



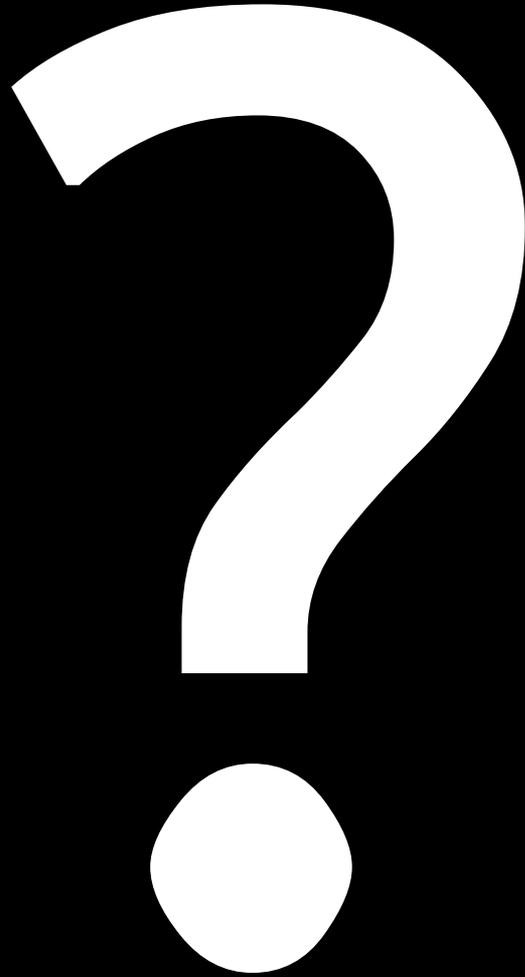
How to Create Unique & Profitable Fundraising Events that Excite Your Donors



a tale of two special events













which one?



Who is this guy?

And why does he think
he knows what he's
talking about?



