

THE INS AND OUTS OF SPECIAL EVENTS

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May 21, 2019





THANK YOU TO...



TODAY'S WORKSHOP

- **Learn** how to define, brand and market your event
- **Build** a realistic plan including timeline, committee member responsibilities, and outcomes
- **Structure** your budget with realistic projections for sponsorships, ads, donations, inkind, tickets, etc
- **Define** the PR, social media and other outreach markets
- **Check and re-check** to cover all these “bases” for optimal readiness
- **Conduct** post event evaluation ROI

PRESENTER'S BIOS

- **Barbara Dunsford** is a development leader and consultant focused on results-oriented strategies and varied data audits to maximize nonprofits' time, efforts and investments for better outcomes. She has been worked with Girls Inc., Lowell General, Elder Services, Lowell House, GLCF, CMAA to name a few and was the founder of the Seacoast Women's Week in Portsmouth. She is a certified yoga teacher.
- **Jennifer Hanson**, Lowell General's Director of Philanthropy, oversees all fundraising efforts for the hospital including major gifts as well as management of special events including the LGH Golf Challenge and Circle Health Ball for Community Health Initiatives. Previously, she worked in public affairs at UMass Lowell, and as Director of Corporate Communication at National Amusements / Showcase Cinemas, where she executed high profile theatre openings and celebrity events. Jennifer's fundraising background includes local board work for the Women Working Wonders Fun and the Greater Lowell YMCA.

TO START...



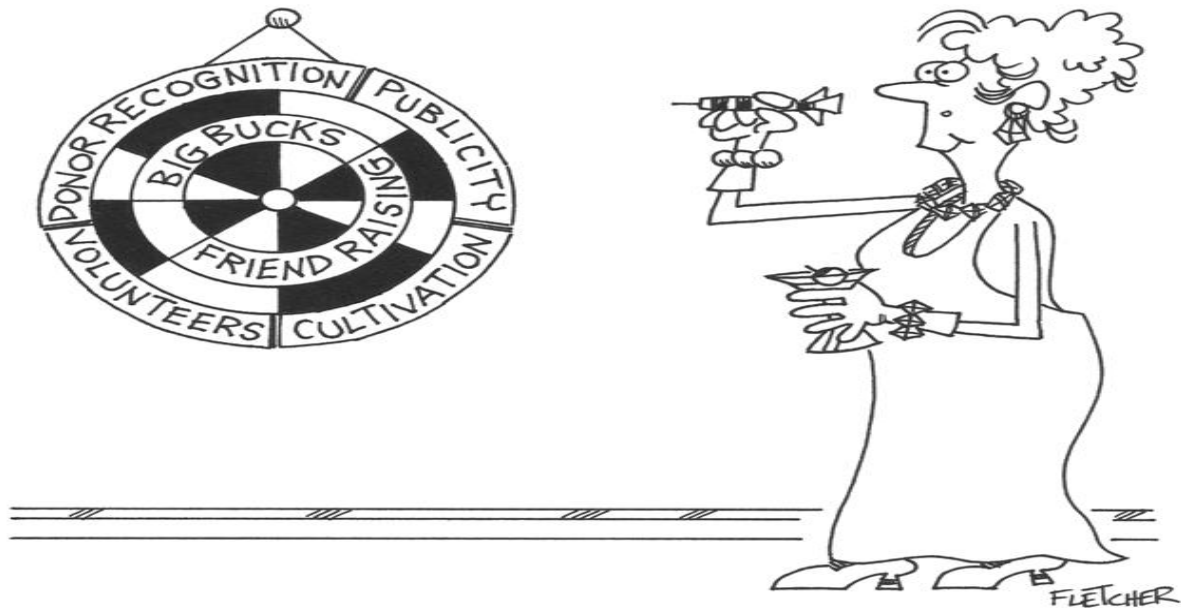
On your 3x5 cards, on one side write something exceptional or stand out that you have witnessed at an event; on the other side, something negative – a glitch – that made an impression on you (feel free to keep it anonymous if it was really catastrophic!)

WHY HAVE A SPECIAL EVENT?

- Raise money right now
- Raise awareness and visibility
- Cultivate donors up a “pipeline”
- Have donors participate in “another” way
- Friend-raising
- Create a WOW experience for the everyone – sponsors, attendees, your board, staff, yourself
- Becomes your signature event – people look forward to it every year!

WHY DO WE HAVE SPECIAL EVENTS?

Special Events



WHEN YOU HOST A SPECIAL EVENT,
KNOW WHAT YOU'RE AIMING AT.

DEFINE YOUR EVENT

- What are you thinking about?
- Have you done the “homework”?
- Who is your audience?
- Checked out the competition
- What’s your story?
- What is the timing of the event
- Can you “really” make money from it?
- Have you calculate the income and expenses plus time to reach your goal?
- What will it take to get it off the ground?
- Staff, volunteer, internal support – Exec. staff, board, auxiliaries, external support- consultants/coordinators, venue, band, permits,

BRAND THE EVENT



- What makes this event unique for your NP?
- Why would people attend?
- What case will the proceeds solve?
- Do you need a chair and/or honoree(s) to draw?

