

Event Fundraising 101

BRIDGET L BRANDT

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Donor Experience 101

About Me



Bridget L. Brandt
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"I don't know everything,
but I'm usually right." :-)



Events

- TOP 10 THINGS YOU SHOULD KNOW
- IDEAS FOR YOUR NEXT EVENT
- THINGS TO AVOID

#10

Data is your friend!

TO IDENTIFY THE GOAL

- Every decision you make can and should be backed by data. That means you need to identify ways to quantify and learn from your efforts as a planner.
- Set your budget and stick to it



#9

Creativity is KEY

Put the time and effort into event design because experience matters. Stay creative by looking for inspiration outside of the events world. THINK FUN!

#8

FACEBOOK

If it didn't happen on Facebook, did it happen at all?

INSTAGRAM

Instagram is used by 31% of American women and 24% of men

SNAPCHAT

Make a GEOFILTER for your next event.

<http://www.socialmediaexaminer.com/how-to-create-a-snapchat-geofilter-for-your-event/>



Make a List & Check it Twice



GOOGLE DOCS

They changes my life!!!

CHECKLIST

Free---go get it.

<https://donorexperience101.com/2012/02/24/event-fundraising-best-practices-checklist/>



#6

SOFTWARE

YES, YOU NEED IT!

<http://www.capterra.com/fundraising-software/>

FREE OR ALMOST FREE

- CANVA--Design
- Buffer-Social Media
- Animoto-Videos

There is no such thing as over-communication.

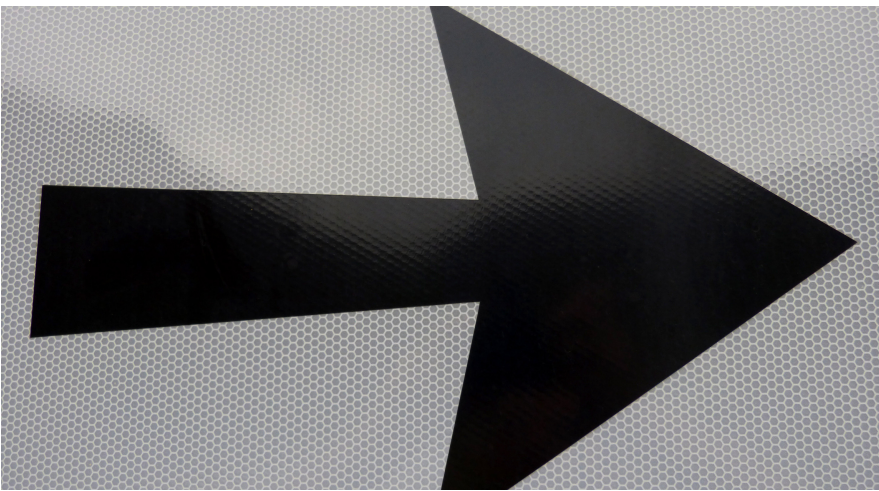
- PLAN IT
- SAY IT
- SAY IT AGAIN
- AND AGAIN...



4

Envision

ENVISION HOW YOU WANT ATTENDEES TO EXPERIENCE THE EVENT. WHAT SIGNS NEED TO BE IN PLACE TO AVOID CONFUSION? WHERE SHOULD YOU STATION STAFF? FEEL MATTERS. AND THE ONLY WAY TO ANTICIPATE HOW YOUR EVENT WILL FEEL IS TO WALK A MILE IN YOUR GUESTS' SHOES.



#3

IDEAS

IDEAS ARE EVERYWHERE

<https://articles.salsalabs.com/fundraising-event-ideas/>

Top Picks	Annual Events	K-12 Schools	College	Greek Life	Online Events
Peer-to-Peer Fundraising	Travel Raffle	Trivia Tournament	Alumni Happy Hour	Campus Carnival	Online Petition
Charity Auctions	Golf Tournament	Yard Sale	Casino Night	Pub Crawl	Jail and Bail
Giving Kiosks	5K Walk/Run	Talent Show	Variety Show	Speed Dating	Virtual Road Race
SEE ALL IDEAS	SEE ALL IDEAS	SEE ALL IDEAS	SEE ALL IDEAS	SEE ALL IDEAS	SEE ALL IDEAS

Sports Clubs	Religious	Museums	Workplaces	Tight Budgets	Advocacy
Skills Clinic	Work-a-Thon	Night at the Museum	Supervisor Rental	Guessing Games	Tree Planting
Obstacle Course	Wreaths & Wrapping	Family Fun Day	Can Collection	Weight Loss-a-Thon	World Market
Hoops for Hope	Scratch Card Sunday	Gala	Premium Parking Pass	Flash Mob	Cause Week
SEE ALL IDEAS	SEE ALL IDEAS	SEE ALL IDEAS	SEE ALL IDEAS	SEE ALL IDEAS	SEE ALL IDEAS



