

Making fundraising events work for your organization



“My philosophy of fundraising is [to] make sure you believe very strongly in what you’re raising funds for, and then you’re not asking people to do you a favor,” she says. “You’re doing them a favor by asking them to participate in a worthwhile thing.”



- Ann Simpson

Stats

- U.S. charitable giving is predicted to grow by 4.8% this year, and another 4.9% in 2016. Individual and household donations make up the largest percentage of the whole, at about 70%, but foundation giving is expected to grow the most in the coming year. (Source: [Indiana University Lilly Family School of Philanthropy](#))
- Revenue from major fundraising events decreased almost 2.5% last year. Smaller and newer peer-to-peer programs experienced growth. (Source: [Peer-to-Peer Professional Forum](#))



What is a Friend-Raiser

- Friendraisers leverage the reputation and regard of current board members and volunteers to raise awareness about an organization among new audiences.
- Good tool when philanthropic giving is down
- People are likely to give to a new charity when introduced to it by someone they respect
- Non-Ask event
- How many new friends do you plan on raising? Are they true friends, or just new faces?
- Ideally a low-risk, low-cost method for engaging new supporters
- Allow the organization to target specific groups, such as women, professionals, or residents of specific towns
- Work well in a variety of venues and formats
- Lead generating tool for long term cultivation
- You must figure out how to maximize the number of prospects who attend
- You **MUST** follow up with them following the event – in a short time frame (1 to 2 months MAX)
- Can be seen as a failed Fund-Raising event if you don't follow up promptly and if it's not planned correctly
- **Don't fool yourself – this is about making money!**

What is a Fund-Raiser?

- An event held to generate financial support for a charity or other enterprise.
- Fundraisers usually require the group to provide a *product*, a *service*, or an *event* that will allow others to contribute money.
- **Fundraising events** are a popular form of **fundraising**. While they can be great money makers for an organization, they can also be time consuming and expensive.

Why you shouldn't host an event

- Events are expensive
- Revenue is totally unpredictable
- Cost to raise just \$1.00 can be high
- Time consuming
- Return on time investment is low



Why you should host an event

- Raise money
- Creates relationships
- Raise awareness / educate the public
- Brand Building
- To attract new members/volunteers
- To give your group greater financial independence
- To show foundations and corporations that you have community support
- Have fun!



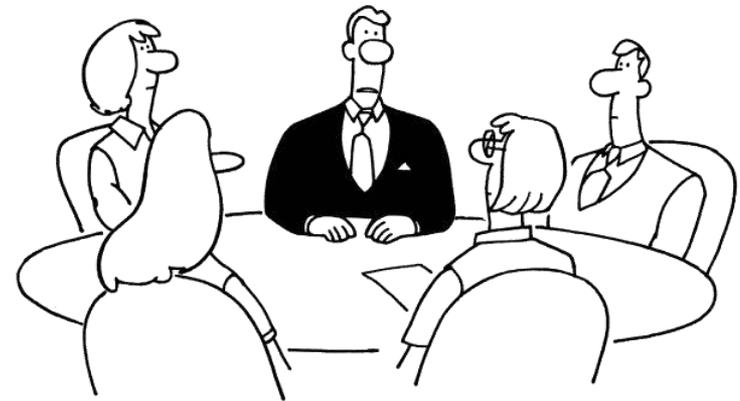
Develop Event Goals and Objectives

- Why do you want to organize the event in the first place?
- What type of event will be most successful to target your demographic?
- What do you hope to achieve?
- Establish or clarify your overall financial goals. How much do you hope to raise? / How much do you need to raise? How fast do you need to raise it?
- What type of fundraiser will your community support?
 - Selling a product?
 - Special event?
 - Auction
 - Raffle
- Is it a fundraiser? Or an event to raise awareness and education about your cause?
- Or is it a way to bring people together to have a good time?



