



# How To Plan a Nonprofit Fundraising Event

*(on a budget)*

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# introduction

We've all been there: shuffling through paper registrations, herding volunteers, and feverishly clicking from one Excel sheet to another in search of a single phantom cell. And don't even ask about the budget.

*It's a fact.*

*Events are hard.*

*But they don't have to  
be a horror show!*

This guide is designed to keep your team aligned, help you stay on budget, and save you lots of time. So take a deep breath, enjoy the read, and consider implementing these best practices and simple tech tools that will help you stress less and raise more money at your next event.



# get in *formation*

## How to Assemble a Dream Team

Throwing a fundraiser is no small feat. That's why it's important to create an events committee, which will be your go-to team of reliable, organized, can-do people who are willing to dedicate time both on and off-the-clock to make the event a memorable one.

Your committee will be responsible for the planning, execution, and follow-up tasks associated with the event. Assign members according to their strengths and you'll have a winning team. Each member will cover an aspect of the event and manage a dedicated team of other staff members or volunteers.

Before you make your picks, remember that event planning's not for the faint of heart. If you're like most growing nonprofits, then fundraiser event planning is more of a long-term after-hours project than a quick daytime task.

A must-have characteristic for every committee member? Glittering enthusiasm!



# Before your first meeting, consider appointing the following members:

## Event Coordinator

If you're reading this e-book, you're likely to snag this leading role. Your job is to oversee all of the managers and their teams, connecting the contributions of each team to form a picture-perfect experience for your guests on the big day. The event coordinator is the chief organizer and the one who's ultimately responsible for keeping costs in line with your budget and making things happen.

## Event Communications Manager

This is a perfect role for the marketer on your staff. The event communications manager will create buzz both on and offline. This person will plan and distribute a detailed calendar to the entire committee that outlines topics and send dates for email invites, printed invitations, and promotional posts on Twitter and Facebook.

## Event Operations Manager

Your event operations manager should be a meticulously organized, Type-A individual with sparkling social skills that can lend to wheeling and dealing when it's time to book vendors. While you'll make the final call on food and floral arrangements, the event operations manager will be the one gathering available options and all pertinent information so you can contrast, compare, and make decisions confidently.

## Fundraising Program Manager

Your most passionate development associate is the perfect candidate for this crucial role. The fundraising program manager will create and execute every event activity that's intended to raise money for your cause. Tasked with incorporating giving into the event in a way that's fun, tasteful, and effective, the fundraising program manager's contribution will have the biggest impact on the overall success of your event.





# Rally your supporters for extra help

Volunteers can assist in every aspect of a fundraising event while under the direction of a committee member. Below are some examples of volunteer roles paired with whom they can assist.

## Event Coordinator

Planning Assistants

## Event Communications Manager

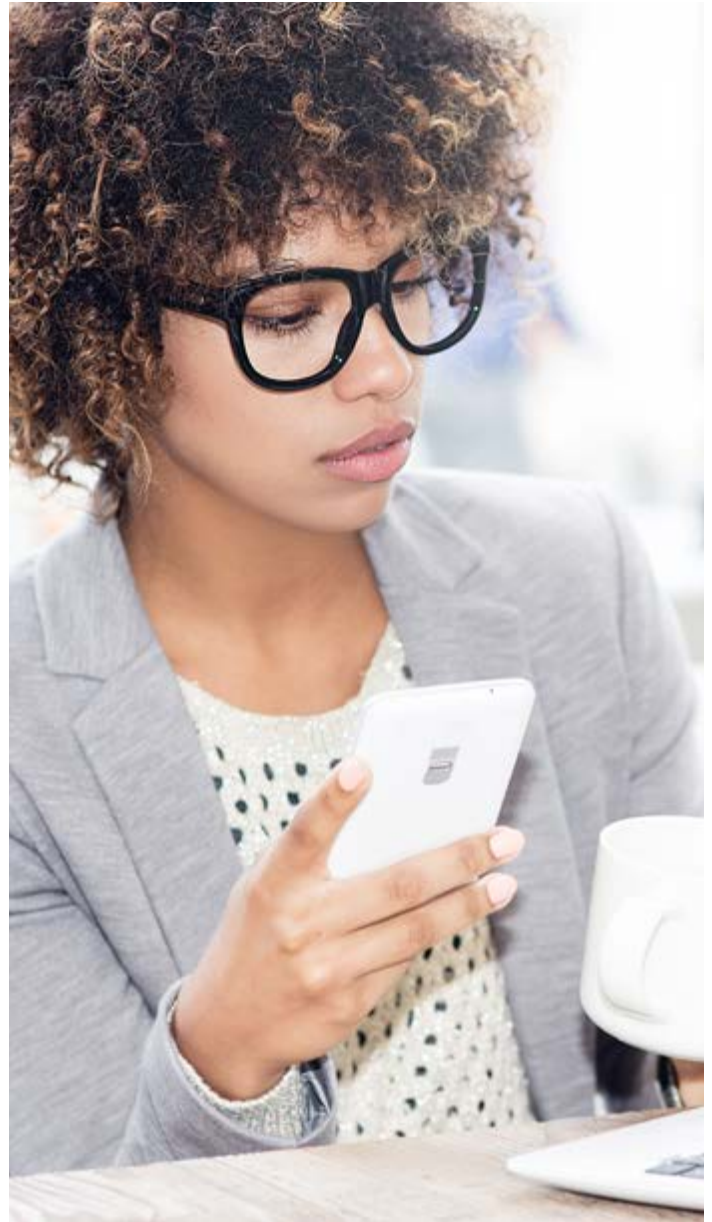
Social Media Assistants, Copywriters, Editors, Marketing Associates

