



**Community
Legal Centres
Queensland**

Snakes and Ladders of Fundraising Events

How can you be a winner?

NACLC Conference 2017

This Session

- Focus on **Fundraising** Events – there can be other reasons for holding events
- How do we decide to run an event?
- How can we ensure that an event meets our fundraising goals?
- How do we plan for the risks and not just rely on chance?

Find your small group of 4 activity

Find your fundraising event word partner. Then find other pairs with the same fundraising event. Introduce yourselves!



THINK, PAIR, SHARE

- Think of a fundraising event you attended
 - Not your organisation's event
 - Can be low key (footy club sausage sizzle) or gala (dinner, ball)
- Why did you decide to go?
- What was the most enjoyable/least enjoyable aspect of the event?
- Did you donate any money, other than a ticket price?
- Have you continued to engage with the organisation after the event?
- If so, how? If not, why not?

What makes a successful fundraising event?

- Event format was driven by the organisation's purpose and mission and reflected the organisation's values
- There were clear goals for the event that drove the event analysis
- There was an audience development plan to make sure the right people were in the room
- There were compelling, scripted and well-rehearsed speakers and solicitors of donations

What makes a successful fundraising event?

- Strong customer service before, during and after the event
- Net revenue overall and net revenue raised per guest is increasing by 10% each year the event is held
- Strong post event plan that included prompt stewardship and engagement of donors from the event – developing ongoing donors/supporters
- The event complimented other fundraising goals

How to assess the success of an event

- Return on investment (ROI) is the basis on which to assess the success of the **fundraising** purpose of the event
- Metrics to consider:
 - Number of people who chose to attend the event but chose not to give
 - Percentage of new donors that gave
 - Were any new major donors acquired
 - Average size of donations
 - Net revenue raised per guest
 - Conversion of new donors to ongoing donors
 - Percentage of audience that were invited by current donors
 - Percentage of expenses covered by sponsors and ticket price
 - The rate of retention of an audience from year to year
 - Overall revenue raised

When is it time to change an event?

- Net revenue per guest has not increased by 10%
- Individual giving/donation is not exceeding transactional revenue (ticket sales, raffle tickets, auctions)
- Event is not serving long term fundraising goals eg. growing the donor base by 10%

Events don't need to be big – small events (house parties, brown bag lunches at the office, wine tastings) can enable a CLC to get their supporters better and how they like to engage with the service.

Planning an event

Purpose of the event

Ensure that the event focuses on one part of the fundraising cycle and that guests are aware of your purpose

Ensure that your purpose is clear in any communications about the event such as the invitation

Cultivation – introducing the mission of the CLC and deepen the relationship with potential supporters

Solicitation – asking for a gift/donation

Stewardship – acknowledge and thank

Audience

- Who are you trying to reach? New supporters, existing supporters
- Are there any draw card attendees that will help to tap into the intended audience
- Can current supporters bring 2-3 new guests to introduce them to the CLC?
- The audience is a group with which you can have an ongoing relationship

Host

- An ambassador
- An influencer
- A donor
- A decision maker

Timing

- Who are you trying to attract to your event and generally what time of day do these people get together to socialize
- What other events are happening at that time of year

Theme

- Focused around an important day in the CLC calendar
- The amount of interaction between guests
- The impression you want participants to have of your organization
- The amount of time you want to devote to formal presentations.
- Your budget

Sponsorship

- A win-win opportunity. Your CLC gets cash and you give them access to your market
- Sponsors can be people you already do business with or a group who want to do business with you
- Think about what return you can give them on their investment
- In-kind support
- Make sure they are compatible with your mission and values.

Marketing/Communications Plan

- Posters
- Postcards
- Websites – yours or similar organisations
- 'What's on' websites
- Enewsletter
- Media releases
- Social media posts - paid adverts and pre-written posts
- Email signatures
- Direct mail
- Paid adverts in publications
- Community announcements on radio
- Banners on your building

Key Message – Cultivation purpose

- Telegraph this purpose in your invitation to the event – “come and learn about the important work....”
- Don’t overwhelm with what your CLC does
- Emphasise the community’s needs and opportunities
- Illustrate your mission through client stories or testimonials
- End with a clear call to action, but not an ask eg. meet the staff, tour of the office, join a newsletter list

Key message – Solicitation purpose

- Telegraph this purpose in your invitation people to the event – “An opportunity to make a personally meaningful gift...”
- Articulate a compelling community need – not simply your CLC’s need
- Show how philanthropy can solve the problem – be specific about the problem you are trying to solve
- The ask should come from someone respected, preferably the host or an existing donor who can articulate why they give – Call to action

Key Message – Stewardship purpose

- Telegraph this purpose in your invitation to the event – “express our gratitude and show how you have made a difference....”
- Remind donors that they are your inner circle by updating them on what their generosity has accomplished
- End with a clear call to action that is not an ask eg. support our next event, read our blog about our success stories, share our annual report

Call to Action

- Consistent with the purpose of the event:

Cultivation

- sign up for our newsletter
- like our facebook page
- provide your business card

Solicitation

- A monthly \$100 donation means that we can help.....
- Make a bid at the auction...
- Limit transactional revenue if possible eg. raffle tickets

Stewardship

- Visit our “open office” day and meet the staff

Information to capture from guests

- Ask guests to fill out a follow-up card which includes:
 - Contact details
 - Identify ways the guest is interested in staying involved:
 - Join mailing list
 - Tour of the office – could be a “virtual tour”
 - Making a gift
 - Hosting a party or event
 - Volunteering
 - Attending the next event

Follow-up plan

- The amount of follow-up you can undertake might determine the size/type of event – can you realistically follow-up 300 people in a meaningful way?
- Within a week of the event ensure each guest receives a personal and prompt follow-up eg. phone call, thank you letter, handwritten card.
- Follow-up with how your guest wants to stay connected to your CLC

Plan a fundraising event

Small group work to develop a plan for a fundraising event

Here's one we prepared earlier

A cultivation event for pro bono firms and lawyers for
Queensland CLCs



Questions



**Community
Legal Centres
Queensland**

Thank you.

Community Legal Centres Queensland Inc.

PO Box 119, Stones Corner QLD 4120

Tel: 07 3392 0092

admin@communitylegalqld.org.au

www.communitylegalqld.org.au