#2

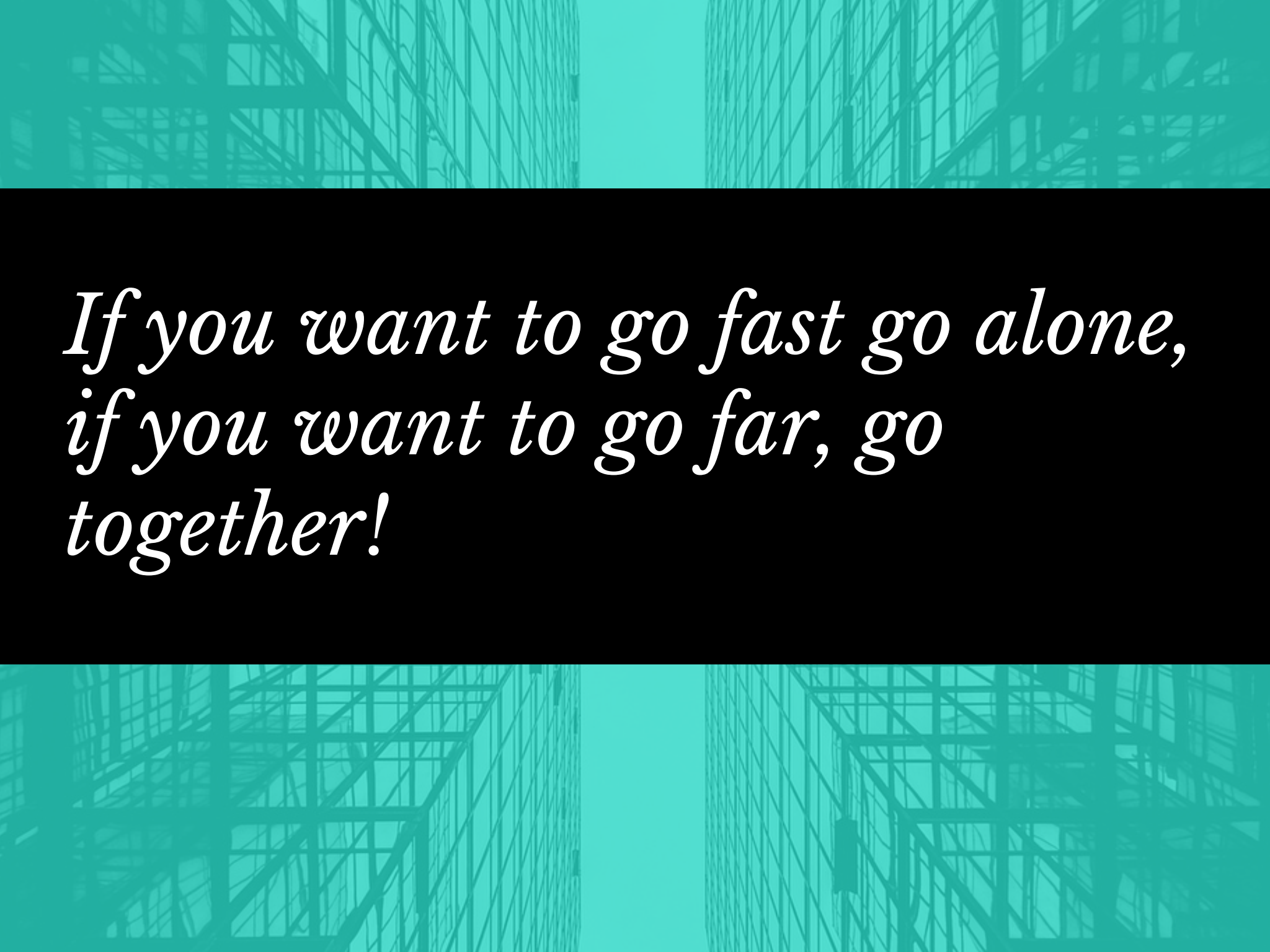
Debrief & Review

#1

THANK YOU!

- The bigger the event, the bigger the thank you.
- Always handwritten.
- Always special.
- <https://donorexperience101.com/2015/02/02/knock-it-out-of-the-park-thank-you-note/>





*If you want to go fast go alone,
if you want to go far, go
together!*



Thank You!

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