Organize a Team/Committee

- Quality people who are “doers”
- People with connections (auction items, locations, sponsors, etc)
- Define roles and responsibilities
- Everyone has a task and appropriate deadlines



“Whew! That was close!
We almost decided something!”

Create an estimated Budget

- How much do you need to raise?
- How much are you able to spend?
- Factor in Direct expenses (band, venue, catering, decorations, invitations, etc.)
- Factor in indirect expenses (salary of staff time involved)



Set a Date

- Give yourself enough time! Ideally, you should have *at least 4-6 months* to plan (depending on the nature and size of your event)
- Be aware of statutory, religious holidays, and other fundraising events that may be scheduled in your area
- Avoid school holiday time periods (e.g., winter, spring and summer holidays)
- Check dates with key participants – e.g., speakers, presenters, VIP guests, etc.
- Venue availability

Brand Your Event

- Brainstorm names: When you are brainstorming the event name, think about:
 - how is your event different from other events in your sector?
 - what are you hoping to convey through this event?
- Create a Tagline: Once you've come up with a name, also try to craft a tagline – a short, memorable branding slogan that describes the event.
- Design a Logo: The final step will be having a logo created to represent your event. A logo can be an effective branding tool – offering immediate recognition of your event in all of your publicity and promo items (e.g., T-shirts, water bottles, bags, etc.)

Branding your event

Rendezvous
ROYALE ■ Late September



Living Up Country...

Kickin' Out Cancer



CODY MEDICAL FOUNDATION



Beck Lake Challenge
 CODY MEDICAL FOUNDATION

Cody Medical Foundation's
**Cutthroat Classic Fly Fishing
 at Monster Lake 2016**

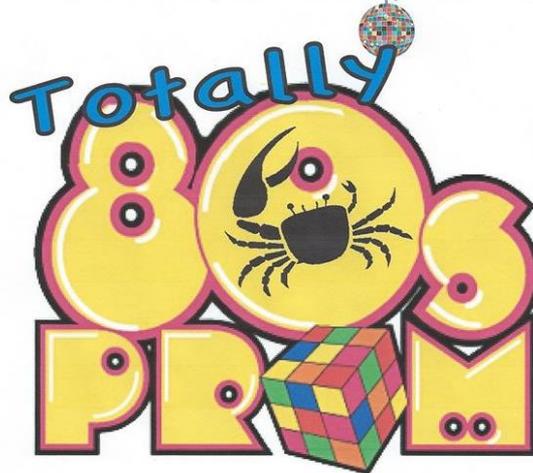


Flowers & Fairways



CODY MEDICAL FOUNDATION

SAVE THE DATE
 Northwest Wyoming Family Planning's
20TH ANNUAL CRAB CRACK
TOTALLY 80S PROM
 Sat., Feb. 21st, 2015 • Cody Auditorium



CODY MEDICAL FOUNDATION
Get your bonnet on!

CODY ROTARY CLUB'S FIRST

CORN HOLE
 2016 TOURNAMENT

FORM YOUR OWN TEAM TODAY! **BRING YOUR OWN BEER**
Alcohol will not be sold. MUST STAY ON SITE. (cannot leave the event)

August 20, 2016
CITY PARK
 Viewing of boards starts: **1:00PM**
 Games begin: **3:00PM**
 Early Registration Fee: \$50
 Late Registration Fee: \$60
(after August 15th, late registration ends August 20th at 2:30)

Register at:
 Sports HD, 1555 SHERIDAN AVE., CODY, Sunlight Sports, 1131 SHERIDAN AVE., CODY
 SBW & Associates, 931 RUMSEY AVE., CODY, SBW & Associates, 152 N. ARSARDIA, POWELL,
 First Bank of Wyoming, 1507 13TH STREET, CODY,
 Farm Bureau, 1308 RUMSEY AVE., CODY, State Farm Insurance, 108 BECK AVE., CODY

Custom Painted Corn Hole Boards:
Will be available at the event. Single boards are \$20 each or 3 for \$50 - choose your set!

