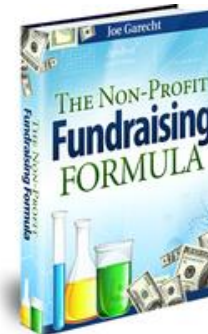
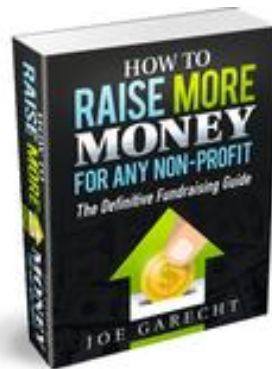


How to Double the Amount You Raise at Your Next Fundraising Event

Presented by Joe Garecht. Recording, slides, and content © 2021 by Joe Garecht.

Joe Garecht

- ✓ President, Garecht Fundraising Associates
- ✓ Founder, The Fundraising Authority and The Non-Profit Fundraising Digest
- ✓ Author of *The Non-Profit Fundraising Formula* and *How to Raise More Money for Any Non-Profit*



What We'll Be Covering in this Webinar

- The Basics of Great Non-Profit Fundraising Events
- Should We Be Holding More or Fewer Events at Our Non-Profit?
- How to Build Amazing Event Host Committees
- How to Find More Event Sponsors Than Ever Before
- Selling More Tickets... and Filling the Room!

“Fundraising Event”

What is the ultimate
goal for your
fundraising events?



Secondary Goals for Your Fundraising Events

- Building better relationships with your donors
- Getting press coverage for your non-profit
- Finding new prospects for your fundraising program
- Honoring the work of your staff, volunteers, donors, and supporters
- Providing a fun experience for your donors and team

How Do Fundraising Events Make Money?

Sponsorships

Why Sponsorships Matter

Ticket Sales

Raffles and Auctions

Additional Revenue Streams

7 Fundamental Concepts for Successful Fundraising Events

7 Fundamental Concepts for Successful Fundraising Events

#1: Fundraising events are still *fundraising*...

7 Fundamental Concepts for Successful Fundraising Events

#2: Money saved is money earned, BUT don't nickel and dime your event.

7 Fundamental Concepts for Successful Fundraising Events

#3: Don't get distracted by the sideshow.

7 Fundamental Concepts for Successful Fundraising Events

#4: Sponsorships > Ticket Sales > Everything Else

7 Fundamental Concepts for Successful Fundraising Events

#5: The year's biggest event requires a year-long effort.

7 Fundamental Concepts for Successful Fundraising Events

#6: Relationships matter.

7 Fundamental Concepts for Successful Fundraising Events

#7: Event revenue grows over time.

**Should You Really Have that
Fundraising Event?**



If our non-profit spent the exact same amount of **money** and staff **time** on a different fundraising tactic...

would we raise more money than we will from this event?

The 2 Most Important Things for Supercharged Fundraising Events

The Importance of a Good Host Committee for Your Event



Why is a Host Committee Important?

Who Should Be on the Host Committee?



How Do You Build a Great Host Committee?

How Do You Build a Great Host Committee?

1. Put together a prospect list

How Do You Build a Great Host Committee?

1. Put together a prospect list
2. Develop promotional materials

How Do You Build a Great Host Committee?

1. Put together a prospect list
2. Develop promotional materials
3. Approach & ask your prospects

How Do You Build a Great Host Committee?

1. Put together a prospect list
2. Develop promotional materials
3. Approach & ask your prospects
4. Find committee leadership

How Do You Build a Great Host Committee?

1. Put together a prospect list
2. Develop promotional materials
3. Approach & ask your prospects
4. Find committee leadership
5. Hold your first committee meeting

How to keep your host committee
motivated and engaged...

How much should you rely on your event
host committee?

The Importance of Sponsorships

What do we mean by “event sponsor?”

UK Ag & HES ALUMNI

A special thank you to our 2016 Sponsors!



THANK YOU TO OUR SPONSORS & EVENT SUPPORTERS

EVENT SUPPORTERS:

- ✦ Botterill Photography
- ✦ Bridge Interiors
- ✦ Chris Kimber
- ✦ Cranbrook Rotary Club
- ✦ David Burwash
- ✦ Free Masons
- ✦ Ian Cobb
- ✦ KEY Program
- ✦ Mount Baker Secondary
- ✦ Students: Brock Bancroft, Koko Naing & Alyssa Grocutt
- ✦ Paq'mi Nuq'yuk Aboriginal Early Years Services
- ✦ Peak Security
- ✦ Petra Ambrose
- ✦ Photography by Chad St. Pierre
- ✦ Princess of Sam Steele Alicia Leasak & Sweetheart of Sam Steele Makenzie Yates

Thank you to all of
our volunteers!

