

August 19th 2021

Events, Annual Appeal, Major Gifts, Planned Gifts, Oh My!



Presenters



Kimberly Liebowitz
Connect and Grow Consulting

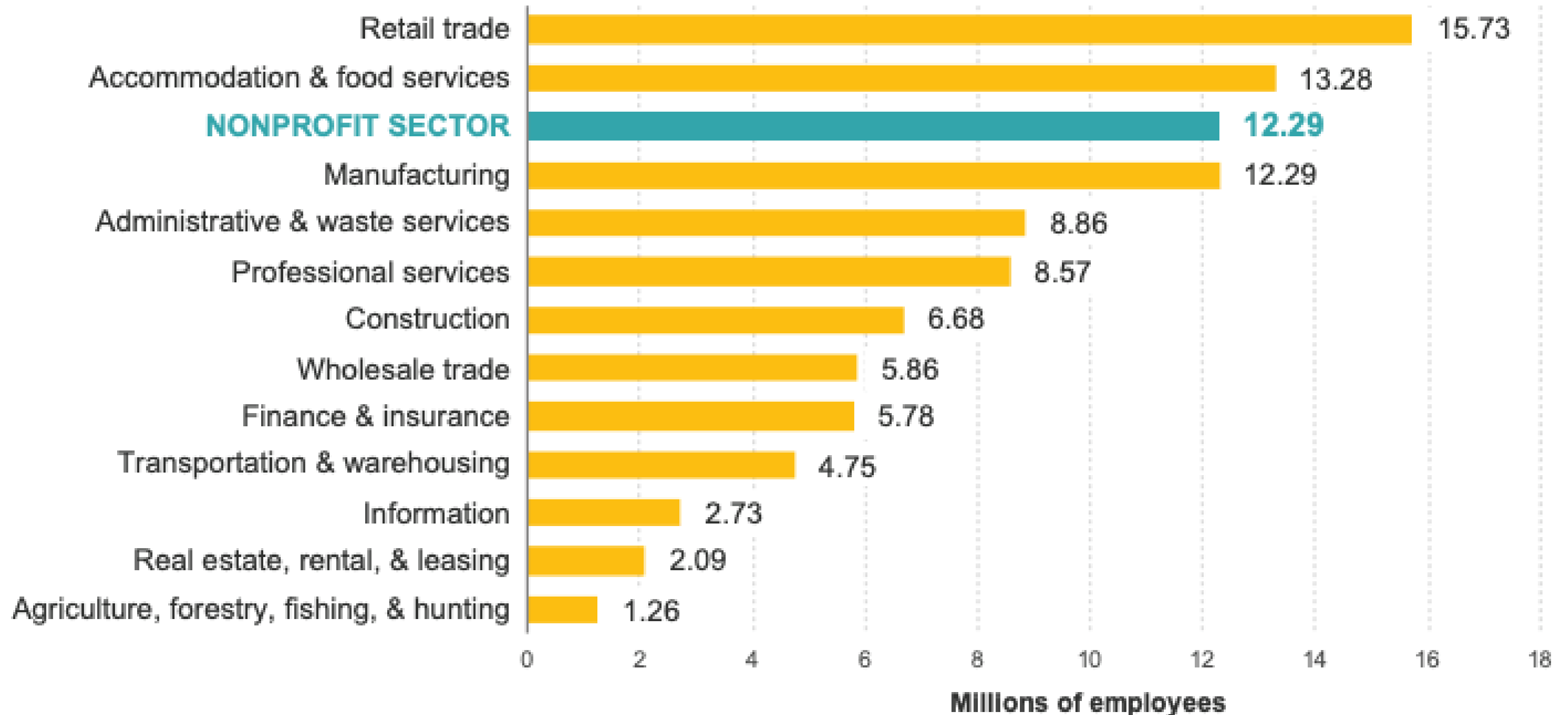


Victoria Prevatt
Good Works Consutling, LLC



Ronald Pruitt
4aGoodCause

Figure 3. Employment in nonprofits vs. key industries, 2016

