



The 5 P's That Make a Successful Event

Presented by: Shellie Speer

Tuesday, February 20 | 2:00-3:00 p.m. ET



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions



A little housekeeping...

We're recording this webinar!



All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!

Feel free to ask questions!



Use the Questions chat box to ask your questions. We will have a Q&A session at the end of the presentation.



Put relationships at the heart of your fundraising.

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- + Attract new donors to support your cause and leave lasting impressions throughout their giving experience.
- + Level up your fundraising results and unlock future giving potential by unifying your donor data and tools.
- + Build meaningful relationships with deeper donor insights and time saving tools.





The background features a dark blue gradient with several out-of-focus, glowing yellow and orange circular lights. A large, soft teal bokeh light is visible on the left side. The text is centered and rendered in a bold, sans-serif font.

PROFITABLE EVENTS

ENSURING YOUR EVENTS MAKE MONEY, NOT JUST FRIENDS



Dani Cluff

CHANNEL MARKETING COORDINATOR

PROFITABLE EVENTS

ENSURING YOUR EVENTS MAKE MONEY, NOT JUST FRIENDS



Shellie Speer-Burnett
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PROFITABLE EVENTS

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01

PURPOSE

02

PLANNING

03

PROSPECTING

04

PARTNERSHIPS

05

PERFORMANCE

THE 5 P'S

of Event Success



20YEARS!

01

PURPOSE



20YEARS!

01

PURPOSE

Fundraise **or** Friendraise?



20YEARS!

01

PURPOSE

Fundraise **or Friendraise?**

**1. Is your goal to make money
or raise awareness?**

2. Determine type of event



20YEARS!

01

PURPOSE

Types of Events



Community-wide

- **“-Athons”**
- **Motorcycle rallies**
- **Golf tournaments**
- **Auctions**



20 YEARS!

01

PURPOSE

Types of Events



Outside the organization

**Others hold event – you are simply
the recipient of funds raised**



20YEARS!

01

PURPOSE

Types of Events



Testimonials

- **Tribute/awards banquets**
- **Specific events created for male or female donors**
- **Think outside the box**



20 YEARS!

01

PURPOSE

Fundraise **or Friendraise?**

3. Establish goals

- Don't use a dartboard approach
- \$\$ + # of people
- # of people + \$\$

4. Stay focused



20YEARS!

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20YEARS!

02

PLANNING



20YEARS!

02

PLANNING

Start Early

Pick a date

- Don't be random
- If an annual event, be consistent



20YEARS!

02

PLANNING

Start Early

Determine your timeline

- For pre-event / during event



20YEARS!

02

PLANNING

Start Early

Prepare the details



20YEARS!

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20YEARS!

03

PROSPECTING



20YEARS!

03

PROSPECTING

Cultivating

- People attend **events for many reasons**
- Perfect opportunity **to share**
- Seize the chance **to cultivate**



20YEARS!

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20YEARS!

04

PARTNERSHIPS



20YEARS!

Select media partner



04

PARTNERSHIPS



20YEARS!

Solicit sponsors



04

PARTNERSHIPS



20YEARS!

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20YEARS!

05

PERFORMANCE



20YEARS!



Evaluate



- What went well?
- What can be improved?

05

PERFORMANCE



20YEARS!



Calculate Results

- Gross income vs. expenses
- Net income & overall ROI
- New prospects & partnerships
- Staff hours
- Worth repeating?

05

PERFORMANCE



20YEARS!



Celebrate

05

PERFORMANCE



20YEARS!

SUMMARY

- **Events play an important role in the fundraising mix**
- **Always consider others to do events for you**

SUMMARY

- **Money or Awareness • Pick one + focus**
- **Provide opportunities for prospects, volunteers & building relationships**
- **Follow up – evaluate and thank**



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This webinar program qualifies for 1 point of continuing education toward maintaining the Certified Fundraising Executive Management (CFRE) credential.