Havana Nights
 CODY MEDICAL FOUNDATION

Create a Master Plan

- Venue, logistics & catering management (contracts, permits, insurance, etc.)
- Speakers/presenters (identifying, confirming, logistics & management)
- Activities/entertainment
- Publicity/promotion (online & off-line, e.g.,: web page & online promotion; events calendars; printed programs; media relations; signage; social media, etc.)
- Registration (online sign-up, payment and tracking; on-site sign-in, etc.)
- Sponsor/partner management
- Volunteer management

Determine Administrative Processes

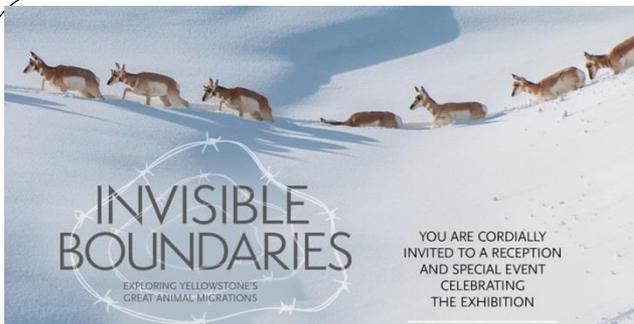
- How are you going to keep track of your planning, registration, budget, guest and speakers lists, etc.?
- Who is responsible for what?

Identify and Establish Partnerships & Sponsors

- Seeking corporate sponsors to fund a portion of the event. This can range from national organizations that might want to sponsor a dinner, offer a door prize or a key silent auction item, to local businesses that might be able to provide goods or services, such as flowers for the tables, gift bag items, etc.
- Partnering with community organizations who might be able to offer a venue and/or assistance with organizing or staffing an event

Assess communication needs

- Develop your list of communications vehicles for you event. For a major dinner gala or benefit luncheon, this list might include some/all of the following:
 - Invitation/RSVP cards
 - Save-the-date postcard/E-mail/Facebook event
 - Sponsor Letter (new sponsors & old sponsors)
 - Honoree requests
 - In-kind vendor requests
 - Auction/raffle letters
 - Event website
 - Online registration capabilities
 - Journal (printed or digital/Web-based)
 - Program book/menu cards
 - Donor cards/ texting program for event
 - Post-event tax letters/thank-yous
 - E-mail messaging
 - Event or honoree video
 - Social-media pages
 - Press releases
 - Media interviews



INVISIBLE BOUNDARIES

EXPLORING YELLOWSTONE'S GREAT ANIMAL MIGRATIONS

We draw lines on maps. In so doing, we impose boundaries on landscapes that do not exist in the eyes of wild animals.

These "invisible boundaries" include lines between private and public lands, around protected parks and wilderness areas, and along the edges of fences and roadways. Although such boundaries are a political reality, animals must ignore them as they migrate seasonally to find the food and shelter they need to survive. And conservationists must work to maintain the freedom that animals require to roam across these boundaries.

The exhibition uses maps and images from scientists and artists who have recently immersed themselves in the Greater Yellowstone Ecosystem to tell the story of its great migrations.

YOU ARE CORDIALLY INVITED TO A RECEPTION AND SPECIAL EVENT CELEBRATING THE EXHIBITION

INVISIBLE BOUNDARIES

EXPLORING YELLOWSTONE'S GREAT ANIMAL MIGRATIONS

THURSDAY APRIL 28TH

6:00 P.M.

OPENING RECEPTION

7:30 P.M.

LIVE EVENT:

THE FUTURE OF YELLOWSTONE
Panel Discussion with Yale ecologist Arthur Middleton, National Geographic photographer Joe Riis, and writer David Quammen.