TIMELINE



- Work backwards
- Be realistic
- Build in “buffer” times
- Stretch out “heavy lifting” to allow for detail tie up last week(s)

COMMITTEE RESPONSIBILITIES

- ❑ Consider making a committee responsibility outline
- ❑ Establish clear expectations
- ❑ Institute term limits
- ❑ Allow members to select their area of interest to support i.e. auction item; sales; etc.
- ❑ Circulate all meeting dates in advance and be aware of the “over ask”

BUDGET = NET GOAL

- Think about your outcome, think backwards - what do you need to raise \$50,000?
- Sponsorships are where you make the money
- THINK – levels, attractable perks & costs, TY
- Do you have ads – if so, warrants a program book = a big print expense
- Tickets minimally have a 30/70 formula = \$30 goes back as a gift

EXPENSES*

- Staff time – most organizations don't add this in
- Consultants – seasoned ones focus on the big money
- Venue/Food/Bartenders – all inclusive or ala carte, permits needed
- Band/Music
- Photo booths/photographer-how will you use photos?
- Honorariums/gifts/giveaways
- Printing/postage
- PR/website design/video
- Decorations, centerpieces, flower presentations
- Rentals – tables, chairs, covering, lighting, etc
- Other

*THINK INKIND

- ❑ Food, Music/entertainment
- ❑ Photographer
- ❑ Invitation or web design
- ❑ Giveaways – Lindt, Spalding, etc -“old” products
- ❑ Honorarium – give it back to the NP
- ❑ Flowers
- ❑ Trade for tickets and/or ad/sponsorship level

*Add inkind value to your budgets

INCOME

- Sponsorships defined by how many at what level
- Ads
- Donations
- Tickets
- Comp tickets
- Live Auction and Silent auction
- Fund a Need
- Raffles, Blinkies, Games
- Inkind – Important to show goods and services with auctions and walks

A REAL BUDGET

INCOME	PROPOSED	ACTUAL	COMMENT
Venue	\$15,000.00	\$ 16,710.00	Added meals
Program book	\$875.00	\$ 910.00	Added numbers
Printing & mailing	\$1,021.00	\$ 850.00	NO save the dates sent
Honoree gifts	\$150.00	\$ 130.00	
Plaque	\$55.00	\$ 25.00	
Save the Date + mailing	\$0.00		Emailed
Plate	\$9.00	\$ 9.00	
Giveaways	\$0.00		
Credit card fees	\$250.00	\$ 233.00	
Centerpieces	inkind		Value \$300
Band	\$300.00	\$ 300.00	
Video	\$350.00	\$ 350.00	
Misc	\$200.00	\$ 90.00	
	\$		
Photos	400.00	Free	Bad photos
Totals	\$18,610.00	\$19,607.00	

WHERE YOU MAKE YOUR NET

LEVELS	PROPOSED	ACTUAL	COMMENTS
10000	\$20,000.00	\$20,000.00	
5000	\$30,000.00	\$30,000.00	
2500	\$2,500.00	\$2,500.00	
1500	\$4,500.00	\$3,000.00	
1000	\$5,000.00	\$10,000.00	5 new sponsors!
500	\$3,000.00	\$2,000.00	
300	\$2,400.00	\$2,100.00	
200	\$2,000.00	\$2,000.00	
75	\$300.00	\$600.00	4 new ads!
Tickets @ \$100	\$20,000.00	\$20,000.00	
Auction/raffles	\$10,000.00	\$15,000.00	Awesome!
Donations	\$5,000.00	\$5,000.00	
INCOME	\$104,700.00	\$112,200.00	
EXPENSES	\$18,610.00	\$19,607.00	
NET	\$86,090.00	\$92,593.00	
VALUE OF INKIND	\$6,500.00	\$7,900.00	Wow!!

ASSURE YOUR EVENT BENEFITS...



"Basically, what you're saying is I get a box of chocolate chip cookies and the sixth grade class gets a field trip to Tuscany?"

DEFINE YOUR MESSAGE

- The program
 - Keep your speaking program tight
 - Oversee all speaking points to make sure no overlap in remarks (embarrassing for speakers)
 - Stick to your message – be mindful of giving too much latitude at the podium for others

PR

- ❑ Evaluate what makes your event unique and be realistic
 - What sets this apart? Is it really newsworthy?
 - Local appeal? Broader?
- ❑ Pre-event efforts
- ❑ Night of
- ❑ Post-event follow up

SOCIAL MEDIA

- ❑ Low cost and extremely effective...if done right!
- ❑ Designate one point of contact to take lead
 - Confirm and refine message and details
 - Empower your committee and other key influencers
- ❑ Mobile bidding

OUTREACH



- Enlist your committee
 - Realistic ticket sales or asks
 - Word of mouth
- Based on your organization's make up, who are logical audiences?
- PR/Social media outreach

CHECK & RE-CHECK

- ✓ Weather!
- ✓ Venue arrangements
- ✓ Committee and speaker assignments day of
- ✓ Program pieces and parts
- ✓ Ease of check-in and cashing out
- ✓ Sponsorships and signage
- ✓ Board members thanking major donors
- ✓ Specials – speaker want only vegan, need up-lighting for fashion show, a tech person for video
- ✓ Clean-up
- ✓ Other thoughts???

OUTCOMES

- ❑ The power of feedback
 - Good news/bad news
 - Drop a survey and try to anticipate trouble spots
 - Funds raised
 - More than just the bottom line
 - What worked/didn't work?
- ❑ The post-mortem
 - Do it quickly
 - Circle back with vendors immediately as well

ROI



- ❑ As part of post–event evaluation, did you hit your marks?
 - Funds raised?
 - Exposure?
 - Audience make up?



QUESTIONS????

THANK YOU ALL & ENTERPRISE BANK!

For more information, please contact us at:

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