



Special Events The Why and How

February 24, 2022

A person wearing a grey blazer and dark top is holding a rectangular black sign with a light-colored wooden frame. The sign is held up with both hands, positioned in front of a red brick wall. The word 'WELCOME' is written on the sign in a white, bold, sans-serif font. The entire scene is set against a solid blue background.

WELCOME

Presenters



Kimberly Liebowitz
Connect and Grow Consulting



Victoria Prevatt
Good Works Consulting, LLC

Today's Sessions

Session I: Why have a special event? How to host an event that engages donors for a lifetime.

Session II: Why have major donor giving program? Steps to build a successful major gifts program, how to identify major donors for your organization.

Session III: What is an annual giving program and why do you need one? How to conduct a successful annual giving program including examples of how to develop a plan and calendar.



1.6 Million Nonprofits
registered with the IRS

\$471.44 Billion Given in 2020

Most nonprofits are small and community-based, serving local needs:

92% spend less than \$1 million annually

88% spend less than \$500,000

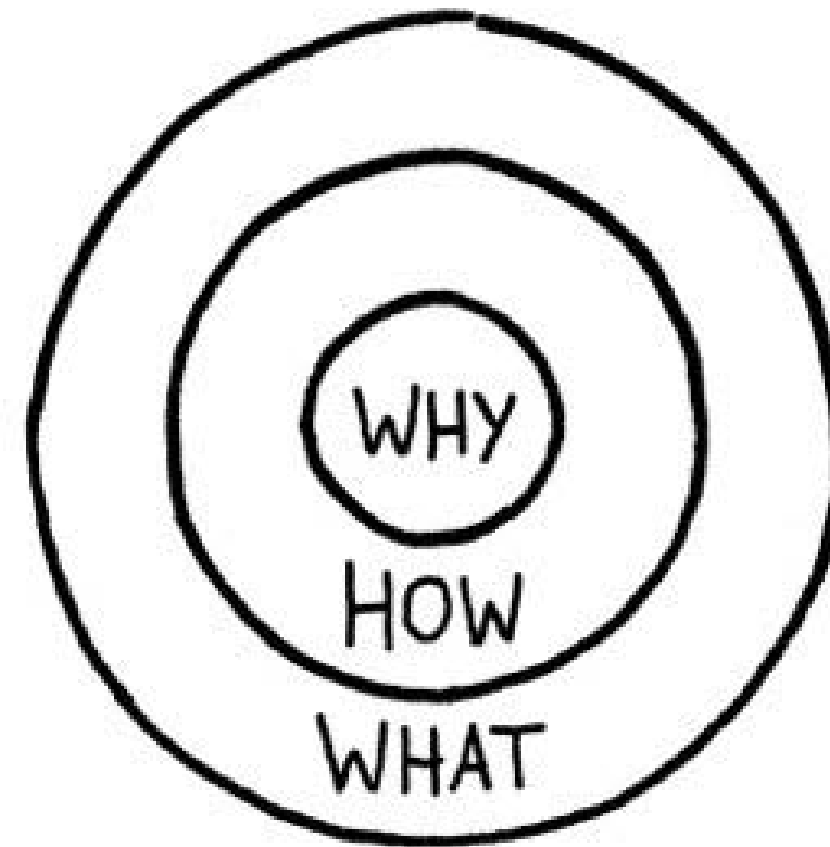




why?

Simon Sinek: Start with Why

The Golden Circle



© 2013 Simon Sinek, Inc.

What

Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

How

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

Why

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. It's a purpose, cause or belief. It's the very reason your organization exists.