## Event Operations Manager

Greeters, Decorators, Prep/Breakdown Assistants, Drivers

## Fundraising Program Manager

Gift Attendants, Goal Meter Attendant, Auction/Game Attendants



**“Don’t always rely on the same agency volunteers year after year. You need fresh eyes to bring new ideas and the veterans need a break.”**

- Shelley Torrey, Executive Assistant at Harborcreek Youth Services

# 3 Ways to Recruit Volunteers

## #1. Contact local donors, previous volunteers, and people in your network.

Donors and volunteers have supported your organization in the past, so there's a good chance a number of them would be interested in donating their time to this event. Your entire staff should also reach out to local friends and family members.

## #2. Spread the word on social.

Post a Facebook event on your Facebook wall and encourage your followers to share it with their networks. Most Facebook users' "sharing" settings alert their friends when they say they're attending your event, so you can effortlessly attract many new attendees with a single post.

## #3. Post an ad on VolunteerMatch.

VolunteerMatch.com is an online platform that "matches" eager volunteers with nonprofits seeking help based on their location, skills, and availability.

Once your committee is assembled, you're ready to rally volunteers and create your grand plan.







# #goals

## What Do You Hope to Achieve?

Before you break out the checklist, make sure you're clear about why you're throwing a fundraiser in the first place. Pinpointing its purpose will ensure that everyone involved is working toward the same goals from the very start.



# Rattle off goals and refine your list

Establish a plan that everyone in your committee will get behind. A couple days before your first committee meeting, tell all members to come prepared with a goal.

## Goals can include:

- Raise \$20,000 to secure a new space for your organization.
- Gain 100 new donors.
- Make the most out of a limited-time matching gift grant.

List one goal from each committee member and then work together to eliminate some, combine some, and narrow your list to focus on big picture efforts that could be attainable through a fundraising event.

The goals you choose should answer the question: What fundraising initiatives will your donors care about?

# Picture of Success: Metrics to Keep in Mind

Motivate each team with a metric that will measure the impact of their unique contributions. Setting these expectations early will influence decision-making throughout the planning process and result in more money for your cause.

**Event Communications Team:** # of Registrations

**Event Operations Team:** Actual Cost < Retail Cost

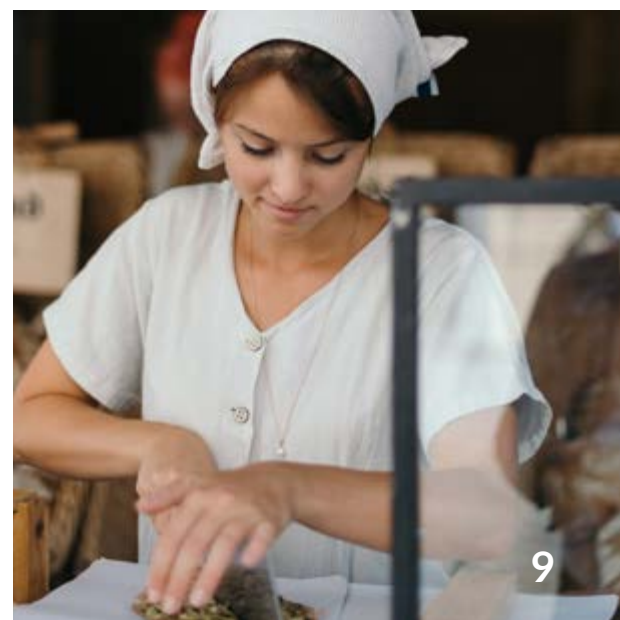
**Fundraising Program:** \$ Raised at the Event

**Outlining Success:** Be sure to note how attaining your goals can impact the size and fundraising results of your event. As DonorPerfect's Vice President and Member of the Board of Directors at Giving USA, Jon Biedermann has lots of experience setting expectations for the events he holds to raise money for the various organizations he supports. Jon explains, "If your goal is to gain 100 new donors, you will have at least 200 people at the event. If everyone gives \$200, that's \$40,000. If your expenses to throw the event hover around \$10,000, you'll net \$30,000."

## Set your budget

Event spending is a gamble, but the key to making an event a great investment is to stay at or below budget as much as possible.

