations is the way to go. This is particularly true for events with interesting or fun themes. For example, if you add some design work to the sample below and include a fun reply card, your supporters won't want to miss your next event:

**Break Out Your Masks and Dancing Shoes for Our
33rd Annual Mardi Gras Masquerade Ball**

Thursday, the twenty-fourth of October
7 o'clock in the evening
Wayne Manor
Gotham

Will YOU Be Named the King or Queen of This Year's Mardi Gras Ball?

Black Tie Masquerade Attire
Dinner 7:30 pm

Sample Invitation Follow-Up Call Script

Every non-profit sends out invitations to its fundraising events, but very few follow up those invitations with a phone call. Having your staff, board, or well-trained volunteers call each invitee in the 2 weeks following your invitation mailing can significantly increase your response rate. The call doesn't have to be a hard sell. I usually use something like this:

Hi Jim, this is Steve from the 5th Street Women's Shelter. I'm calling to make sure that you received the invitation to our 30th annual white tie gala. Did you get your copy in the mail?

[If No] I'm sorry to hear that. I'd love to send you another copy by e-mail. What is the best e-mail address to send it to?

[If Yes] Great! Do you know if you will be able to attend?

It's that simple, and it works wonders.