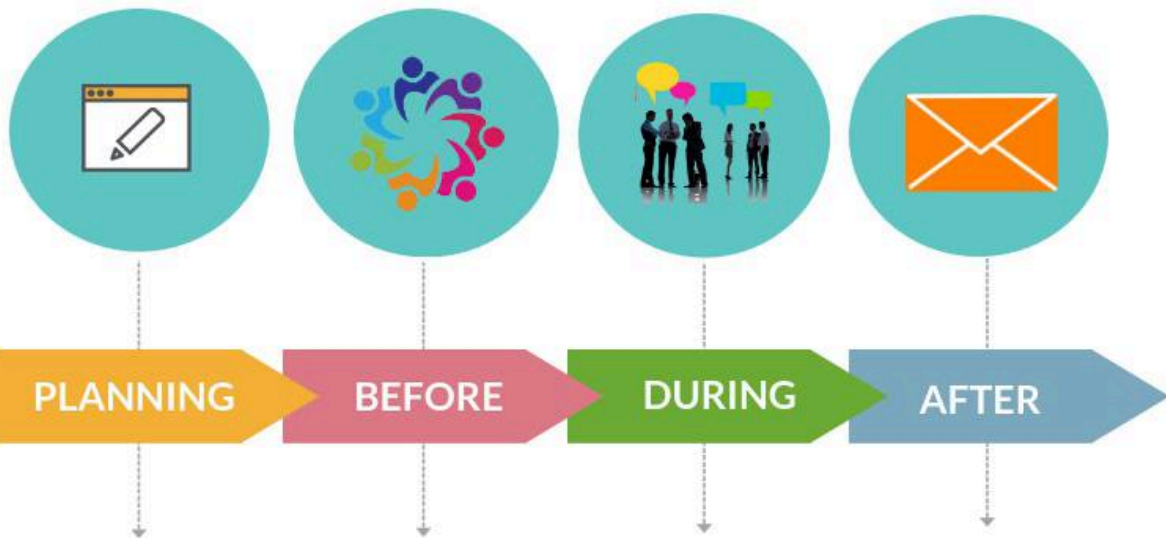


MAXIMIZING YOUR EVENTS



Consider for Overall Planning

- What is the objective of your event?
- Are you incorporating the mission? How?
- In what format will you share your mission?
- How does the event weave into your overall annual fund development plan?
- What time of year is the best for your constituents?

Action Items Before the Event

- What is the role of the event committee?
- Consider "inviting *new friends*" as a committee responsibility
- Extend personal invitations or follow up phone calls/emails to invitees
- Designate a handful of attendees that each committee member and development staff will connect with during the event

During the Event

- Ensure a touch-point with attendees
- Be sure they know the layout of the event and how they can support your programs right NOW at the event
- Highlight when and where you will be sharing more about your mission or programming and *why* you invited them to participate today/tonight.
- Plant the seed (*pun intended*) for a follow up after the event

Follow Up After the Event

- Don't forget to thank attendees! (In addition to sponsors, in-kind donors, and volunteers)
 - Identify a clear next step to further the relationship with attendees
- IDEAS FOR NEXT STEPS:
- 1:1 conversations
 - Behind-the-scenes tours
 - Group informational sessions
 - Volunteer Drive
 - AND MUCH MORE!