There's no reason you can't put on the party of a lifetime for much, much less. You're in the nonprofit sector after all! You are a master at making and maintaining relationships, so let that skill set work for you when it comes to acquiring sponsors, negotiating with vendors, and evaluating registration and fundraising options.





# 5 Smart Budgeting Tips from an Events-Savvy Executive Director

As Executive Director of the Aspen Youth Center in Aspen, Colorado, Michaela Idhammar channels her creative talents, publishing experience, and penchant for finding great deals to produce exciting fundraising events that bring a buzz to her community and raise lots of money for her organization.



“Don’t be afraid of marketing. You have to give to get. The biggest mistake people make is not spending money on marketing.”

- Executive Director of the Aspen Youth Center in Aspen, Colorado, Michaela Idhammar



Offering the only free after-school program in all of Aspen, Aspen Youth Center welcomes children in 3rd-12th grade to their big and bustling facility featuring a game room, basketball court, media center, and structured programming classes. This crucial youth center serves many residents who live at or below the poverty line, providing children with a place to learn, play, and most importantly, caring supervision and company during after-school hours.

To ensure Aspen Youth Center is always able to serve the community, their ultra-lean staff of three relies on fundraising events to meet the ongoing needs of their facility. From celebrity spelling bees to Family Feud, Aspen Youth Center’s events have successfully brought in hundreds of thousands of dollars while staying on budget. Read the following tips to learn how Michaela makes that happen!



# Michaela's Tips to Stay On-Budget

## 1. Anything you can do in-house is worth doing.

"Graphic design, printing, whatever you can do yourself will help you save money in the end," Michaela says. "If you do have to print outside, Vistaprint and Overnight Prints are high-quality options that aren't too expensive if you stick with standard sizes."

## 2. Take advantage of nonprofit postage rates.

That's right! Your nonprofit could be eligible for discounted rates when it comes time to mailing invitations. Learn more [here](#).

## 3. Lock in your media buys and event space for an extended period of time.

According to Michaela, "Venue owners and media outlets are more likely to give you a deal if you commit to using their space or services for multiple events. If you sign a long contract, give them free event tickets, and advertise them, you'll lock in today's rate at a steal, so price increases over the next couple years won't affect you."

## 4. Turn business cards into portable (and inexpensive) invitations.

Michaela has a great way to get her board in on event promotion. "We print out business cards for board members with our organization's info on one side and event details on the other. That way, they can hand them out when they meet people out on the town or on a ski lift."

## 5. Investing a little bit on social media can pay off big.

"Consider funneling some of your budget into Facebook advertising," Michaela advises. "Facebook ads can specifically target people who are interested in what you do."



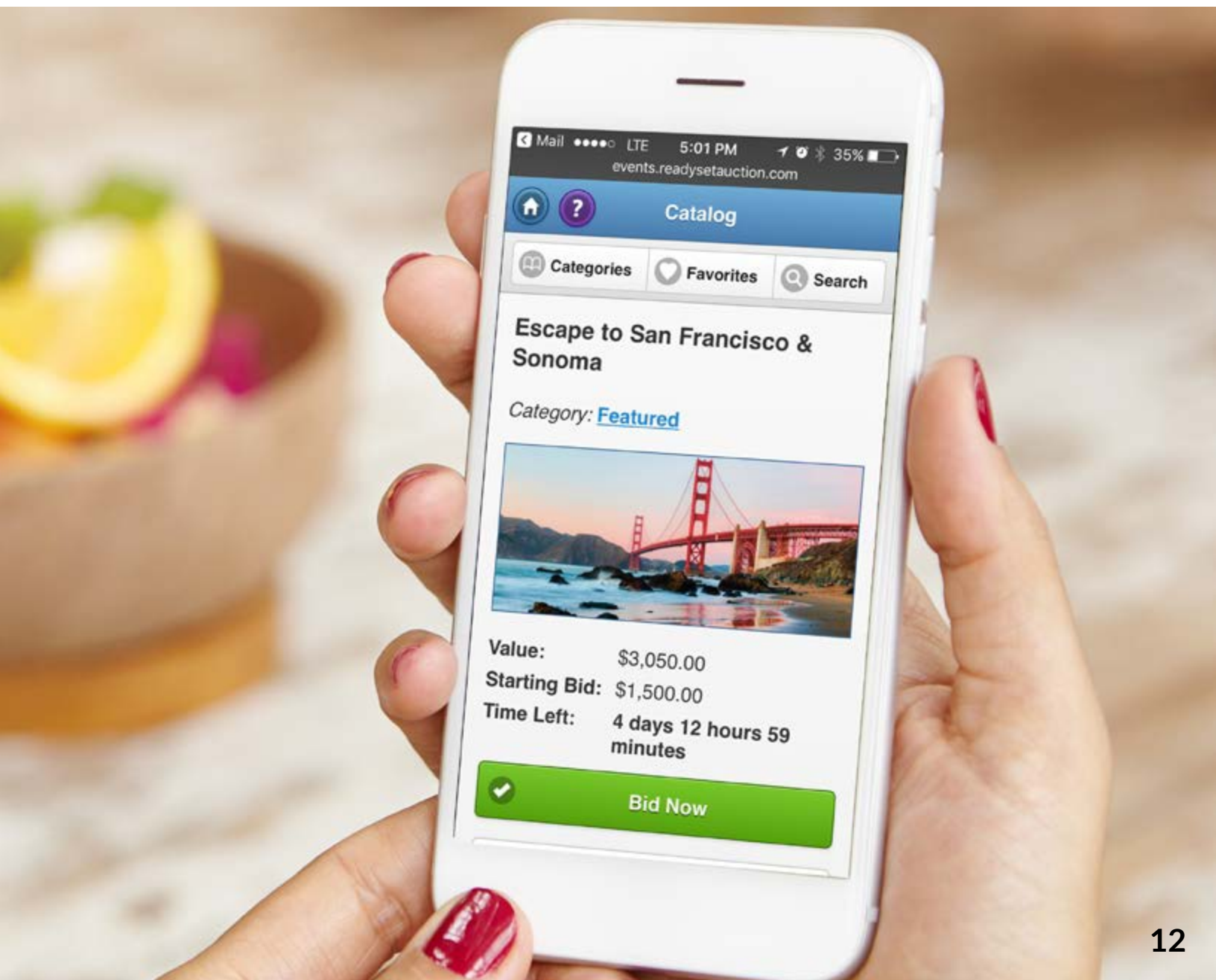
# Increase event ROI with smart tech investments