NATIONAL GEOGRAPHIC

1145 17TH STREET, N.W.
WASHINGTON, D.C. 20036

RSVP: 202.775.6709 or
ngsspecialerevents@ngs.org
PARKING AVAILABLE

BUFFALO BILL CENTER OF THE WEST

Join us at the crossroads of Yellowstone, where history, science and the visual arts come together to tell a new story.



The Buffalo Bill Center of the West and the George B. Storer Foundation invite you to an evening with Arthur Middleton, James Prosek, Joe Riis, and Charles Preston

Invisible Boundaries

The Seasonal Journeys of Yellowstone's Wildlife

DATE Wednesday, July 8, 2015

TIME 6:00 p.m. Cocktails | 7:00 p.m. Dinner

LOCATION The George B. Storer Foundation
220 South King Street
Jackson, Wyoming

RSVP Rebecca Taggart 307-578-4025
or rebeccat@centerofthewest.org

The special exhibition Invisible Boundaries explores the challenges and opportunities of managing wide-ranging wildlife across a multi-use landscape by combining emerging historical and scientific insights with the visual arts. It is organized by the Buffalo Bill Center of the West's Draper Natural History Museum in partnership with Yale University's School of Forestry and Environmental Studies and the Wyoming Migration Initiative.



April 19, 2016

"To open people's eyes to the beauty of where we live. There's no better place. I paint for the people who live here."

Vivian McCord

"We have found our life of service to be absolutely satisfying."

Kurt and Linda Waggoner

"It's still true. Certain experiences of our youth really do inform the way we live as adults."

Kate Williams

BUFFALO BILL CENTER OF THE WEST

You are invited to attend

A reception for the
Buffalo Bill Center of the West
Tuesday, February 9th, 2016
6:00 PM - 8:30 PM

Little America Hotel
Grand Ballroom A
Cheyenne, Wyoming

Please RSVP to Rebecca Taggart by calling (307) 578-4025
or via email rebeccat@centerofthewest.org



Paying it forward

Cody Medical Foundation honors those who give back

The Cody Medical Foundation will celebrate this year's honorees May 14 with a dinner at Monster Lake and several other activities.

This year's honorees, noted for their outstanding volunteer contributions to the Cody community, are Kurt and Linda Waggoner, Vivian McCord and Kate Williams.

According to codymedicalfoundation.com, "The creation of the Cody Medical Foundation began in the late 1930s when there was a need for a public hospital. Led by several Cody women's organizations, fundraising began and the Cody Memorial Hospital Association was founded. Donations poured in and on July 24, 1940, the new Cody Hospital was dedicated.

"When the hospital was operated at a loss, the shortfall was made up by philanthropist W.R. Coe and his family."
"The W.R. Coe Medical Trust was established in 1950 and later became the Cody Medical Foundation in 1976. The Cody Medical Foundation proudly continues Coe's legacy of giving to the health care community to this day."
Events slated for May 14 include the following:

Honoree profile: Vivian McCord



is with her art, she has given much to the Cody community. When her children were at Eastside Elementary School, she revitalized the school cafeteria by painting murals.
She regularly donates her paintings to organizations for fundraisers.
When the Scrippsartists group, Northwest Family Planning, Crab Creek, The Rocky Mountain

Honoree profile: Linda and Kurt Waggoner



the foundation website says.
Cody Firearms Experience will offer shooting sessions at 10 a.m., noon and 2 p.m.
Each session will cater to 20 participants at \$30 per person and will last about 30 minutes.
Participants will be shooting the Colt Single Action Revolver and a Winchester lever action rifle.

Outthroat Classic fishing tournament

This event will be staged at Monster Lake. Entry fee is \$220.
To make reservations, call (310) 420-3500.

Western firearms experience

A shooting experience will be offered to fundraiser participants, who will be able to "shoot the guns that won the Wild West over 100 years ago, in a safe environment that will exhilarate the senses."

