



10 COMMANDMENTS OF FUNDRAISING EVENTS

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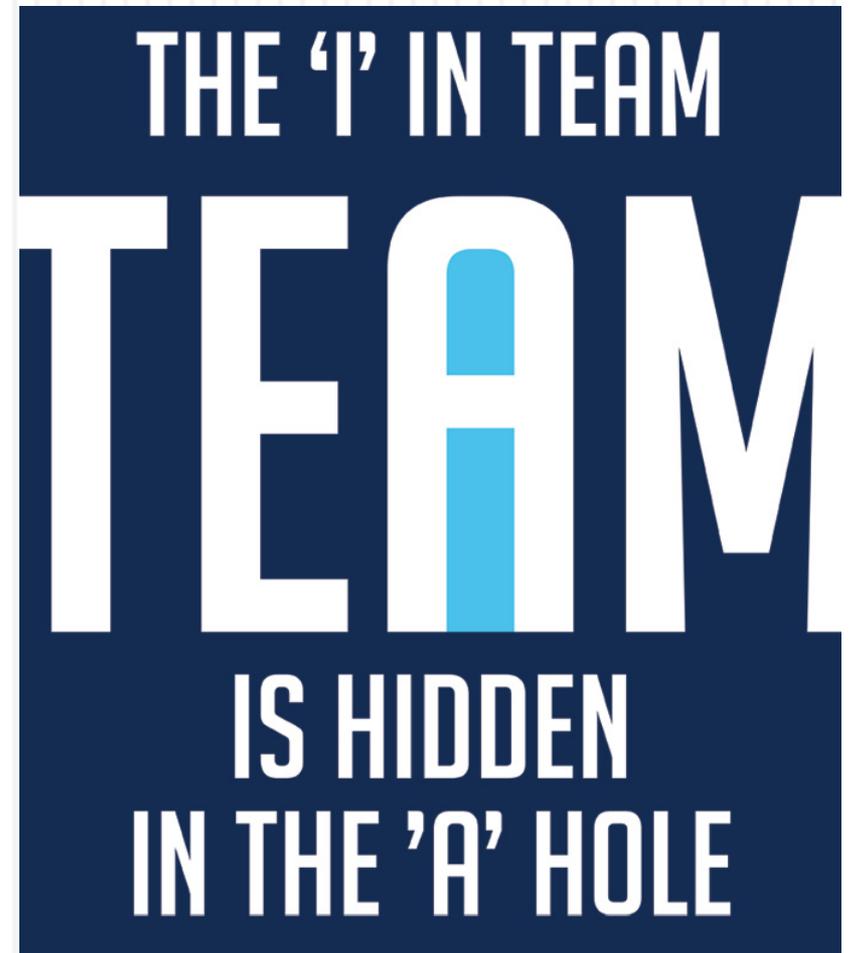
1. Your event will fit your organizational mission

- What are your goals and objectives?
- How does it compliment your mission?
- How does it further your vision?
- How does it strengthen your brand?



2. There is no 'I' in 'TEAM'

- Even if you are told to, do not run an event on your own (you will run out!)
- Build a team of engaged and hardworking staff and volunteers
- Give your team roles that compliment their skills and networks
- Touch base to keep them empowered and happy
- Feed them!



3. Choose your date strategically

- Do your homework online
- Ask non profits if they will host their events around the same date each year
- Plan a date that furthers your overall mission, i.e. special awareness month (and respect others)



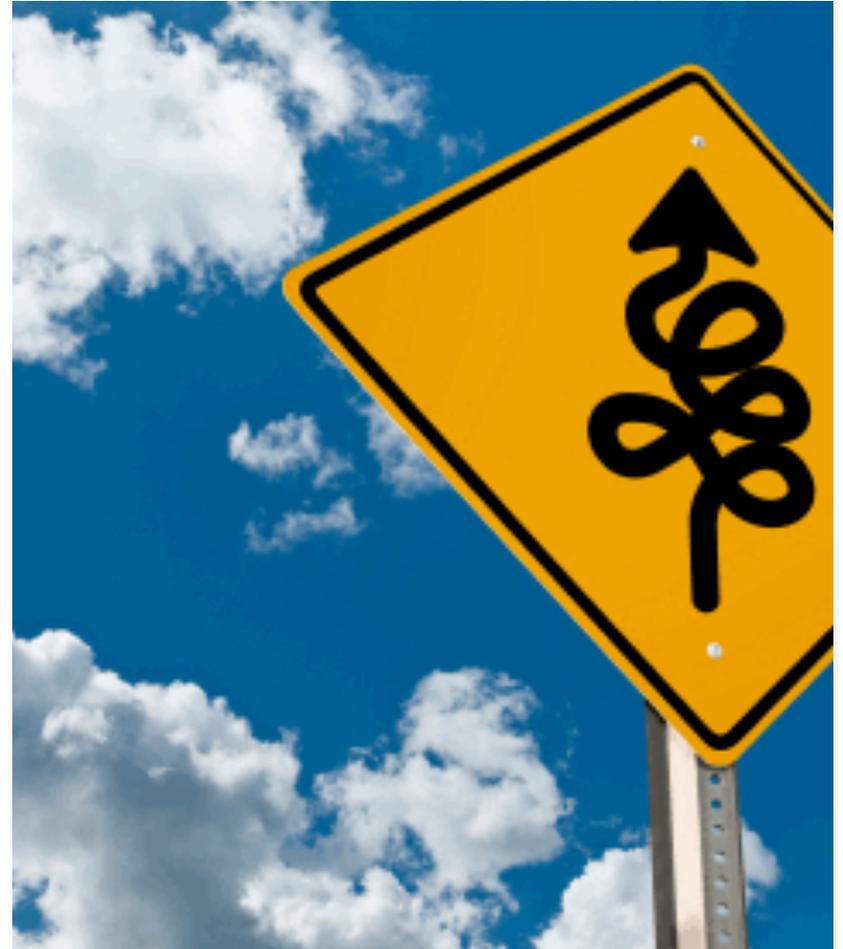
4. You can't make money without spending money