career fundraiser



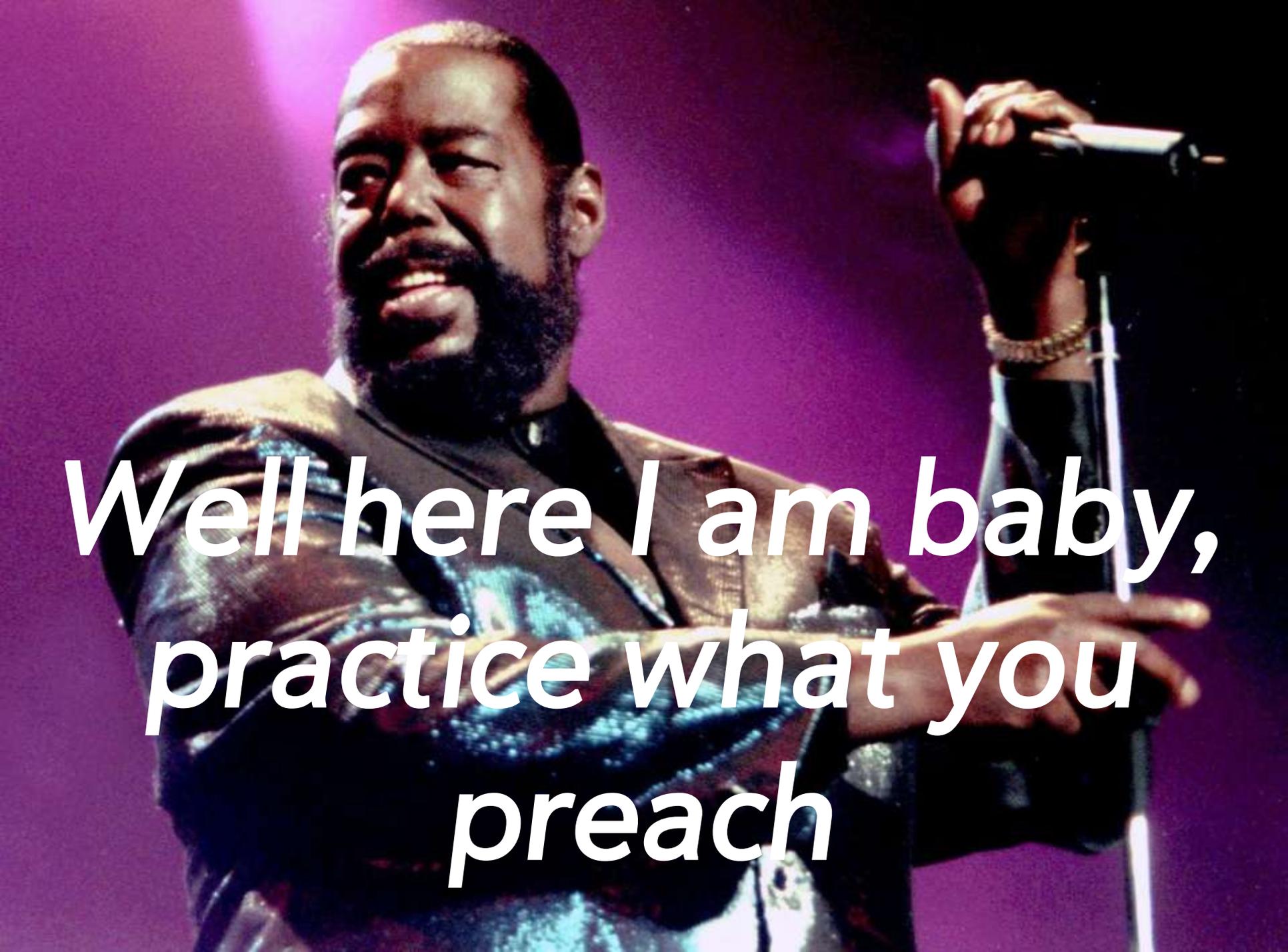
CFRE™



productive
FUNDRAISING
with Chad Barger, CFRE

*specializing in fundraising coaching
for small, but MIGHTY, nonprofit
organizations*



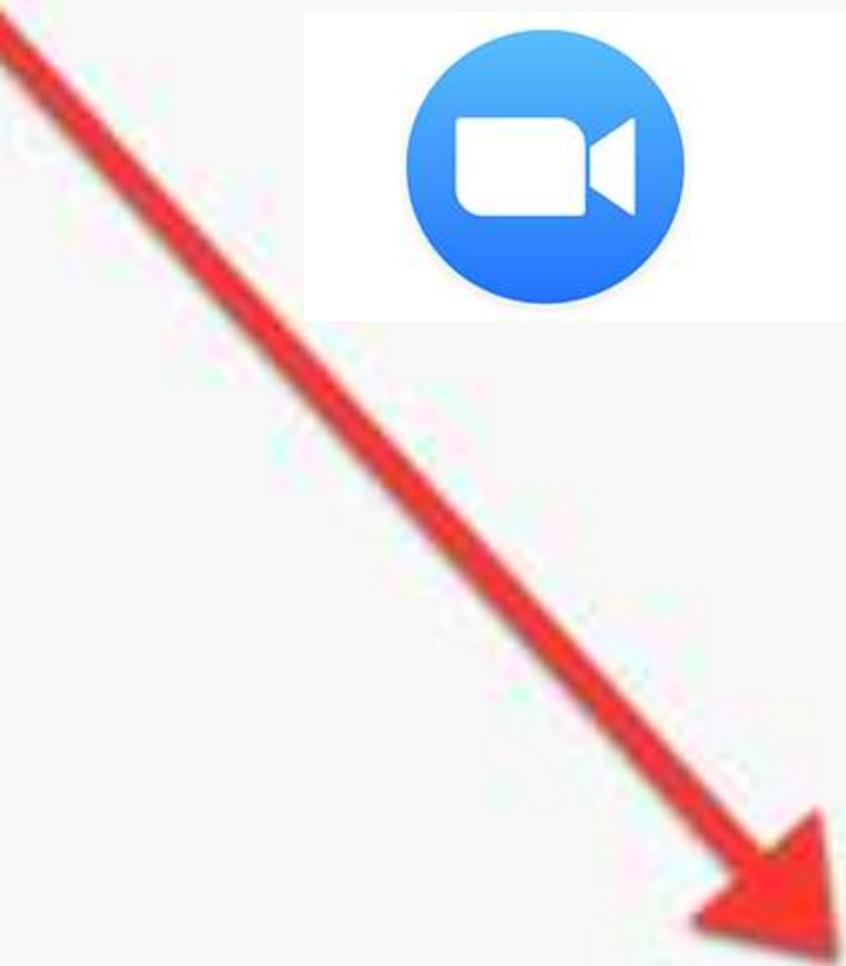


*Well here I am baby,
practice what you
preach*



zoom

Video Conferencing



Participants



Q&A



Polling

Sh

AGENDA

- 1) The Problem
- 2) Why Events?
- 3) Solution #1: Smart Events
- 4) Solution #2: Heavily Sponsored Events
- 5) Solution #3: Profit Amplified Events
- 6) Making the Case for Change
- 7) Q&A