To make reservations, call (307) 586-4287 for reservations

Tournament Classic dinner at Monster Lake

Tickets for dinner are \$75, with cocktails beginning at 6 p.m., followed by a catered dinner at 7:30 p.m. and music and silent auction at 9:15 p.m.
To make reservations, call (307) 250-0454.

PEOPLE

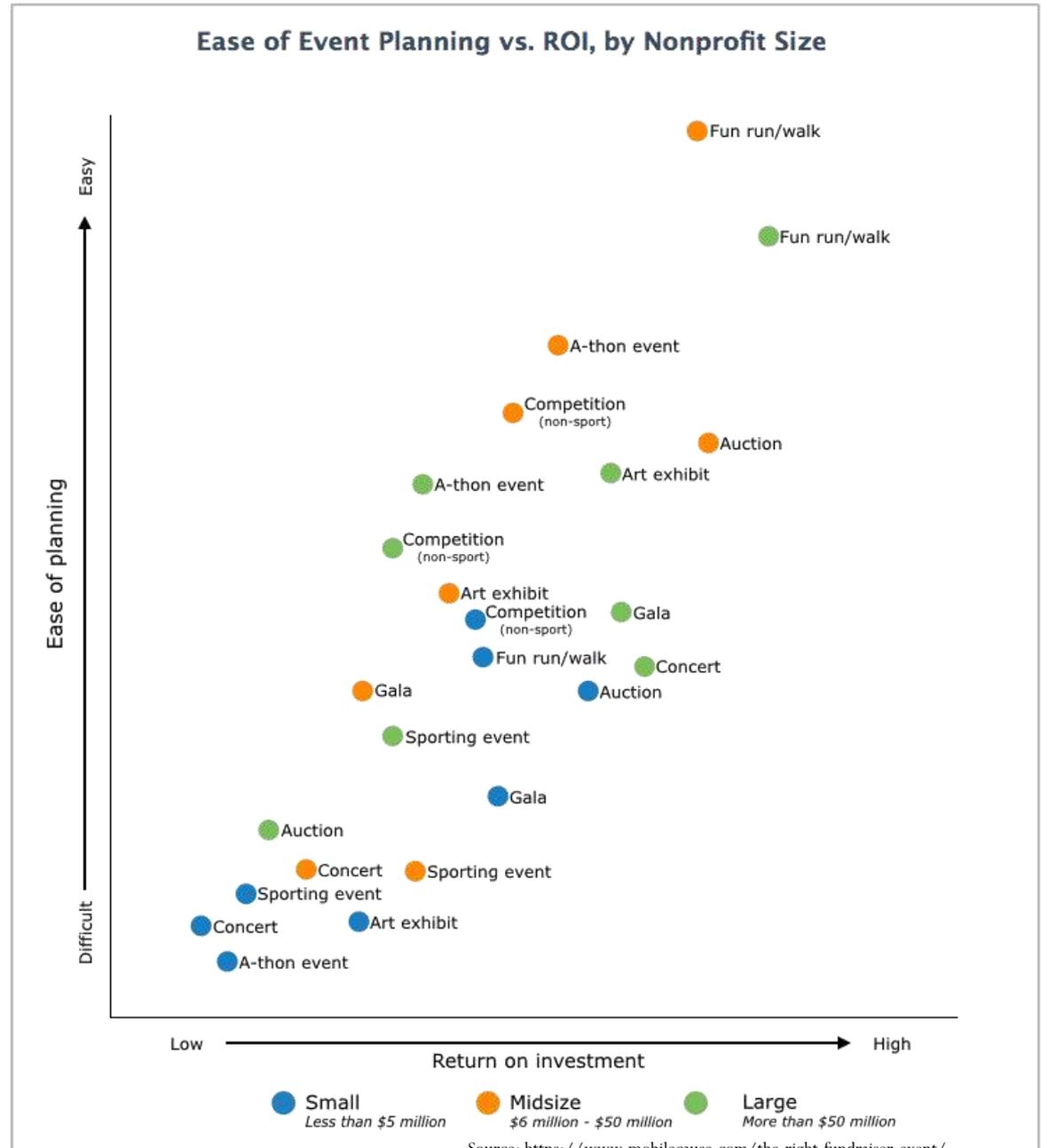


Determine Evaluation Process

- How will you determine if your event is a success?
- Do you measure success by the number of registrants or attendees or is it dependent on you breaking even or raising a target amount in donations?
- Did you make the amount of money you had intended?
- Does your group have a better reputation, more leaders, new allies?
- What else needs to be reviewed?