While saving money is paramount, there are some investments worth making.

When deciding which aspects of your event are “worth it” in terms of budget, ask yourself, “What will help us raise more money?”

That guiding question could cause you to purchase a text-to-give service for your event. As a result, your decision to buy text-to-give will result in more pledges, boosting your event’s success and paying for itself.

Not sure where to start with tech tools? Check out some handy recommendations in the “Ready, Set, Fête” chapter at the end of this e-book!





# Choose your theme

Choosing a theme is a matter of putting yourself in your supporters' shoes.

If you were a donor, what would get you out on a Friday night? What would make you want to invite your friends? What prizes and activities would prompt you to participate? Is your donor base more likely to jump at the chance to get dressed for an Oscar-themed gala or kick back and enjoy a beer at a Battle of the Bands?

As long as you consider your donors first, you're sure to throw a crowd-pleaser. To get started, check out:

## 15 Fundraising Event Theme Ideas with Creative Ways to Incorporate Your Mission Statement

Once you consult your Events Committee and take a vote to narrow your favorite themes to an overall winner, it's time to get down to business!

*Download this  
Fundraising  
Event Agenda to  
Get Started*





# venues, vendors, and sponsors



## How to Partner with Local Businesses

As the owner of beloved Philadelphia mainstay Tattooed Mom, Robert Perry knows a thing or two about hosting hit parties for awesome causes. Dotted with vintage bumper cars and kitschy collectibles, his two-story bar has served as a destination for all types of creatives, from touring bands and off-duty artists to Center City techies and colorful neighborhood regulars.

As if that isn't cool enough, Robert leverages success to give back to his community. For twenty years, Tattooed Mom has provided a wide array of nonprofits and community arts groups with a vibrant place to gather, celebrate, and raise money for their missions.

So before you venture out to secure a venue and vendors for your event, consider the sage advice of a savvy business owner with a mission of his own: creating a safe space for people to come together and affect positive change.

# Robert's Top Tips for Sourcing Space, Food, and Fun

## **Don't be afraid to ask!**

Every great event that's ever happened at Tattooed Mom started with a simple request. "Don't be afraid to go into your community and ask for help. People are surprisingly generous and very, very willing to share and give," Robert says. "You can get donations, gift cards, prize packs, a space to hold your event. It never hurts to ask."

## **Make your event a community affair.**

Nonprofits aren't the only ones having all the fun. Robert and his team at Tattooed Mom hold fundraisers of their own. The main secret to their events' success is simple: Be as inclusive as possible. The more participants you rally, the more buzz for your big night. "Every year, Tattooed Mom puts on a sticker art show." Robert explains, "We invite sticker artists from all over the world to submit their work and donate 100% of the proceeds to local community arts groups that send working artists to teach arts education in city schools that don't have art programs."

## **It's more than getting people in the door. Engage your guests!**

"What are you going to do once people are at your event?" Robert asks. "From the experiences I've seen, you have to engage people. Make it into a party and make it engaging and fun, so your supporters will come along with their friends and people who have never heard about you but think your event sounds like a good time."

## **Incorporate activities or aspects into your event that help people learn about your mission.**

"You can open them up to being more invested in your mission and being more generous in wanting to support your mission. A local chapter of a health services organization hosted a Quizzo night that put a clever spin on the work they do and communicated their mission in a way that wasn't heavy handed. It was fun, and there were prizes. You have one chance to get people in the door. Be sure to make it count."