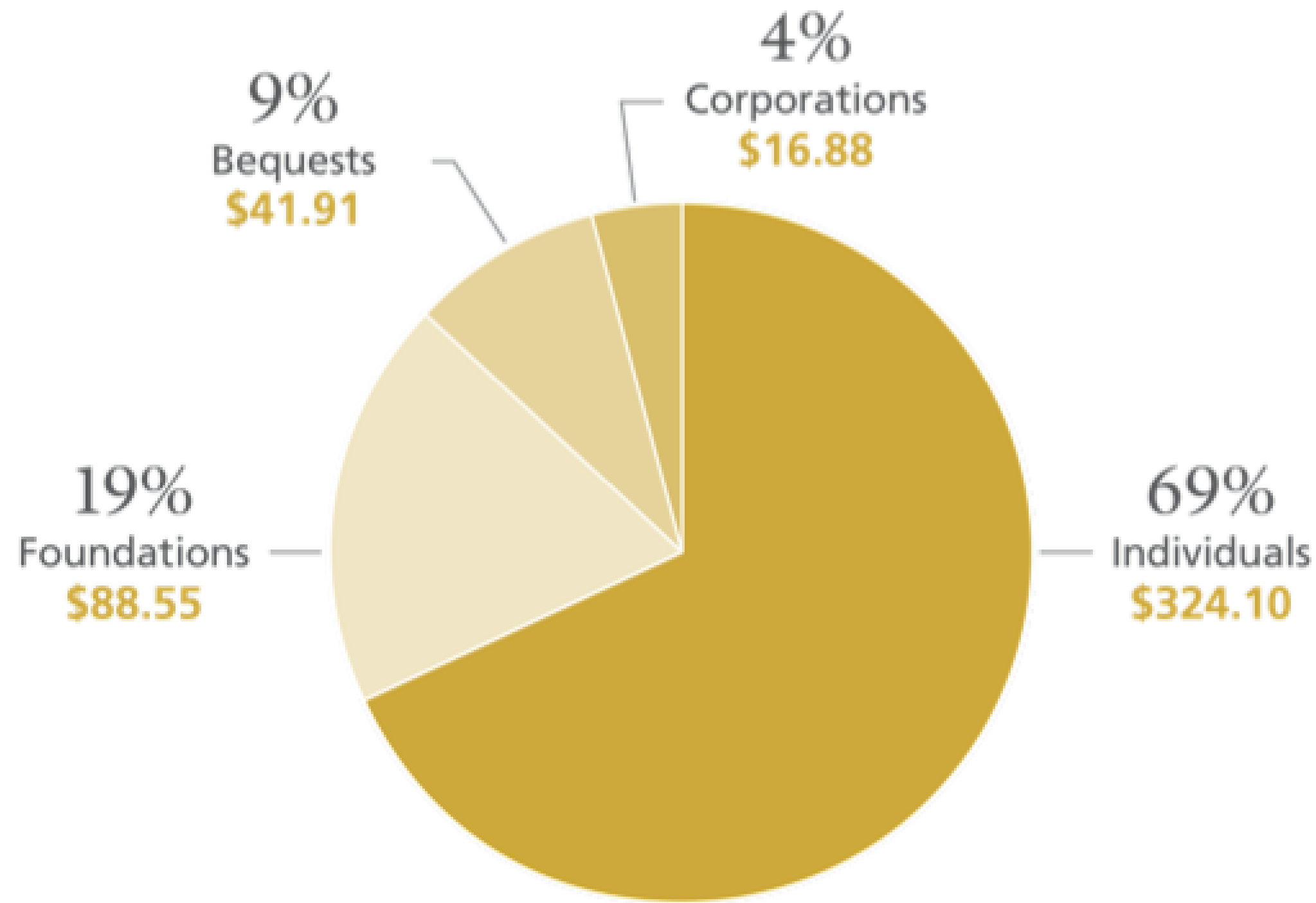


1.6 Million Nonprofits
registered with the IRS

\$471.44 Billion Given in 2020

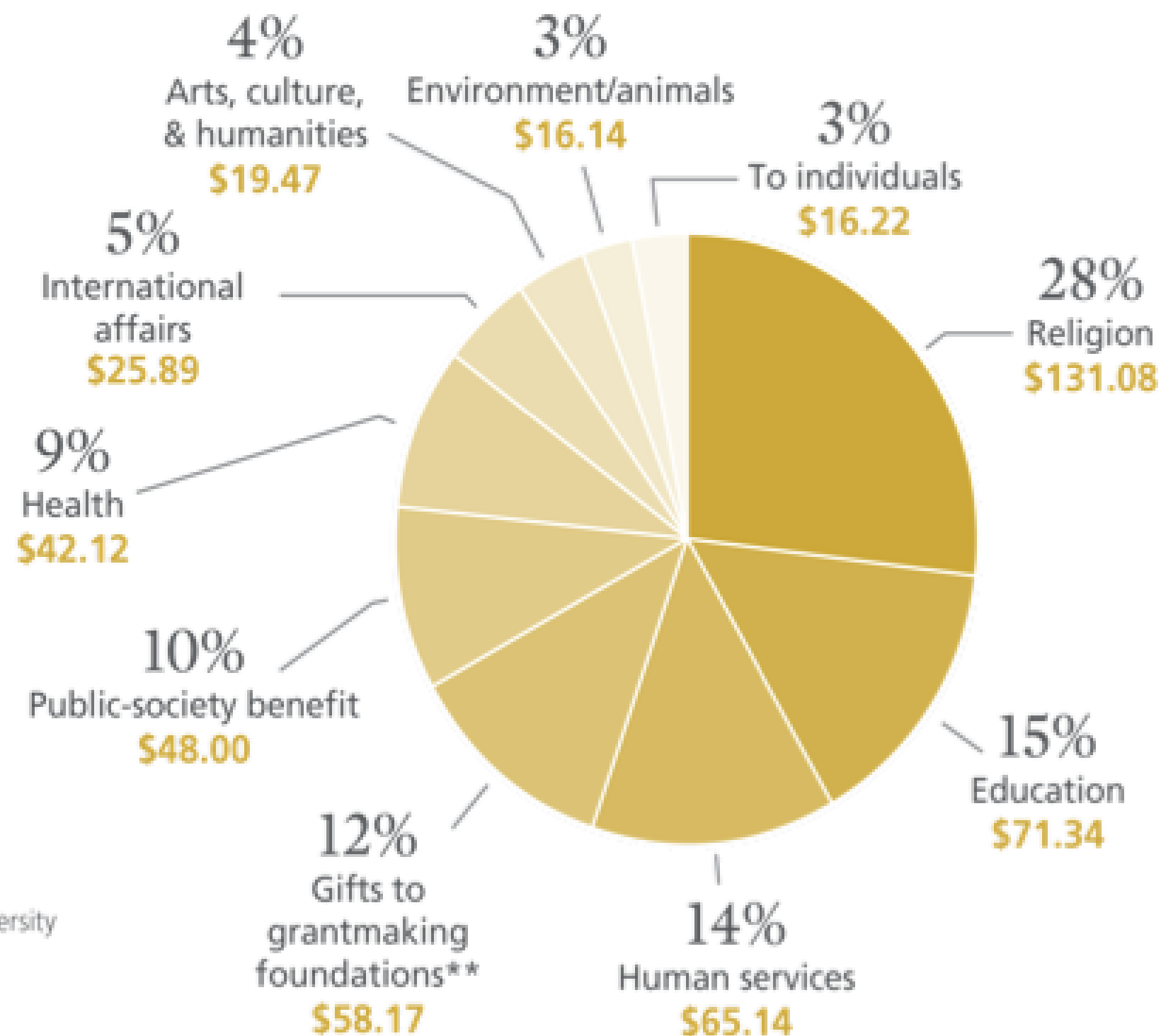
2020 contributions: \$471.44 billion by source of contributions

(in billions of dollars - all figures are rounded)



2020 contributions: \$471.44 billion by type of recipient organization*

(in billions of dollars - all figures are rounded)



* Total includes unallocated giving, which totaled -\$22.13 billion in 2020.

** Estimates developed by the Indiana University Lilly Family School of Philanthropy using data provided by Candid.

Why Host an Event?