Contributing Sponsor \$1000 - \$2,999

Alpine Toyota
City of Cranbrook
Fortis BC
Genex Marketing
Just Music
TECK

Community
Connections
Society of
Southeast BC
Proudly Presents:



Premiere Sponsor \$500 - \$999

Columbia Basin Trust
Cranbrook Curling Club
Fraternal Order of Eagles
EK Community Credit Union
Falkins Insurance
The Photo Booth

First Night Friend up to \$499

Blue Lake Forest Education Society
Boston Pizza
Columbia Theatre
Kootenay Advertiser
New Dawn Developments
snapd East Kootenay

2 Types of Sponsorship Benefits

Marketing Benefits

- Event and pre-event naming opportunities
- Inclusion in press releases and event programs
- Signage at event
- Recognition from the stage
- Recognition on the organization's website
- Press availabilities

Event Benefits

- Tickets to the event and to VIP receptions
- Reserved tables at the event
- Inclusion of a sponsor representative as an event chair or co-chair

Start With Sponsor Renewals

CHAMPION \$10,000

- Inclusion in all pre-event advertising
- Race day VIP registration and packet pick-up
- Logo inclusion on registrant information e-blasts
- Company logo on event poster
- Six event day announcer mentions
- Company logo on race entry forms
- Designated promotional area in post-race event tent (8' x 8' space, 1 table and 2 chairs included)
- Company logo/listing on back of race and volunteer t-shirts
- Four Company supplied banner displayed at event (8'x3' max size)
- Insert materials in runner's bag
- Company logo/listing on event website w/ hyperlink
- Company logo/listing on event Facebook page with hyperlink)
- 10 Complimentary race entries

LEADER \$5,000

- Company logo on event poster
- Four event day announcer mentions
- Company logo on race entry forms
- Designated promotional area in post-race event tent (8' x 8' space, 1 table and 2 chairs included)
- Company logo/listing on back of race and volunteer t-shirts
- Three Company supplied banner displayed at event (8'x3' max size)
- Insert materials in runner's bag
- Company logo/listing on event website w/ hyperlink
- Company logo/listing on event Facebook page with hyperlink)
- Eight Complimentary race entries

PARTNER \$2,500

- Company logo on race entry forms
- Designated promotional area in post-race event tent (8' x 8' space, 1 table and 2 chairs included)
- Company logo/listing on back of race and volunteer t-shirts
- Two Company supplied banner displayed at event (8'x3' max size)
- Insert materials in runner's bag
- Company logo/listing on event website w/ hyperlink
- Company logo/listing on event Facebook page with hyperlink)
- Six Complimentary race entries

SUPPORTER \$1,000

- Company logo/ listing on back of race and volunteer t-shirts
- One Company supplied banner displayed at event (8'x3' max size)
- Insert materials in runner's bag
- Company logo/ listing on event website w/o hyperlink
- Company logo/ listing on event Facebook page without hyperlink)
- Four Complimentary race entries

BENEFACTOR \$500

- Insert materials in runner's bag
- Company logo/ listing on event website w/o hyperlink
- Company logo/ listing on event Facebook page without hyperlink)
- Two Complimentary race entries

FRIEND \$150

- Company logo/ listing on event website w/o hyperlink
- Company logo/ listing on event Facebook page without hyperlink)
- One Complimentary race entries

CUSTOM LEVEL

- Create your own custom sponsorship package to meet your company's marketing objectives or ask us to create one that is just right for you!

CONTACT INFORMATION

Michelle Conley

School of Health Professions Academic and Student Affairs
Student Recruiting and Events Coordinator
301 University Blvd. Galveston, TX 77555-1136

O 409.772.3006 F 409.772.1550 E maconley@utmb.edu

For in-kind sponsorship, whether for services or products, the various levels can be used as a guide for benefits.

utmb

Health

School of Health Professions









Growing Hope

March 29, 2012

Welcome and Prayer
Andy Spencer

Introduction
Chris Rowley
River City Hope Street, D

Grow Together Mini
Michael McKee
Grow Together Coord

Dinner & Table T

Christian Women's Job Co
Linda Granzos
Life Bridge Sta Co
Tmika Michel
Former Particip

Guest Speak
Dr. Libby Doggett
Pew Home Visiting Cam

Simple Church
Shenaynn B
Greater Mt. Zion Church

Special M
Led by Felicia Craig

The N



please join us for an evening of

Growing Hope

a fundraising event in support of
River City Hope Street

Thursday, March 29, 2012

7:00 PM - 9:00 PM

Guest Speaker

Libby Doggett
Director, Pew Home Visiting Campaign

The Great Hall

Great Hills Baptist Church
10500 Jollyville Road
Austin, Texas 78759

RSVP at growinghope2012.eventbrite.com or call 512-522-7552



Growing Hope RSVP

- seats up to 10 -
\$2500 Table = \$5000 Table

- seats up to 6 -
\$500 Table = \$500 Table

\$40 individual seat

We to come at this time but would like
donation My check is enclosed

payable to River City Hope Street

RP by March 22, 2012

The salads tonight were
grown in Hope Street's
Community Gardens.



Finding *New* Sponsors for Your Event







How to Sell More Tickets and Fill the Room for Your Event

3 Keys to Selling Lots More Tickets

3 Keys to Selling Lots More Tickets

- Start Early!

3 Keys to Selling Lots More Tickets

- Start Early!
- Utilize Your Supporters' Networks

3 Keys to Selling Lots More Tickets

- Start Early!
- Utilize Your Supporters' Networks
- Follow-Up on Invitations

Following Up With Event Attendees

What about your event +1's?

Who attended or sponsored
the event, but has the
capacity to do more?

Questions?

Thank You for Joining Us!

Questions? joe@garecht.com