## Hit up businesses with a history.

While you can and should ask every local business in your community to pitch in, start with some wind in your sails by asking businesses with a track record of helping nonprofits. Not only are you more likely to get a yes, you'll also reap the benefits of that business' experience in planning and promotion.

Robert explains how so many of Tattooed Mom's fundraising events get their start. "People will approach me and say, 'I was at an event at Tattooed Mom and it went really well, so would you be open to working with us?' Our fundraising events are mostly due to word of mouth because we've hosted so many fundraisers for nonprofits and community groups."

## Establish a starting point that's built for success.

"I think a good partnership is where both parties are willing to put energy and time and creativity into an event," Robert says. "Both parties should be excited about the partnership and aim to make the event the best it can be, so there's a mutual benefit to both the organization and the business. Each side should bring creative energy and openness to the table, along with a willingness to follow through to make your plans successful."

## Promotion is key to any successful event.

You can have a great idea and secure solid partnerships, but if no one shows up, your event will fall flat. "If you don't dedicate time and effort to the promotion piece of your event, people won't know there's something to show up for. I've seen people work so hard and forget the promotional part. Find someone at your organization or in your community who is comfortable reaching out to people and savvy with social media," Robert advises.

"Also, ask the businesses you're partnering with to help you get the word out. They might have a customer base that doesn't know about you but might be interested in your event or your organization in general. Provide partnering businesses with links, fliers, and a Facebook event link to share. They'll do it, because that promotion benefits them, too."



# love at first site

## 5 Reasons Why A Gift-Collecting, Donor-Connecting Website Will Be Your Best Investment Yet (Even After Your Event)

Your website can serve as a superstar fundraiser and ever-efficient administrator all-in-one, not to mention it can be your best first impression to every prospective donor who discovers you online.

When you have a website that syncs with your donor database, it can act as your event kiosk by advertising, taking registrations, and selling tickets. That guest activity can immediately be fed into your donor database, giving you great insight into who's engaging with your nonprofit.



With a do-it-all website, you can:

### 1. Share your event with your donor base in seconds.

Forget spending money on lots of stamps and spending hours of your time stuffing envelopes. By linking an event form to your website, you can share your event via email and on social media in a snap.

### 2. Save time on registration and ticketing.

Guests can register themselves to your event through an online form that's connected to your website and donor management system.

No more Excel spreadsheets and data entry. Let your tech take over while you focus on the big picture.

### 3. Empower supporters to share your event.

Turn your supporters into event promoters. Ask them to share your event page on social media and invite people in their network.



#### 4. Turn one-time guests into lifelong supporters.

By enabling guests to register online, you gain the opportunity to get more than an extra body in the room the night of your event. You can consider each guest a new contact in your network. (In a couple chapters, an expert from Constant Contact details how you can make the most of these new contacts after your event.)

#### 5. Benefit beyond the big day with a website that inspires your constituents.

Your website is the hub through which you engage with your most loyal supporters, while also making new connections with those that are passionate about your cause.



**“Eventbrite discovered that 67 percent of event shares happen after registration and that every Facebook share is worth \$4 in ticket sales. Social media shares can also drive ‘FOMO’, or fear of missing out, since people considering attending can see which of their friends registered and be motivated to do the same.”**

- Tracy Kosolcharoen, Marketing Manager at Eventbrite in Darian Rodriguez Heyman’s best-selling book, *Nonprofit Fundraising 101*



# getting the *word out*

## 4 Steps for Flawless Event Promotion

A Helpful How-To by Miranda Paquet, Content Manager at Constant Contact

### The big day is almost here!

You've booked the venue and sorted through most of the logistics. Now you're ready to get the word out to your supporters and get them as hyped as you are. Not sure where to start? Follow these four steps for a flawless event promotion.

### 1. Plan a three-part email series

[Email marketing](#) should be at the core of your event promotion strategy.

Keep in mind most of your supporters need to hear about your fundraising event multiple times before they commit, so plan to send at least three emails:

- **Event Announcement** – This initial email serves as your Save the Date. Send as soon as the date is nailed down, so your attendees can plan ahead.
- **Event Registration** – When you have more of the event logistics solidified, send an email invitation that highlights the main attractions of your fundraiser and includes a link to your registration form.
- **Last-Chance Email** – Create a sense of urgency with your subscribers to boost last-minute RSVPs.

Keep all your emails short and sweet, so readers can make a snap decision and act fast. Focus on a picture, paragraph, and call-to-action in your emails — then provide more details on your event landing page. With the majority of emails now read on a mobile device, make sure you're using a mobile-responsive email template and that people can RSVP on a mobile device.



### YOGURT BEACH FUNDRAISER TO BENEFIT GIFFORD CATS!

Help raise money for Gifford kitties just by enjoying some tasty frozen yogurt! Newton's yogurt vacation spot, Yogurt Beach, is holding a fundraiser for Gifford. Mention Cat Shelter and the shelter receives 30% of each order.