1

Community

2

Inspiration

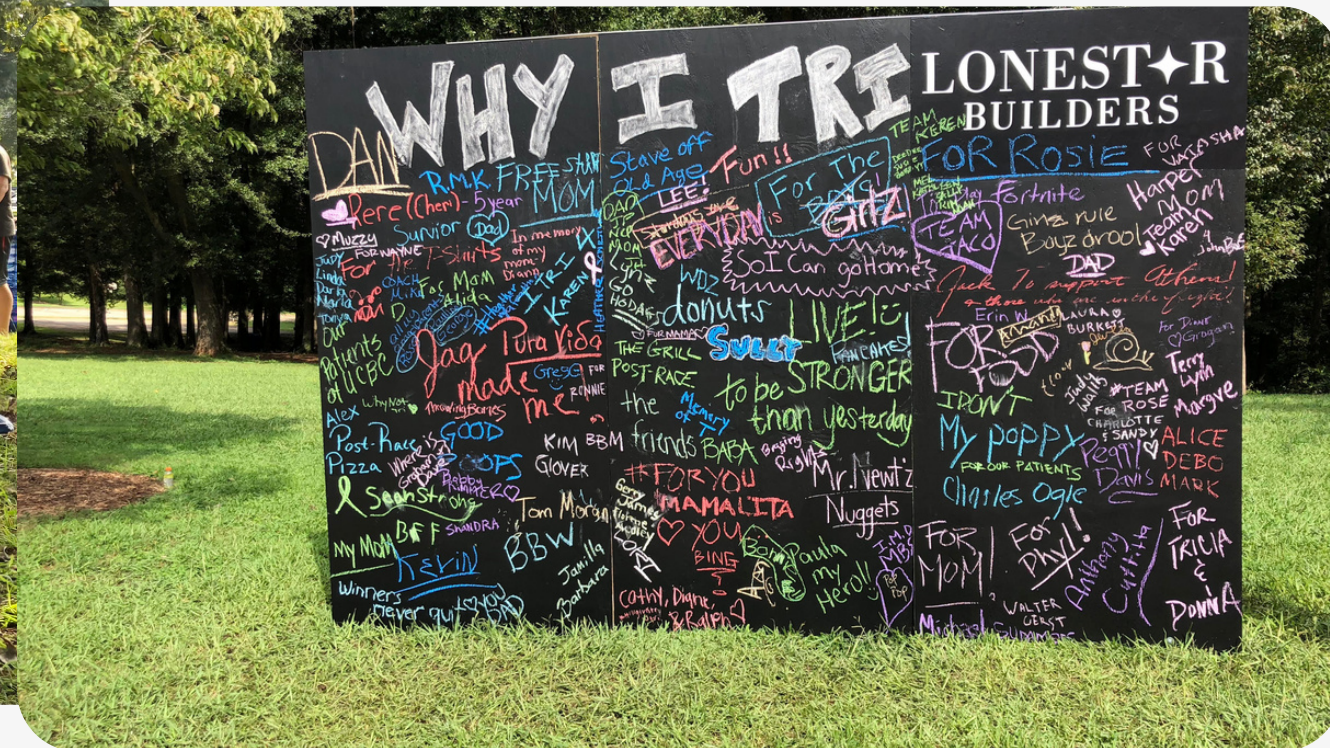
3

Fundraising



Create an experience, know your audience, share the culture of your organization with attendees

- Personal Invites
- Tour of Organization
- Mission is most important



A playhouse is a wonderful reminder that childhood should be happy and carefree – not abusive, neglectful, or traumatic. Your support will help us serve our community's most vulnerable children.



CASA-Court Appointed Special Advocates

Event Committee



1

Clearly Defined Roles

2

Timeline & Contacts

3

Checklist & Hail Mary Box

Clarify your Goal



1

What does success mean for your event?

2

Mind your costs!