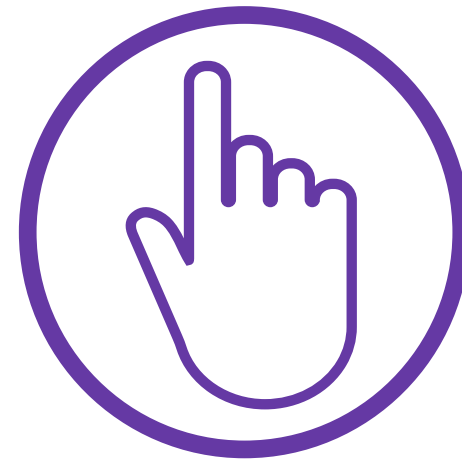
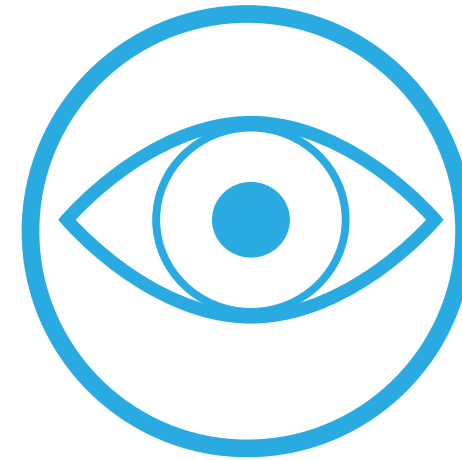
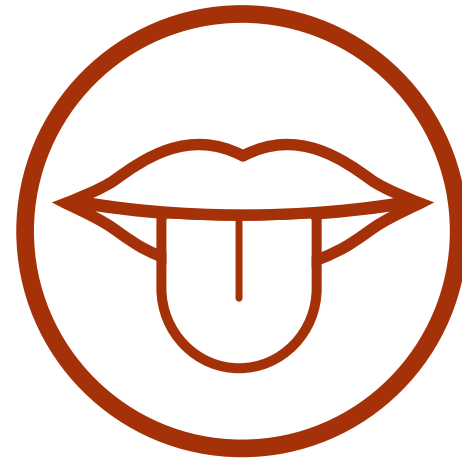
Why Host an Event?



1. Experience
2. Awareness
3. Community
4. Appreciation
5. Fundraise
6. Celebrate
7. Launch
8. Special Announcement
9. Educate / Inform
10. And the list goes on ...

Your Mission, Vision + Values

Brought to Life



A Tale of Two Events

Event One



Event Two



the takeaway:

start with mission, vision, values

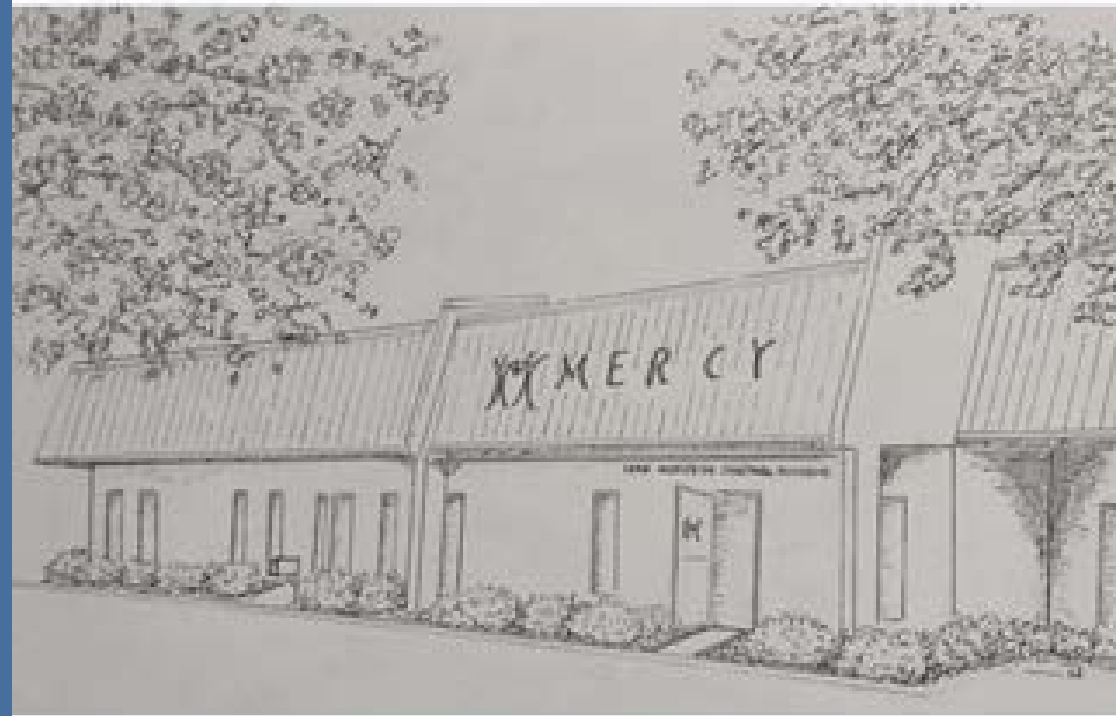
write down the "why"

