

## CREATIVE FUNDRAISING EVENTS FOR SUCCESS

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## Welcome and Introductions

- Overview of the workshop and learning objectives. Participants will:
  - Understand the criteria for a successful event
  - Learn the elements and process for organizing a successful event
  - Understand the importance of involving volunteers
  - How to structure and attract sponsors
  - Examine an event budget
  - Learn how to evaluate an event and determine it's ROI and long term value.

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## Resource

- Weinstein, Stanley. 2002. *The Complete Guide To Fundraising Management*. John Wiley & Sons, Inc., New York. ISBN:0-471- 20019-0
- [www.philanthropy.com](http://www.philanthropy.com)
- [www.thenonproftimes.com](http://www.thenonproftimes.com)
- [www.afpnet.org](http://www.afpnet.org)
- [www.guidestar.org](http://www.guidestar.org)
- <http://www.techsoup.org>

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# Developing the Fundraising Program



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## Key Fundraising Principles

- People give to people.....to help people
- People give relative to their means
- Those closest must set the pace
- Successful fundraising
- The 80/20 rule
- The need for balance
- Fulfilling Dreams

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## The Development Pyramid



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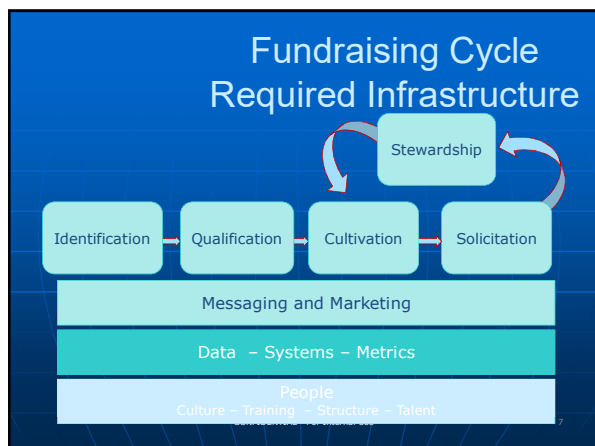
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### Participant Poll

- Who's doing fundraising events?
- Direct Mail Appeals?
  - How many/year?
- Foundation Grants?
- Major Gifts?

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## Special Events

- Balls, Galas, Dinners, VIP Recognition
- Walks Runs, Golf Outings, Biking
- Pancakes, spaghetti, car washes, bake sales
- Auctions, raffles, bingo, casino nights

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## Purpose and Key Points

- To build awareness
- To attract people to your cause
- To recruit volunteers
- To build your base of support
- To raise funds
- 6mos – 1 year to plan
- Expensive
- Time intensive
- Need a lot of volunteers
- Should net at least 100% more than costs

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## Event Costs

Cost per Dollar Raised, by Event Type								
Cost per \$1.00 raised	Percentage of Respondents							
	Gala	Auction	Sport Tournament	A-thon	Reception, dinner	Music or lecture series	Mtg. w/Org. Leaders	Conf./ Think Tank
Less than \$0.20	13%	15%	13%	14%	16%	7%	9%	5%
\$0.20-\$0.39	18%	3%	9%	5%	10%	4%	2%	2%
\$0.40-\$0.59	15%	7%	6%	3%	4%	0%	0%	2%
\$0.60-\$0.79	4%	1%	4%	2%	3%	1%	0%	1%
\$0.80-\$0.99	3%	2%	1%	1%	2%	0%	0%	0%
More than \$1.00	1%	2%	2%	0%	2%	1%	0%	0%
Don't Know	21%	20%	21%	22%	22%	31%	30%	33%
NO ANSWER	26%	50%	45%	53%	42%	56%	59%	57%

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EXPENSES	Budget	Actual	Variance
	800		
Venue, Bar, Food	24,635	26,570	(4,065)
Service Charge (20%)	4,927	5,335	(1,392)
Event Consultant	2,000	2,000	-
Rentals (linens)	1,500	1,121	(379)
Photographer	1,000	800	(200)
Stunt Auction	500	400	(100)
Flowers/Center pieces	1,000	-	(1,000)
Music	2,000	2,000	-
A/V	1,335	1,280	(75)
Tent Rental	-	1,417	1,417
Uteal	400	400	-
Misc.	500	500	-
PR/Marketing	3,000	5,000	2,000
Subtotal	13,265	18,348	2,063
GRAND TOTAL	42,847	39,453	(3,394)
Cost per person	85.69	101.35	
REVENUE			
Table Sales (220)	11,000	10,900	(100)
Ticket Sales (250 X \$50)	14,000	4,250	(9,750)
Discount Tickets (\$5 X 100)	-	-	-
Sponsors	50,000	22,500	(27,500)
Stunt Auction	20,000	20,350	350
Wine Auction	-	-	-
Books/Pins	250	963	713
Raffle (\$10 X 250)	2,500	1,458	(1,042)
TOTAL	97,750	60,768	(36,982)
NET REVENUE	54,903	21,318	(33,585)
		54%	

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REVENUE		
Walkers (400@ \$75)	30,000	
Teams (10 @ \$500)	5,000	
Sponsors*	16,000	
Donations	740	
Total Revenue	\$1,740	
EXPENSES		
Marketing & Promotions	3,685	
T-Shirts (500@ \$3.20 ea.)	1,500	
Tent Rental	335	
Food	25	
Beverage	150	
Decorations	470	
Postage	175	
Recognition/Awards	200	
Misc.	200	
Total Expenses	6,740	\$0.13
Net Surplus (Deficit)	\$5,000	667%