3

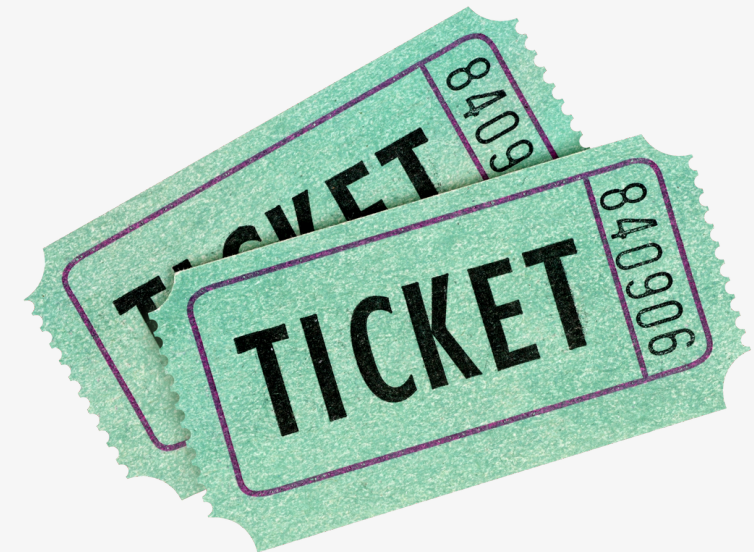
Get creative-- pick a theme!

Opportunities --- are limitless and fun!

Live and Silent
Auction

Raffle, Buyers Choice

Direct Appeal
Text to Give



Corporate Sponsors

One Ask

Deliverables and
Impact

Engagement



Corporate Sponsorship Package



LOVE \$10,000

- Most prominent logo on signage at events
- Rolling announcement at events
- Two foursomes at Golf Tournament
- Corporate item in Golf Tournament swag bag
- Logo on golf towel and/or t-shirt
- Two tables at Gala
- Company logo on Gala invitation
- Full page ad in Gala program
- Recognition at Prayer Walk and Meet & Greet with Lydia's Place board and students
- Logo on event email
- Logo on Lydia's Place website
- Newsletter feature
- Logo listed in annual report
- Logo in Oconee Enterprise thank you ad
- Social media feature (once per quarter)

HOPE \$5,000

- Prominent logo on signage at events
- Rolling announcement at events
- Two foursomes at Golf Tournament
- Corporate item in Golf Tournament swag bag
- Logo on Golf t-shirt
- One table at Gala
- Half page ad in Gala program
- Recognition at Prayer Walk and Meet & Greet with Lydia's Place board and students
- Logo on event email
- Logo on Lydia's Place website
- Newsletter feature
- Logo listed in annual report
- Logo in Oconee Enterprise thank you ad
- Social media feature

FAITH \$2,500

- Featured logo on signage at events
- Two entries at Golf Tournament
- Logo on Golf t-shirt
- Four tickets to Gala
- Quarter page ad in Gala program
- Recognition at Prayer Walk
- Logo on event email
- Logo on Lydia's Place website
- Newsletter feature
- Logo listed in annual report
- Logo in Oconee Enterprise thank you ad

GOODNESS \$1,000

- Logo on signage at events
- Two entries at Golf Tournament
- Logo on Golf t-shirt
- Two tickets to Gala
- Company name listed in Gala program
- Logo listed in annual report
- Logo in Oconee Enterprise thank you ad
- Social media feature

KINDNESS \$500

- Logo on signage at events
- Company name listed in Gala program
- Logo listed in annual report
- Logo in Oconee Enterprise thank you ad

Establish a Communication Plan

- Multichannel
- Partners
- Contest



Hybrid Event

In person and virtual

Watch party

Inclusive





Virtual Events

Why:

-Cost less - New Audience -Less Time

How:

- Good mobile platform ability to give online and track
- Engaging content
- Communication plan
- Engaging host & auction team

Post Event:



Send a survey



Review
attendee data



Cultivate!

Reflection Question:

How are you sharing your mission
at your event(s)?

**Year-End
Fundraising...
135 Days until
the end of the
year, Oh My!**



Year-End Giving



1

1/3 of charitable giving occurs in December

2

10% of charitable giving is raised in the last 3 days of the year.

3

30% of donors say they made a gift to a charity in lieu of a gift for a friend or family member

Do this TODAY:

Send a thank you!

Personal Note, Video, Phone Call

Identify Key Stakeholders and Target Audience

Know your audience

All hands on deck!