The Problem



walk/run

golf tournament

What's the first

talent show

casino night

thing people

auction

gala

suggest as a way to

yard sale

bingo

raise money for a

raffle

charity?

bake sale

bake sale

awards banquet







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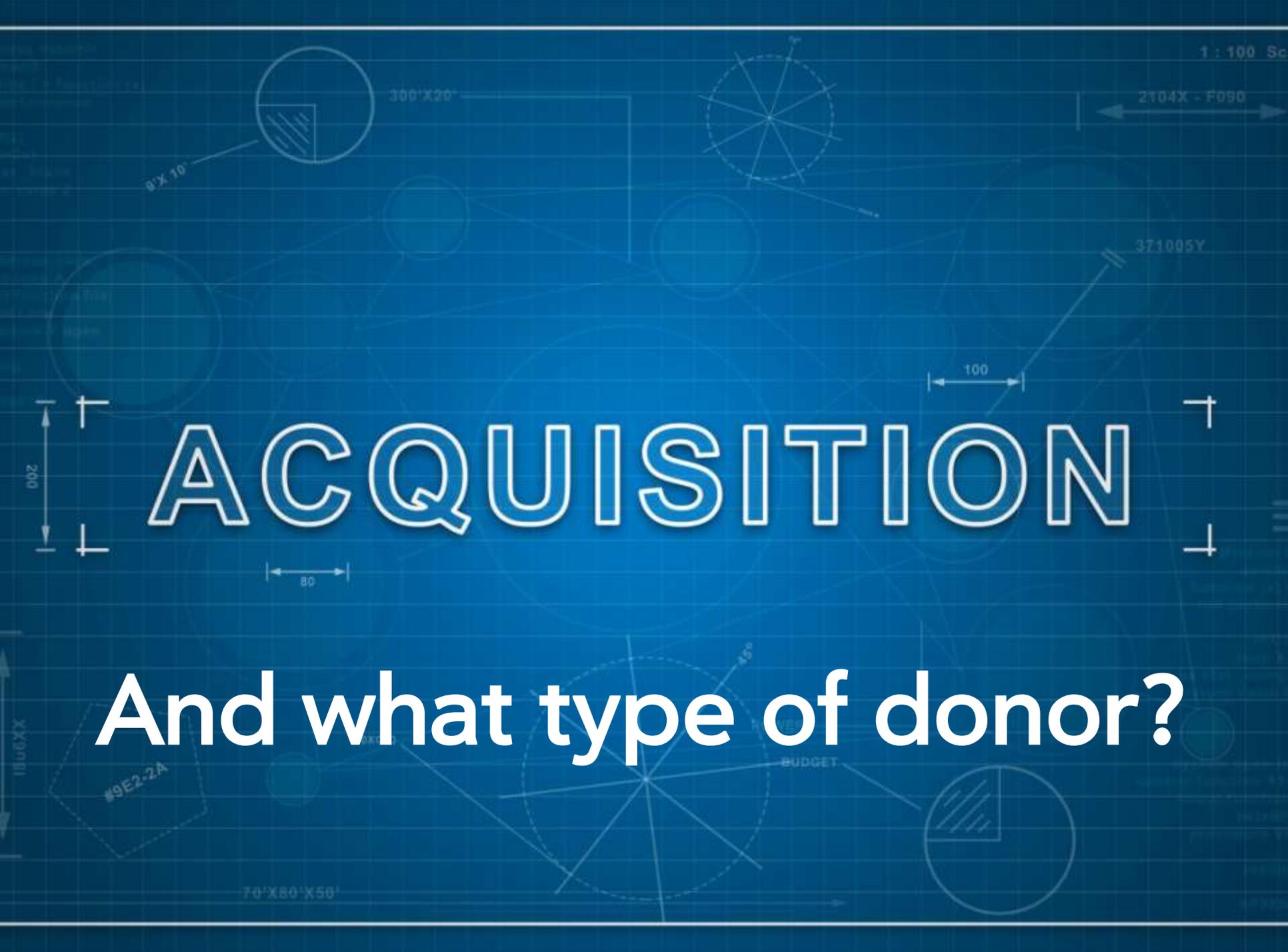


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Why Events?