create a mood board

have fun



Invites you to our Open House

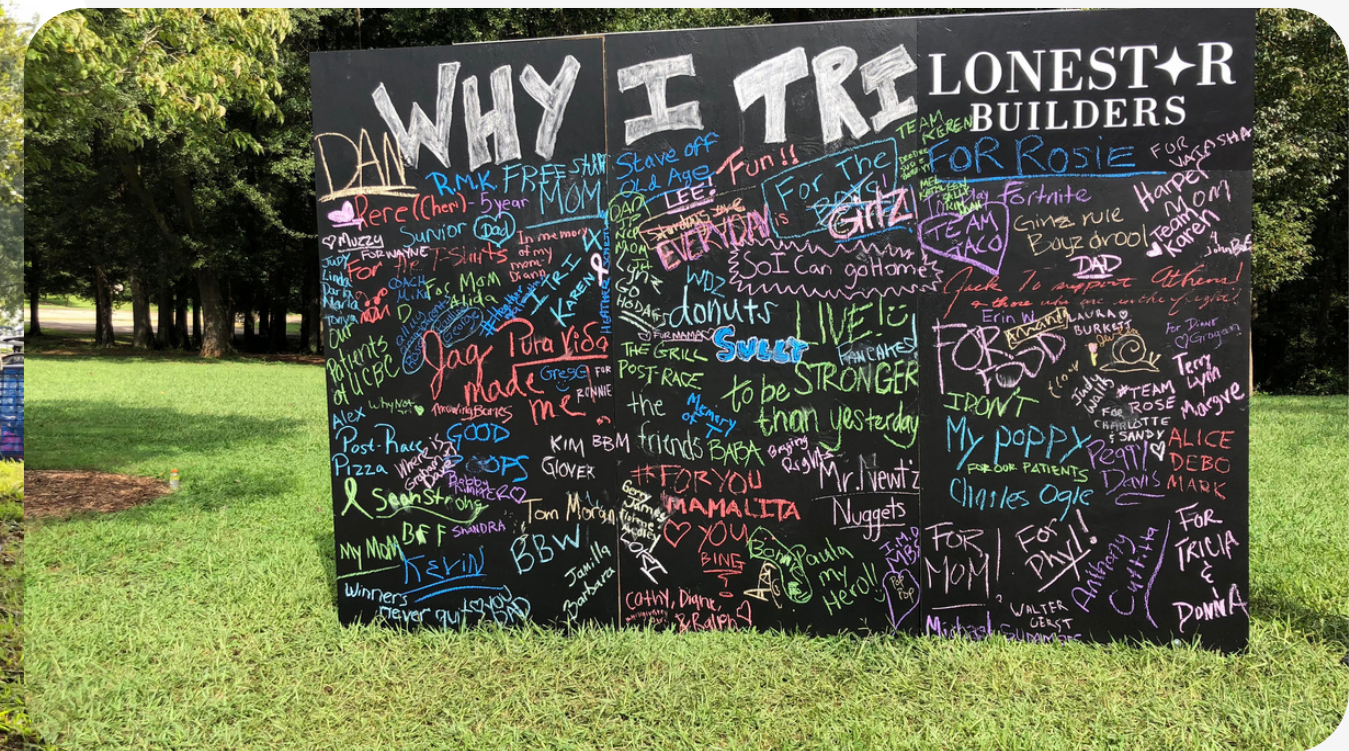


Come see the heart and soul of Mercy

Wednesday, November 17th
700 Oglethorpe Ave C7, Athens, GA 30606

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

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



Tour



1 Details- who,
what, when

2 Three Stops



3 Fact, Story, Need



Event Committee



1 Clearly Defined Roles, Involve your Board of Directors and Leadership team

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!

Corporate Sponsors

One Ask

Deliverables and
Impact

Engagement



Corporate Sponsorship Package

 SPONSORSHIP LEVELS				
LOVE \$10,000 <ul style="list-style-type: none"> • 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) • Impact report 	HOPE \$5,000 <ul style="list-style-type: none"> • 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 (twice per year) • Impact report 	FAITH \$2,500 <ul style="list-style-type: none"> • 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 • Social media feature 	GOODNESS \$1,000 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Logo on signage at events • Company name listed in Gala program • Logo listed in annual report • Logo in Oconee Enterprise thank you ad