**Where:** Yogurt Beach  
665 Watertown Street  
Newton, MA

**When:** Sunday, October 16th  
12 pm to 9 pm



## 2. Extend your reach with social media

While email marketing allows you to reach your audience directly in the inbox, social media is a little trickier. Recent algorithm changes restrict the number of people you can reach on most social media channels.

Focus on visual content, which performs best on channels like Facebook and Instagram. Consider making a short [Facebook Live](#) video or [Instagram Story](#) to show how your organization is prepping for your big event.

Don't forget to include a link to your event registration page or details how viewers can sign up.

You can also look for opportunities to repurpose photos from last year's event. Share a photo with a caption that relives a great memory, then encourage people to sign up for this year's event.



## 3. Encourage staff, speakers, and registrants to amplify your promotion

Remember, event promotion should be a team effort; the responsibility shouldn't fall on you alone.

Send a quick email letting your staff know how they can help you out. You can even draft some sample social media posts, so they know exactly what to share.

If you have speakers coming to your event, see if they'll share your event details with their audience, as well.

Lastly, remind your supporters to share your social media updates or forward your emails to broaden your reach.

## 4. Submit your event details to local media outlets

Even if you don't want to write a full-blown press release, ask around the office to see if there are any local sites where people find fun events in the area.

Adding your fundraising event to a couple local event calendars will get you in front of a local audience who's actively looking for something to do.

Ready, Set, *Grow!*

More RSVPs mean more donations, so don't skimp on your event promotion. By completing all four of these steps, your guest list will be packed with enthusiastic supporters in no time.

A close-up photograph of several white chrysanthemum flowers with many layers of petals, set against a light, blurred background. The flowers are the primary visual element of the page.

# LAST MINUTE PROMO TIP

“People wait to buy tickets, so make sure you have a list of people to give tickets to if they aren't purchased by a certain date, so you can fill the room. It's worth giving tickets away if you think they can bid on items or raise their paddles.”

- Michaela Idhammar, Executive Director at Aspen Youth Center





# fun(ds) and games

## Add Excitement to Your Event with a Goal Meter and Live and Silent Auctions

When it comes to your fundraiser, there's no need to stop at ticket sales. Promote giving at your event! Different than the traditional ask, event giving requires a social slant. And if you've got the right tools, creating buzz around boosting donations is a breeze.

# Get Everyone in the Game with Mobile

Make every seat a prime location by placing bidding, giving, and playing power right in the palm of every guest's hand. Mobile capabilities allow guests to move around and mingle while engaging with silent auctions, fundraising efforts, and games.

Mobile also makes guest participation more convenient, resulting in more interactions and more money for your cause. With automatic outbid notifications for your auction, you can keep your guests engaged all night. Some nonprofits have reported up to a 30% increase in their auction revenue when adding mobile bidding technology! You can also allow supporters who can't make it to join in on the fun by allowing them to browse online auction catalogs and bid via mobile from wherever they are.



## Host a Lively (and Lucrative) Auction

Adding an auction component to an event can help you reach and exceed your fundraising goal. Whether you're a seasoned auctioneer or a total novice, good partnerships and smart technology can play a crucial role in making the process simple, smooth, affordable, and successful.

## Collect donated prizes from local businesses.

As business owner Robert Perry explained in Venues + Vendors, local business can benefit by donating to your event. Go around and ask local businesses to donate products and gift cards in exchange for naming them as a sponsor and providing them with a chance to gain new customers.

## Reserve big-ticket luxury prizes without any risk.

From dream European vacations to coveted Super Bowl tickets, an auction catalog can really up the ante for your guests with risk-free experiential travel packages. That's right! There are auction catalogs that allow nonprofits to "reserve" unique and spendy items for their auctions free of charge, and provides you with photographs, prize details, and concierge service for the winners. All you need to do is reserve and set the starting bid over the cost of the item. Once the highest bid is made, the catalog service collects the cost of the item and your organization gets the rest!



## Put on a show with an auctioneer who can *engage your guests.*

Add energy to your auction and minimize stress by hiring an experienced auctioneer who can get all of your guests in the game. This investment could result in some serious return. Prefer to spare the expense? Recruit a staff member or supporter who's comfortable in front of the crowd to take on this role and make the auction memorable. A DJ, band member, or actor could be a great substitute for the real deal.

“The addition of a Master of Ceremonies (MC) to our event drew guests attention to scrolling auction items and encouraged them to bid helped to boost revenues. I also feel that the inherent peer-to-peer encouragement of an auction environment inspired our guests to engage in friendly bidding competitions, driving up the price of desirable items.”

- Gene Sirni, Development Director at The Timothy School



# 3 Big Benefits of Using an Auction Management Solution

## **Record bids without lifting a finger.**

An auction management solution can act as your virtual administrative assistant by recording and organizing bids and bidder contact information, so you don't have to deal with managing paperwork and tracking down missing information. All auction information can be exported for your records after the event, which comes in handy when it's time to share your success with the board.