Type of event

- Parties
 - Black Tie Gala
 - BBQ, Spaghetti Dinner
 - Barn Dance
 - Wine Tasting
 - Beer Festival
 - Pop up restaurant
 - Food Truck Festival
 - Pancake Breakfast
 - Casino Night / Bingo Night
 - The non-event event
 - Chili Cookoff
 - “Taste of”
 - Concert
- Sporting Events
 - Race, Fun Run, Walk, Bike, etc.
 - Yoga in the park
 - Golf tournament
 - Fishing Tournament
 - Corn Hole Competition
 - Bowling Competition
 - Weight Loss-a-thon
 - Obstacle Course
 - Skeet Shooting Competition
 - Dog Racing (not what you think!
Think corgis and jack Russell terriers!)
- Other
 - Second Hand Sale
 - Film Festival



Theme or no Theme?

- Can be fun
 - Gives direction for
 - Marketing
 - Print Materials
 - Venue selection
 - Decorations
- Farm to Table
 - Havana Nights
 - Masquerade
 - Fairy Tail
 - Luau
 - Treasure Island
 - Roaring 20's
 - Rockin 50's
 - Groovin 60's
 - Disco
 - Totally 80's
 - Western
 - Casino Night
 - Fiesta
 - Grecian
 - Under the sea
 - Nautical
 - Clam Bake
 - Mardi Gras
 - Kentucky Derby

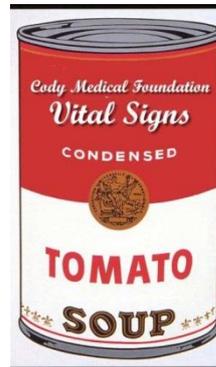


Picking a Venue

- Be Creative
- Be Practical
- Good location



- Parking?
- Accessible?
- Easy to find?
- Good lighting
- Enough bathrooms?
- Far from town?
- Good layout
- Large enough
- Enough electrical outlets for your needs?



- **GO SEE THE VENUE! SITE VISITS ARE IMPORTANT!**

Who to invite

- List Management
 - One of the more time consuming things in planning an event
 - Check for deceased/divorced people
 - Get your list updated through a mail house annually
 - Always check your list for correct spellings!
- All past donors, All board members, Community Members, Past attendees



*An Evening with the
Buffalo Bill Center of the West*

Please come for cocktails

To meet Trustees and Advisory Board Members
of the Buffalo Bill Center of the West
Cody, Wyoming

6:00 PM – 8:00 PM
Friday, February 6, 2015
The Home of Dee Smith

, Texas

Please RSVP to Rebecca Taggart
307-578-4025 | rebeccat@centerofthewest.org

**BUFFALO BILL
CENTER
OF THE WEST**

IMAGE – Cradle, ca. 1900. Crow (Northern Plains). Deer hide, wood, glass
beads, trade cloth. Buffalo Bill Center of the West, Cody, Wyoming, USA.
The Catherine Bradford Collection, Gift of The Coe Foundation. NA.111.6

LONG LIVE THE WILD WEST

How many to invite

- Does event size matter?
- What are your goals?
- How big is your venue?
 - Subtract the amount of space you need for auction items, registration table, buffet, bar, etc.
 - What is legal capacity?



