

Goals for a Successful Special Event

1. Publicity. The press can give you positive publicity, but you can also receive it from guests at your events.
2. Visibility. Do people in your community know who you are and what you do?
3. Rewarding donors and volunteers. Recognition
4. Motivating your Board, donors, and large supports, and recruiting volunteers.
5. Collaborating with other organizations.
6. Raising money from those that would not otherwise give.

10 Steps to a Successful Event

- 1) Select an event that meets your agency's capabilities.
 - a Is the event you chose appropriate? A beer bash may attract a new audience, but is not appropriate in raising money for an alcohol recovery program.
 - b Does the event promote your image? Remember two of the most important reasons for an event are publicity and visibility.
 - c Can you afford the front money for this event? Events can be expensive to pull off before you've brought in a dime.
- 2) Think the entire event out. Create an organization chart, decide on its components, and supply contingency options.
- 3) Develop a Publicity Plan.
- 4) Select and brief the "key players." Should your event have a committee? The leadership committee should be reduced to 5-7 people or meetings in and of themselves will be events. The committee should put together the "what, when, and who."
- 5) Develop a budget and the materials list.
- 6) Plan the work and work the plan. Never assume anything; follow up and follow up again; handle each detail completely.
- 7) Update all your players.
- 8) Collect all your money. (Of course!)
- 9) Thank all of your volunteers and staff.
- 10) Critique your special event. How much money did you make? How much time and money did it take? How many new contacts did you acquire? How much visibility did you get?