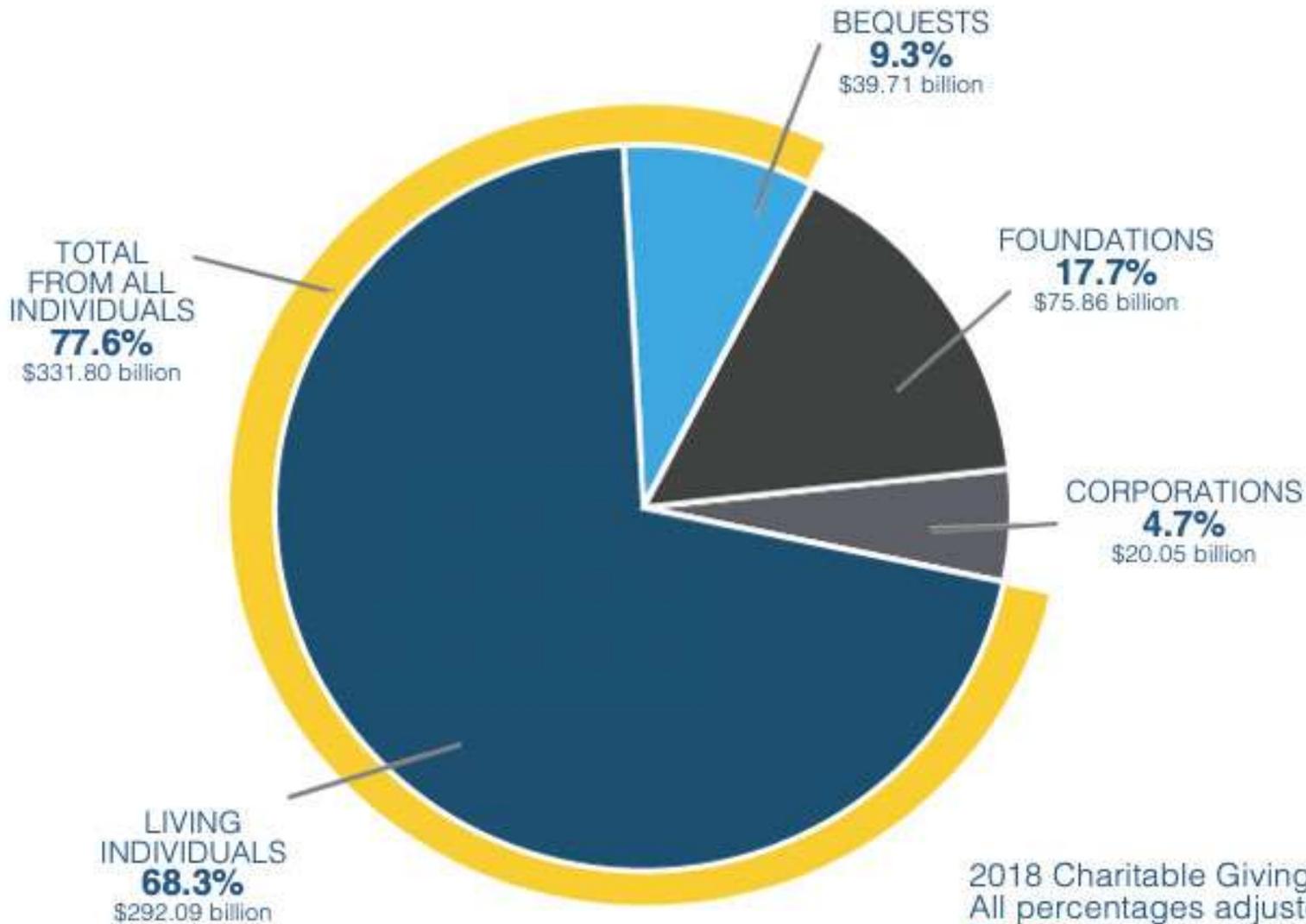


What should be the
primary purpose of
a fundraising
event?