Bring the energy to
your conversations



Set Fundraising Goals and Strategy to Achieve those Goals

1

Data

2

Fundraising
Activites

3

Who, What,
When

Five Best Practices for Year-End Appeal

Tell a story



Call to action



Focus on donor



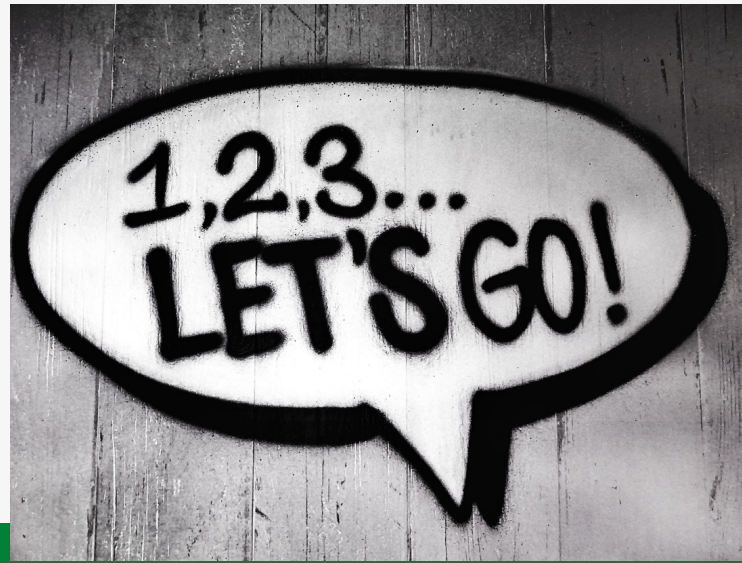
Segment out your donors and give thanks!





Multi Channel Campaign

- Website
- Social Media
- Email
- Text
- Word of Mouth



Timeline of Year End Appeal

Pt 1:

Timeline planning: September 1st

LAUNCH Direct Mailing: November 1st

Email #1 Second week of November: Thank you year in review

Calls Third week of November: Board of Directors ~ Thank you to donors

Email 2 : November 25th Thanksgiving- Gratitude

Email #2: November 30th #GivingTuesday (AM)

Email #3 Giving Tuesday- It's not too late! (PM)



Timeline of Year End Appeal Pt 2:

Email #4: 1st week of December: Personal Story, Video, Share Impact

Email #5 2nd week of December: Share a donor story

Email #6 3rd week of December : Share key volunteer story

Email #7 4th week of December: Highlights of the year

Email #8: December 30th: Personal Video, Share Impact

Email #9: December 31st: Don't forget, be a part of the future

Year-End Fundraising Calendar Plan

		Purpose	Medium	Responsible Party	Fundraising Activity/Theme	Est. Income	Other Resources/Notes
	November/Pre-Launch						
	November 12	Thank	Email	Development/Tracey	Year in Review	-	Remind donors what we have been able to do despite COVID closure of our space
	November 16	Thank	Phone	Board	Thank you call round, listen to donors		All week
	November 19	Thank	Email/Social	Development/Tracey	Year in Review	-	What we did to help our community adapt to new realities.
	November 23	Launch	Solicitation	Development/Tracey	State of the Organization	\$2,000.00	To current donors only
	November 24	Launch	Solicitation	Development/Tracey	State of the Organization	\$1,000.00	To email list, non-donors
	November 25	Launch	Solicitation	Development/Tracey	State of the Organization	\$500.00	Post State of Org to Blog, share video update from ED to social media with link to blog
	November 26	Thank	Thank	Development/Tracey	Why we're grateful for you	-	What our community has done for us this year, soft ask
	Week 1						
	December 1	GIVING TUESDAY	Email & Social	Development/Tracey	We're still ready to grow	\$4,000.00	Mention gift match
	December 2	Engagement	Social	Marketing/Kyle	Patron Story	-	"Sherrie's Story"
	December 3	Engagement	Social	Marketing/Kyle	Capital Campaign buildout update/photos	-	
	December 4	Engagement	Social	Marketing/Kyle	Impact stats	-	Engagement with our virtual programs
	December 5	Engagement	Social	Marketing/Kyle	Patron Story	-	"Kevin's Story"
	December 6	Engagement	Social	Volunteers	Social media ambassadors - share content	-	Promote sharing with campaign hashtag
	December 7	Ask	Email & Social	Development/Tracey	Supporting us will help the community grow back stronger; arts as economic driver	\$1,000.00	

New Year Cultivation

Thank You Video

Social Media Posts

Compile Impact and
Results



Reflection question:

What story do you plan to share in
your annual appeal?