- Develop a base budget to see if your event is even feasible
- Project fundraising goals early so that everyone gets on board
- Pay for vendors (negotiate small deals) to build long-term relationships



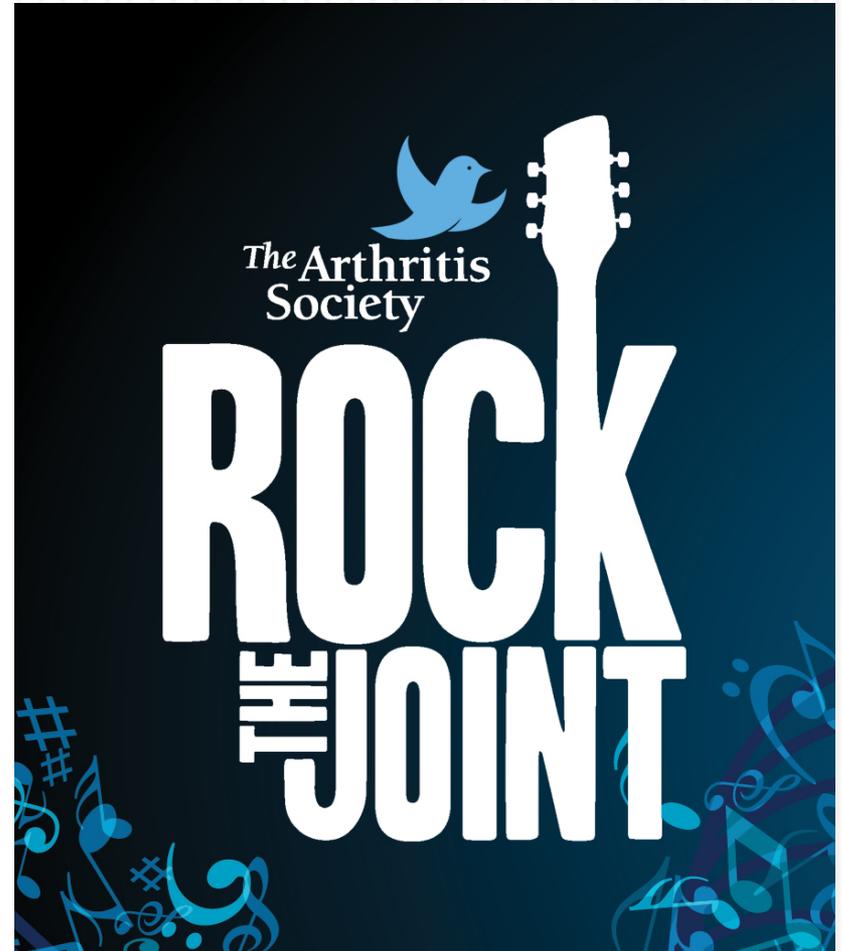
5. Build a master plan

- You **do** want to take over the world with this event, so be strategic
- Create an event plan that outlines everyone's roles and timelines
- Planning = accountability



6. Invest in great design

- If you don't take design seriously, people won't take you seriously
- Stand out from other events
- There are many ways to communicate your brand through event design



7. Pay for your media support

- Paying for media support is an investment that multiplies
- You need them, so steward them well
- They do your public relations work for you – including social media!



The graphic features a red background with a white diagonal hatched band at the top. Below this, the text 'MARKETING YOUR FUNDRAISING EVENT' is written in white, bold, sans-serif font. To the left of the text is a white exclamation mark inside a white circle. To the right of the exclamation mark is the text 'Attracting Participants, Communicating Your Brand, and Turning Donors into Advocates' in a smaller white font.

MARKETING YOUR FUNDRAISING EVENT

Attracting Participants,
Communicating Your Brand,
and Turning Donors
into Advocates

8. Take sponsorship relationships seriously

- Ensure they align with your mission
- Offer great opportunities
- Advertise them often
- Say thank you and make them feel special
- Secure their commitment for next year



9. Don't take admin for granted

- There's nothing worse than last minute registration and payment plans
- Ask yourself if it saves staff time to have the venue ticket the event for a fee
- Assign a team to admin who understands its importance and follow-through



10. Know when to say 'no!'

- There are lots of great ideas ... for next year
- Don't beat a dead 'event' horse
- Lightning will not strike if you de-recruit ineffective volunteers
- Are last minute changes good leadership or big egos?



10.1 Have fun and remember why you're doing this!



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