The background is a dark blue technical drawing or blueprint. It features various geometric shapes such as circles, arcs, and lines, along with dimension lines and labels. Some visible labels include '300'X20'', '8'X 10'', '2104X - F090', '371005Y', '100', '80', '1000'X', '#9E2-2A', '70'X80'X50'', and 'BUDGET'. The word 'ACQUISITION' is prominently displayed in the center in a large, white, outlined font.

ACQUISITION

And what type of donor?



2018 Charitable Giving total: \$427.71 billion
All percentages adjusted for inflation
Source: Giving USA

The primary purpose of fundraising events should be to find new individual donors.



which one?



Solution #1: Smart Events



how many?

BE HONEST

How many events does
your organization run?



hold no more than
2 fundraising
events per year

successful events
require 4 months of
staff focus

(3 prior & 1 after)

what kind?

non-traditional



not the goal

THE CULTURAL ENRICHMENT FUND PRESENTS...

THE
RED CARPET
SOIRÉE

ARTS GALA & SHOWCASE EXPERIENCE

FEBRUARY 24, 2018



PRESENTING SPONSOR



The Salvation Army Harrisburg

SHOE
STRUT

The logo for The Salvation Army is integrated into the letter 'O' of the word 'SHOE'. The logo is a white shield with a red border, containing the text 'THE SALVATION ARMY' in red. The shield is surrounded by a circular arrangement of black dots.



simple



diverse



experiential



reverse
engineered



how to evaluate
all the crazy
event ideas

planning the
darn thing

event budget template

productivefundraising.com/resources

event planning template

productivefundraising.com/resources

Solution #2: Heavily Sponsored Events



focus on sponsors,
not attendees

SPONSORS >
TICKETS

$$200 \text{ tickets} \times \$30 = \$6,000$$

$$20 \text{ sponsors} \times \$300 = \$6,000$$

$$5 \text{ sponsors} \times \$3,000 = \$15,000$$

don't worry about
filling seats ... that's
the easy part

it's all about
mindset - you
need to shift it
from ...





**YOUR
LOGO
HERE**

PRESENTING SPONSOR

THE
RED CARPET
SOIRÉE
ARTS GALA & SHOWCASE EXPERIENCE

What's the best
way to approach a
potential sponsor?

**PEOPLE GIVE TO PEOPLE
(NOT EMAILS)**

Dear Mr. Donor -

I hope all is well and that you're enjoying these late spring days!

My name is Chad Barger and I am the Development Director of the ABC Charity.

I am writing to see if I could stop by sometime in the next month or so to provide a **brief** update on ABC Charity and our upcoming event.

I think **20 minutes** would be sufficient – is there a good day on your calendar? Lunch or coffee is also a possibility if you have a bit more time. **What about the 20th at 2pm or the 22nd between 1 and 4pm?**

Thank you productivefundraising.com/resources for a wonderful

Sincerely, Chad

make it easy for
them & they'll take
the meeting,
IT'S THEIR JOB!

meet annually &
present a menu of
opportunities

Step 1 - Select Your Sponsorship & Marketing Opportunities *(optional)*

Golf Tournament

- Presenting Sponsor (\$10,000)
- Major Sponsor (\$5,000)
- Supporting Sponsor (\$2,500)
- Hole Sponsor (\$1,000)
- Foursome Sponsor (\$500)

Annual Dinner

- Presenting Sponsor (\$10,000)
- Major Sponsor (\$5,000)
- Keynote Sponsor (\$2,500)
- Entertainment Sponsor (\$1,000)
- Table Sponsor (\$500)

Step 2 - Select Your Charitable Support Level *(optional)*

Please indicate if

able contribution:

\$2,500

productivefundraising.com/resources

Total: \$ _____ (sponsorship/marketing opportunities + charitable support)

You could stop here
and have 2 successful
annual events, but why
not amplify the profit if
you're already going to
the trouble ...