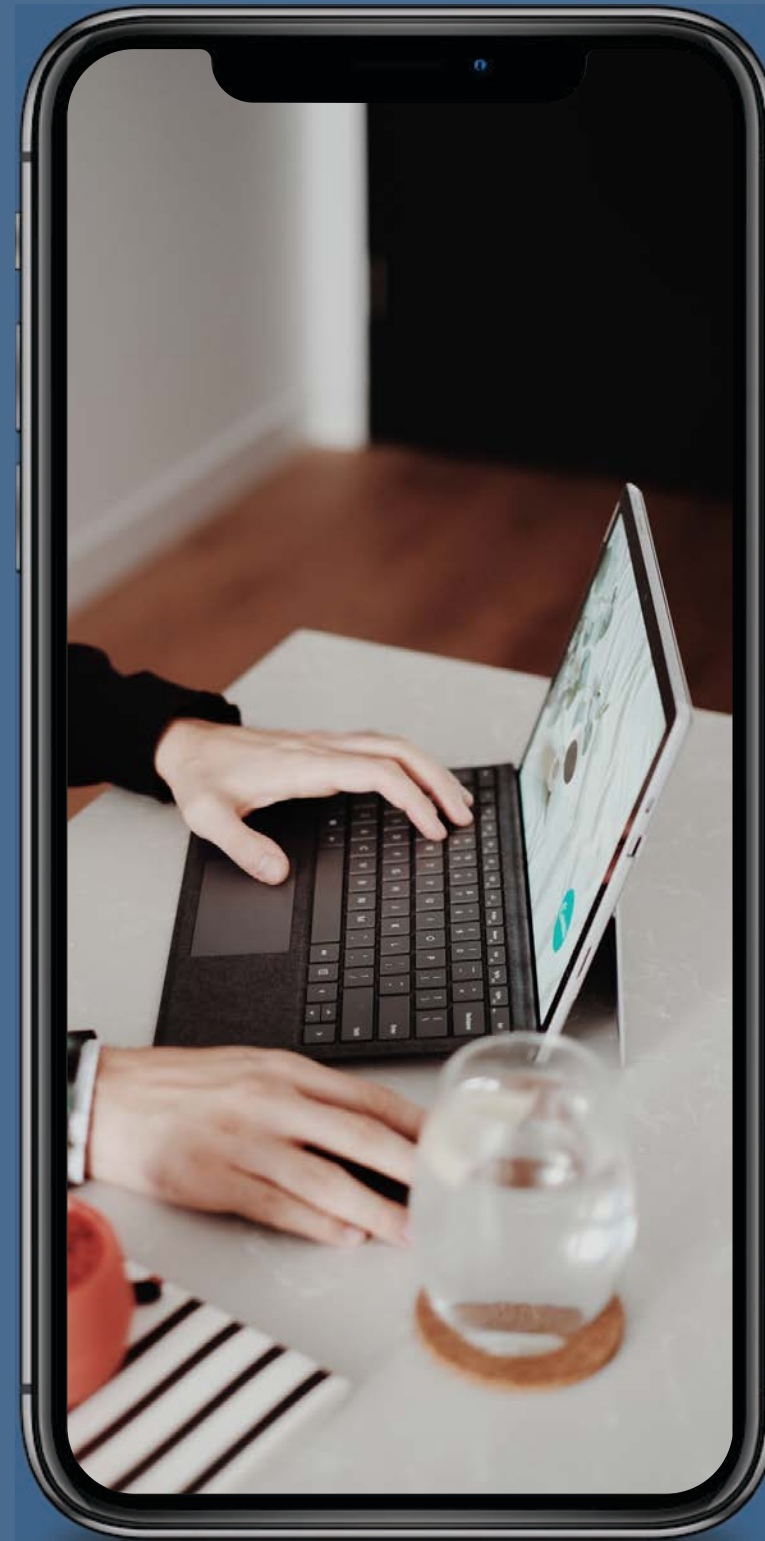


Corporate Sponsorship Program | 2022

https://issuu.com/mercyhc/docs/mhc_sponsorbro_2022_final_issuu

Establish a Communication Plan

- Multichannel
- Partners
- Contest



Post Event:



Celebrate!



Send a survey
Review
attendee date



Cultivate!



Thank you for coming.

What did you think?

Listen.

Is there any way you could see yourself becoming involved with our organization?

Is there anyone else you think we should invite?

Donor Appreciation Event

Feel good event

Know your donor

Program



Reflection Question:

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

Reflection Question:

How do you get feedback about an event ?

Reflection Question:

Sound board on!

Contact Us



SCAN ME



Kimberly Liebowitz
Connect and Grow Consulting
Connectandgrowga@gmail.com



Victoria Prevatt
Good Works Consulting, LLC
Victoria@experiencegoodworks.com



SCAN ME