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# Keys to Success

- Plan 1 year in advance
- Create timeline and checklist - [Planning an Event.docx](#), [Event Planning Checklist.doc](#), [Event Planning-timeline.pdf](#)
- Recruit honorary chair and committee chair
- Create a strong committee
- Hire event coordinator
- Exciting, compelling venue
- Get sponsors 6 months out
- Add auction, raffle, etc. - be careful
- Invitation & marketing - stand out
- Be prepared - week before is chaos
- Have enough volunteers
- Be organized, efficient systems
- Examples - [ADMINISTRATOR BRIEFING.doc](#), [Sponsor Package BCB 2010.pdf](#), [2014 Menu of Opportunities.pdf](#), [14SpecialEventOpportunities.docx](#)

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## Evaluation Metrics

- No. of Staff hours
- No. of volunteer hours
- No. of guests
- No. of new guests
- No. of qualified guests
- No. of volunteers
- No. of sponsors
- New Sponsors
- Clients involved
- Contact information captured
- Financial Targets:
  - Sponsors
- Ticket sales
- Fundraising activities
- Paddle Auction
- Net profit
- Cost to raise \$1.00
- No. converted to donors
- Total converted donations
- [EVENT EVALUATION.docx](#)
- [Event evaluation.xlsx](#)
- [Budget BCB 2010.xls](#)
- [Tee Up evaluation 14.docx](#)

## Direct Mail

- Cost to Acquire –  $\frac{\text{Total Costs}}{\text{No. of Donors}}$
- Average Donation Amount
- Donor Lifetime Value
  - Life Span X Avg. donation X Freq.
- Retention Rate – No. of donors who gave last year that gave this year.
- [Annual Appeal 2002-2003.xls](#)
- [ORGANIZATION FUNDRAISING ANALYSIS.pdf](#)

Dollar Amount	2002		2003		Change	
	No.	Total	No.	Total	No.	Total
\$1,000 +	2	3,000	5	5,000	3	2,000
\$500 - \$999	8	4,000	10	5,100	2	1,100
\$200 - \$499	24	5,707	21	4,950	-3	(757)
\$101 - \$199	14	2,040	18	2,591	4	551
\$100	81	8,100	113	11,300	32	3,200
\$51 - \$99	18	1,305	23	1,645	5	340
\$50	156	7,800	177	8,850	21	1,050
\$26 - \$49	58	2,000	70	2,362	12	362
< \$25	788	6,325	889	15,774	101	9,449
Total	1,149	40,277	1,326	57,572	177	17,295
Total Mailed		20,000		30,000		
No. Donors		1,149		1,326		
% Return		5.75%		4.42%		
Gross income		\$40,277.00		\$57,572.00		
ROI		\$ 2,013.85		\$ 1,919.07		
Avg. Gift		\$ 35.05		\$ 43.42		

## The Devil's in the Details

- Form internal team to discuss concept:
  - Possible dates
  - Determine purpose/goal
  - Metrics to measure
  - Financial goals
  - List general themes, ideas, venues, etc.
  - Analyze potential guest source

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## Form a planning committee

- Meeting Schedule
- Form Sub-Committees
  - Invitations
  - Entertainment
  - Food & Decorations
  - Sponsorships
  - Auction/Raffle
  - Volunteers
- Choose Committee Chair
- Recruit Honorary Chair/VIP




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## Decisions

- Type of event – walk, run, gala, golf, bike, casino, etc.
- Determine theme – be creative, one of a kind!
- Set attendance and financial goals
- Develop budget
- All logistics – date, venue, food, entertainment, program, signs, parking, volunteers, AV, etc.

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## Marketing and Promotion

- Who's the audience?
- Donor/membership/clients lists
- Save the date card/Invitation
- Website
- Social Media
- Press release
- Flyers, posters, billboards
- Table Captains
- Sponsor Packets - [Sponsor Package BCB 2010.pdf](#), [2014 Menu of Opportunities.pdf](#)




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## Fundraising

- Sponsors
  - Need to cover all expenses
  - Can help fill room – tables
- Auctions – voice or silent
  - All donated
  - A lot of work
  - Be organized
  - Need mobile app
  - Know your audience
  - Paddle Auction




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## Fundraising

- Raffle
  - Need license
  - Different types
  - Set prices
- Teams, pledges (walks, runs, biking, etc.)
- Wine pull, diamond dips, etc.
- <https://www.pedalthecause.org/>




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## Sponsorships

- Make list of corporate prospects - [Sponsor Prospect List BCB 2010.xls](#)
- Do a funding table - [Budget BCB 2010.xls](#)
- Create sponsor opportunities in line with table - [BCB Sponsor Levels 2010.doc](#)
- Create Sponsor Packets - [Sponsor Package BCB 2010.pdf](#)
- Make calls to prospects
- Follow up mailing

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## Potential Partner Characteristics

- Mission aligns with your cause
- Culture aligns with your cause
- Demonstrated philanthropic preference toward you
- Similar geographic reach
- **Some type of existing relationship (board member, geographic neighbor)**

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