Solution #3: Profit Amplified Events



add a peer to peer
component

In person

Peer to peer

By mail

By events

By email

Via crowdfunding

On a web site

By phone

By advertising

call participants in
advance



+35%

add / maximize
a live auction



FUND A CAUSE



Making the Case for Change



show them the
numbers

9 point performance index

1. Participants + Non-Responders

2. Income

3. Expense

4. Percent Participation

5. Average Gift

6. Net Income

7. Average Cost Per Gift

8. Cost of Fund Raising

9. Return



Solicitation Performance Index

based on James M. Greenfield's Nine-Point Performance Index

PERFORMANCE INDICATOR	SOLICITATION 1	SOLICITATION 2	SOLICITATION 3	SOLICITATION 4	SOLICITATION 5	SOLICITATION 6	SOLICITATION 7	SOLICITATION 8	SOLICITATION 9	TOTALS
Solicitations Made/Sent										-
1. Participants										-
2. Income										\$ -
3. Expense										\$ -
4. Percent Participation										#DIV/0!
5. Average Gift										#DIV/0!
6. Net Income										\$ -
7. Average Cost Per Gift										#DIV/0!
8. Cost of Fund Raising										#DIV/0!
9. Return	#DIV/0!	#DIV/0!								

DATA YOU ENTER

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The End!

further learning

@fundraiserchad



The logo for 'productive FUNDRAISING' is located in the top left corner. The word 'productive' is in a bold, lowercase sans-serif font, with a checkmark symbol integrated into the letter 'o'. Below it, the word 'FUNDRAISING' is in a smaller, all-caps sans-serif font.

productive
FUNDRAISING

The background of the top section is a photograph of an elderly couple sitting and talking to a woman whose back is to the camera. The couple consists of a woman with short white hair and a man with glasses and a grey beard. They are both smiling and appear to be in a friendly conversation. The woman is wearing a brown top, and the man is wearing a light-colored button-down shirt.

FREE WEBINAR

How to Get Donor Visits and
Knock Them Out of the Park

2/19 @ 2pm

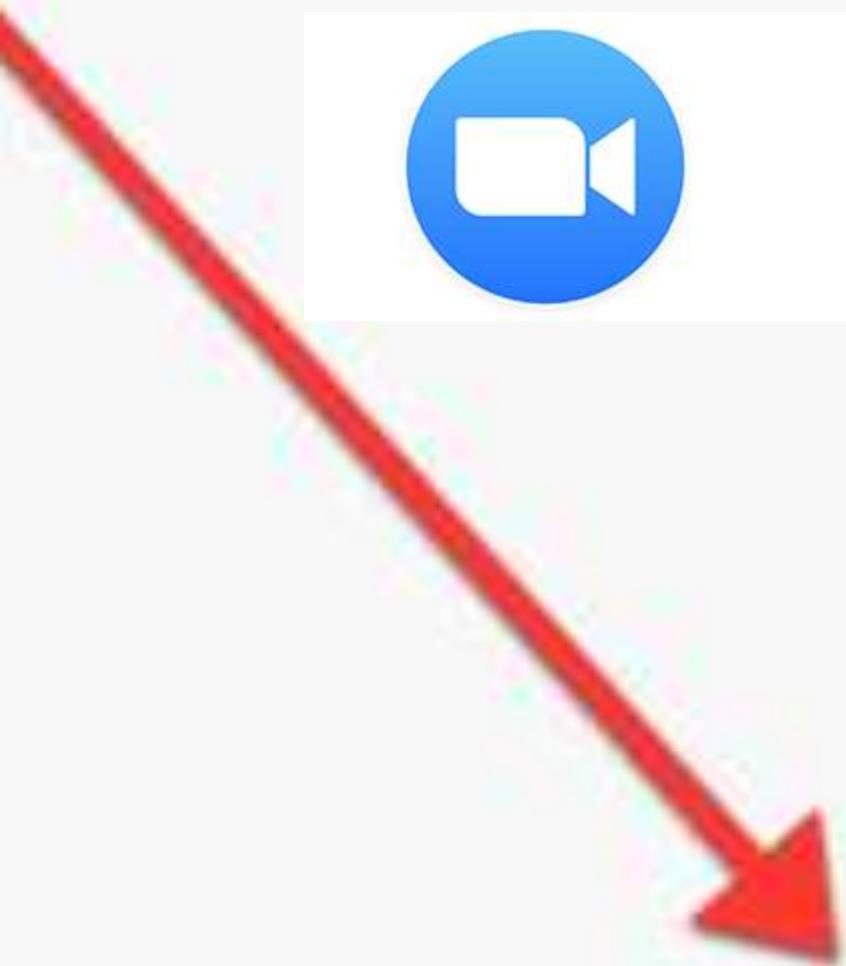
questions





zoom

Video Conferencing



Participants



Q&A



Polling

Sh

questions

productivefundraising.com/resources