## **Allow the highest bidders to skip the line.**

Winners shouldn't have to wait. Mobile bidders have the option to self-checkout and pay from their own smartphones, making the pickup process quick and easy.

## **Transform bidders into donors.**

Rather than allowing your guests to bid and then bid goodbye, an auction management system captures their contact information so you add them to your email list for future events, organization updates, and campaigns.



# Invite Guests to Go for the Goal

Promote on-site giving by making it a group activity. Choose a text-to-give solution with a live goal meter that puts your guests' generosity on display.

Here's how you can raise more money in just 4 simple steps:

**Step 1.** Once you subscribe to a text-to-give solution, choose your most compelling goal and project the goal meter in a high-visibility area.

**Step 2.** Announce your goal and invite guests to contribute.

**Step 3.** Assign a volunteer to add cash and check gifts to the total and make announcements as the meter reaches significant amounts.

**Step 4.** After the event, text everyone who pledged through your text-to-give solution with a generic text that links them to your donation form:

## Follow the lead of this example:

Tonight, we need to raise \$8,000 so we can open a new shelter that will provide homes, food, and much-needed care to 100 displaced animals in our city. You can make this goal a reality by texting "PLEDGE" to 9999, then reply with the gift amount you'd like to contribute. This goal meter will reflect how close we are to making this new shelter happen. With your support, I'm confident that we can reach our goal."

*"Thanks so much for  
your pledge  
yesterday.*

**Click here to give now!"**

# k.i.t.

## How to Engage Donors After the Big Day

### Yet Another Helpful How-To by Miranda Paquet, Content Manager at Constant Contact

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Congratulations! At long last your big day is behind you. Now you're ready to put your feet up and take a well-deserved break.

Not so fast! The day or two after your event is a crucial time when supporters are highly engaged with your organization. Make the most of their engagement and strike while the iron's hot.

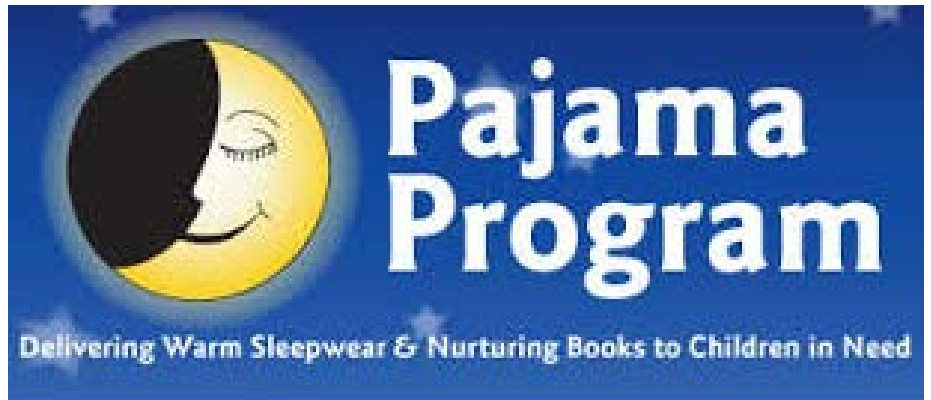
Here are three ways to engage with donors after the big day:

#### 1. Send a thank you email

No matter how many times you thanked your supporters during your fundraiser, you absolutely need to send a [thank you email](#) to your event attendees.

Your thank you email provides the perfect opportunity to recap the impact of the event, shares fun photos and videos from the event, and make one last donation appeal.

Here's a great example from the [Pajama Program](#) →



## Thank you for Joining Pajama Program's 1st SleepWalk...in your Pajamas!

On Saturday you walked across the Brooklyn Bridge with us to raise awareness and funds for Danger Season and you helped us Bridge the Gap to provide more children on our 2016 wait list with new pajamas and new books.

**Together, we raised \$28,000** to give a comforting, nurturing bedtime to 2,800 children on our wait list.

[Click Here to View Photos from the SleepWalk](#)



[View Our SleepWalk Video Here](#)

Thank you to our Sleepwalk Sponsors

[Donate Now](#)



## 2. Share videos and photos on social media

After the event, create a photo album on Facebook and share some highlights across your other social media channels.

Attendees can relive the fun and people who didn't attend will see what they missed out on!

You can tag the people you know and encourage others to tag themselves. That will increase the number of eyes on your event photos.

## 3. Send a follow-up email one week after your event

Even if you have a monthly [email newsletter](#) you typically send out, don't let too much time go by before you reach out to your attendees again.

Do you have an update about how the funds raised are being put to use? This is a great time to share, so that donors can really see the impact their dollars are making.

Your follow-up email should also highlight the other ways people can get involved in your organization.

If your fundraising event was their first introduction to your organization, ride that momentum with a quick email that lists three other ways to get involved.

## 4. Make an impression that lasts

A great fundraising event will leave your supporters enthusiastic and looking for more ways to get involved with you.

