



SPECIAL EVENTS THAT WORK

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Purpose of Special Events



Raise public awareness

Publicity (name recognition)

Utilize volunteers' skills and interests

More Purposes



Recruit volunteers and board members

Motivate board members

Cultivation of potential contributors

Still More Purposes



Opportunities for other ways to be involved
in organization

Educate about, and advance your mission

Put donors in touch with recipients of their
funds

Almost there...



Collaborate with other organizations to
build relationships

Add fun & spice to your development
program

Raise money

Criteria



Organize a committee, authorized by the board of directors

Board members, volunteers, staff, and possibly sponsors?

- Criteria
- Value System

Criteria Based Decision-Making

Options

Keep highly successful event

Abandon low scoring events

Keep event, but redefine

Keep but improve

Abandoned Events

Develop plan

How will funds be replaced?

How will staff time be used – refocused

How will sponsors, supporters, attendees be notified?

Keeping and Redefining Event

Event ceases to be a fundraising event

- ❑ Community service
- ❑ Award/Acknowledgement event
- ❑ Strictly educational

Keeping and Improving Your Event



Organize a planning committee

Increase planning time for event to
incorporate new ideas

Timeline and plan for evaluating new
ideas

Bag of Tips & Tricks



Organize a focus group

Don't let attendees leave with \$\$ in their pocket

Online giving

Develop a plan to educate

More Tips



Volunteers

Track time spent by staff (include salary expenses) and volunteers

Media attention

That's It!



Board role at event

Present a variety of ways for attendees to become involved in your organization

Highlight a specific program or project

Data collection/attendee feedback