How to invite

- Mailed invitations
 - Facebook event
 - E-Invite
 - Phone Call
-
- Who, What, When, Where
 - To benefit
 - Cost
 - How to purchase
 - In lieu of attendance



Al & Ann Simpson invite you to a

DINNER PARTY

To benefit **SLEEPING GIANT**

Saturday
APRIL 9
2016

WITH SPECIAL GUEST SPEAKER
*Jeff Olson, 2 time Olympian, 3 time national champ
& Pan American Gold Medalist in Alpine Skiing*

**at the BAKER COMMUNITY EDUCATION CENTER
IN WEST PARK HOSPITAL**

DETAILS

Cocktails - 6PM • Dinner - 7PM

Tickets - \$100 per person

(50 of each ticket is tax deductible)

\$2500 per sponsorship

(1,125 of each sponsorship is tax deductible)

*Tickets & Sponsorships can be purchased
by contacting Amy Woods at*

307.578.6312

*If you are unable to attend, please consider
making a financial contribution to*

**YELLOWSTONE
RECREATIONS
FOUNDATION**

1131 13th Street, Suite 207
Post Office Box 400
Cody, WY 82414



What to charge

- Your ticket price qualifies the attendee
 - Too cheap and everyone in town shows up except the big spenders!
 - Too expensive and people feel left out
- Are you having a portion of the ticket price be tax deductible?
- What are your estimated expenses? Are your ticket prices/sponsorships covering expenses?

Payment

- Cash
- Check
- You should be accepting credit cards – FOR EVERYTHING
 - Ask patrons if they would like to pay \$5 more to help cover the processing fees
 - Consider it part of the cost of doing business
 - Guests will SPEND more!

Music

- What is your budget?
 - Band
 - DJ
 - Ipod



Activities & other sources of revenue

- Live Auction
- Silent Auction
- Raffle
- 50/50 Raffle
- Pre-Sold Wine
- Chance Glass Game
- Spin the Wheel
- Door Prizes
- Mystery Box
- Photo Booth
- Specialty Cocktails
- Coin Toss
- Bar Revenue
- Ask for money!



BUFFALO BILL CENTER OF THE WEST

WIN US!

1972 Chevelle
with SS options

- 572 Engine with 700 horsepower
- Tremec 6 speed manual transmission
- Tubular front and rear suspension
- 13 inch Corvette calipers and rotors
- Hydraulic clutch
- Autometer gauges in carbon dash insert
- Dynamat on inside of car and trunk
- 12 bolt rear with Auburn Posi Mosier axels

**The car has received many upgrades from its original factory configuration.*

\$20 PER TICKET OR 6 FOR \$100

Need not be present to win. Any applicable taxes and fees are the responsibility of the winner. Void where prohibited by law. Must be 18 or older to enter. Must be collected within 30 days of drawing. Raffle tickets are not tax deductible. May not be exchanged for cash.

WINCHESTER COMMEMORATIVE MODEL 94 RIFLE
Number 31 of the 300 produced in the limited-edition run, the rifle comes in its original wooden box.

- Commemorates the Buffalo Bill Memorial Association
- Limited edition lever-action rifle 30-30
- Includes the original wooden box, brochures, and documents
- Dated February 21, 1969

\$10 PER TICKET OR 6 FOR \$50

Need not be present to win. Any applicable taxes are the responsibility of the winner. Must take possession of the shotgun within 30 days of the drawing. May not be exchanged for cash. Winner must complete a standard Firearms transfer form or provide a current FFL. The Buffalo Bill Center of the West will only transfer a firearm to a person not otherwise prohibited by the Gun Control Act from purchasing or receiving this Winchester Commemorative Model 94 rifle. If the Center does not receive a positive response, we will select another winner.

Drawings will be held Saturday, September 24, 2016 at the Patrons Ball.