Don't leave them hanging! Commit to these three post-event steps to keep your donors engaged.



*Get Social*

# share your *Success*

## Effectively Present Event Results to Your Guests, Committee, Volunteers, and Board

Helpful Tips from Jon Biedermann, Vice President of DonorPerfect and Member of the Board of Directors at The Giving USA Foundation



When it comes to events, be sure to define success in ways that delight your guests, give kudos to your volunteers, and impress your board so you'll have the green light to throw many more fundraisers in the future.

**So, your event was a hit. Congratulations!  
Now it's time to spread the word.**

Here's what you should share with:

### Your guests

Keep the good vibes alive by sending an email to your guests that not only thanks them for attending, it also makes them feel special by revealing just how much money was raised and letting them know they made it happen. (See all of Miranda's expert tips in the previous chapter, "K.I.T.")



## Your committee members and volunteers

In the same way you want your guests to feel fantastic about supporting your event, you could have never pulled this off without the unwavering support of your committee and volunteers. Consider hosting an afternoon pizza party to reveal the fundraising totals and set up a projector so you can spend your lunch checking out all the photos of a night well spent.

## Your board

To board members, success lies in your profit and loss report. While starting an email or presentation with an enthusiastic introduction is acceptable, they won't

know whether to join in on the celebration until they see the breakdown of costs and how much money you raised overall.

## Here are the totals you'll want to lead with:

- Total Attendance
- Gross Revenue
- Expenses
- Net Profit

To create an easy-to-read P+L report, follow the lead of the example below:

### My Fuzzy Valentine Animal Rescue Pups' Night Out Profit and Loss Report (P&L)

<b>Revenue</b>			
	Preorder Ticket Sales		\$ 5,500.00
	Pre-Event Donations		\$ 705.00
	Sponsors		\$ 5,000.00
	Auction Revenue		\$ 8,600.00
	Credit Card Donations		\$ 1,400.00
	Check Donations		\$ 2,000.00
	Cash Donations		\$ 1,100.00
	Total Revenue		\$24,305.00
<b>Expenses</b>			
	Venue Rental		\$ 1,500.00
	Decor		\$ 400.00
	Food and Drink		\$ 2,500.00
	Free Drink Tickets		\$ 1,500.00
	Tables/Linens/Chairs		\$ 300.00
	DJ		\$ 350.00
	Credit Card Processing (3%)		\$ 360.00
	Total Expenses		\$ 6,910.00
<b>Total Net Profit</b>			\$17,395.00

# ready, set, *fête!*

## Make it Happen

If you're interested in incorporating time-saving, money-raising technology at your next event, check out these affordable, easy-to-use recommendations.



## DonorPerfect

### Fundraising Growth Platform

DonorPerfect gives you all the tools you need to engage, inspire, and retain new, current, and prospective donors. From seamless online giving and peer-to-peer fundraising solutions to email marketing tools and custom reporting, DonorPerfect empowers you to work better together on a single platform, learn what makes your donors move, and most importantly, grow your means to make your mission a reality. And best of all, DonorPerfect integrates with all of the event solutions listed below! [Learn More.](#)

## ReadySetAuction

### Online Software for Silent and Live Auctions

With ReadySetAuction cloud-based auction software, you can become a fundraising auctioneer. Breeze through ReadySetAuction's easy-to-use platform to set up auctions, add and access listings, manage RSVPs, and more! From guest management to donation tracking, ReadySetAuction records and stores your auction data. Easily roll donor data from one event to the next and export to share. ReadySetAuction integrates with [Winspire](#), allowing you to reserve big-ticket items for your auction with no risk. [Learn More.](#)



# GiveCloud

## Custom-Built Websites for Nonprofits

Less than tech savvy or light on staff? No problem! GiveCloud can provide you with a beautifully designed, fully-functioning website equipped with online donation and registration forms and ticketing that sync donor and registrant information with DonorPerfect Fundraising and Donor Management System. Get started on your site today. [Learn More.](#)

# DPText

## Text-to-Give and Goal Meter Solution

Empower donors to give in a flash at your next event with DPText, an integrated text-messaging tool that's designed to effortlessly engage attendees and bring fundraising to the forefront of your festivities. DPText is accompanied by a live goal meter with a management panel that lets you add check and cash donations to your pledge meter with ease. [Learn More.](#)

# Constant Contact

## Easy-to-Use Email Marketing

Engage your supporters and track your communications' success. Create styled and text emails using over 400 design templates - no need to be a technical expert! Receive instant reporting on opens, bounce-backs, and other critical measures and collect email addresses from website visitors. [Learn More.](#)



now don't  
forget

to breathe, to mingle,  
to make new friends,  
to pose for that  
photo - and most  
importantly -

don't you dare  
forget  
to have fun.

cheers to you  
and your  
incredible cause!



 ReadySetAuction

 donorperfect  
fundraising growth platform

800-220-8111  
donorperfect.com