Food & Beverage

- Have a varied menu
 - More and more vegetarians!
 - More gluten intolerant people
 - Perceived Value
- Alcoholic Beverages
 - No bar?
 - Cash bar
 - Open bar



Things to remember

- Do as much as you can ahead of time!
- Keep remarks short & sweet!
- Even with all the planning in the world, something will not go as planned. But the goal is to not have your patrons see it.
- You can never thank your donors, supporters, and volunteers enough.
- Think about doing a non-event instead!

Non-Event?

- A non-event fundraiser is an event that raises money but doesn't have to really exist. The concept is to save guests and the organization both time and money by not going through the trouble of an actual event.
 - Compile a list of everyone you would typically invite to an event
 - Print and mail invitations/letter stating something like "Aren't you so tired of going to fundraising events? Well we would like to invite you to stay home, and enjoy your evening in your comfy clothes. All we ask is that you make a donation to our organization. Without your contributions, XYZ program wont be able to continue..." Try to make it compelling, and make sure you have a focus of where their funds will be spent.
 - Follow up by mail or phone
 - This could be considered a mid-year appeal to your donor base.

More tips can be found here: <http://goo.gl/7aeD6L>

Non-Event?

Source:

http://www.youragingparent.com/dear_friends_june_2009.htm

Announcing a Non-Event Garden Party

Mimosas and Bloody Marys will **NOT**
be served at 1 p.m.

The program will **NOT**
be held at 2 p.m.

Just think of the savings!

Tickets for 2 @ \$75	\$ 150
Babysitter, including lunch	\$ 100
Gas or taxi	\$ 20
Refreshments	\$ 50
Preparation for Party:	
Hair, Manicure, Pedicure	\$ 150
New linen suit/sundress, sandals	\$ 800
Dry Cleaning after	\$ 50
Total Savings	\$1,320

There's no need
to polish your dancing shoes
because . . .



Friends of St. John the Caregiver
is not having a dance marathon as its
"Non-event 2009."

Yes, it will be tough to top last year's non-event (the
No-Dinner-Auction) but we know you'll be pleased
to hear there's no attending committee meetings, no
finding pledges, no setting up and no cleaning up for
this year's No-Dance-Marathon.

*How can you ever thank us for saving you
so much time and trouble?
Well, a donation would be great!*

Feel good about not attending. No need to dress up,
attend the party or listen to speeches. Just put on your
most comfortable clothes and take time out to plant
the enclosed Seeds of Remembrance. We do kindly
request a donation for the privilege of staying away.

\$10-20	I will NOT attend.
\$25-45	My companion and I will NOT attend.
\$50-95	My family will NOT attend.
\$100-245	My neighbors will NOT attend.
\$250 & over	I will keep everyone in town away or will NOT email everyone I know to attend.

Our thanks for your support and joining in the fun. All donations
ARE 100% tax deductible. For more information visit diffa.org

Source: <http://joshspear.com/blog/non-event-garden-party>

*You are
Not Invited...*

*The Academy
No Show Gala*

DATE: WHENEVER

PLACE: WHEREVER YOU LIKE

ATTIRE: WHATEVER YOU WANT

COST: A DONATION BASED ON WHAT YOU
THINK YOU WOULD HAVE SPENT,
HAD THIS BEEN AN ACTUAL EVENT.

and we're not kidding!

OUR TAKE IS THIS. WHY NOT SAVE THE MONEY YOU WOULD HAVE
SPENT ON A FANCY NEW DRESS AND TICKETS TO AN EVENT THAT
YOU'D RATHER NOT GO TO AND DONATE THOSE FUNDS TOWARDS OUR
ACADEMIC PROGRAMS?

FOR THIS REASON, WE ASK THAT YOU NOT JOIN US
FOR THE ACADEMY'S GALA.... IT'S A NO SHOW EVENT!
PLEASE DON'T COME!

Source: <http://academy.pdpresby.org/invited-academy-show-gala/>

Rebecca Taggart

(307) 578-4025

rebeccat@centerofthewest.org

Additional resources can be found here:

www.rebeccataggart.com