

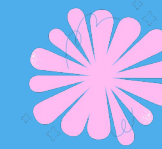


WHO TOOK THE "FUN" OUT OF FUNDRAISING??

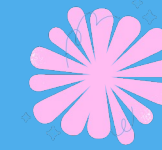
Crystal Scanio, CFRE, CEFL
President and CEO
Irving Schools Foundation

WISCONSIN POLICE TRAINING SCHOOLS FUNDATION

TODAY'S AGENDA



Understand the Importance of Events



5 Event Planning Tips:



How to Build a Successful Committee



How to Build a Brand



How to Stretch Every Dollar



How to Develop a Timeline



How to Secure Loyal Sponsors/Donors



CASE STUDY

WHY EVENTS ARE SO IMPORTANT

THE COMMITTEE



HOW TO BUILD A BRAND FOR YOUR EVENT



Do your research- what does your community want?



Remain consistent- same time of year



Build the momentum- social media, pre-parties, sneak peeks



Solicit supporters/attendees/committee members that will talk it up



Create a catchy logo and theme- make it memorable



SAVE THE DATE for the SIXTH ANNUAL
IRVING SCHOOLS FOUNDATION

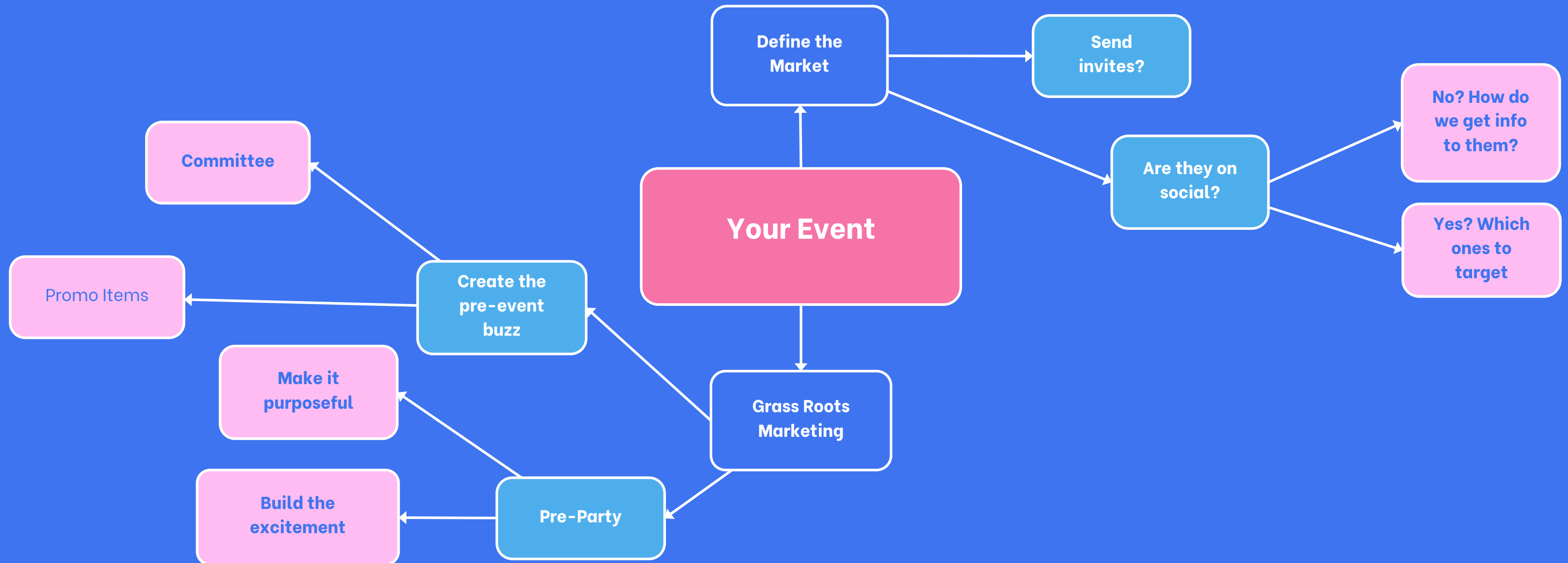
LEGACY GALA
FROM RUSSIA WITH LOVE
LIFE ON THE ORIENT EXPRESS

Friday, November 18, 2016
Four Seasons Resort and Club Dallas at Las Colinas

For more information: 972-600-5018
irvingschoolsfoundation.org
isf@irvingsisd.net



TOOLS TO HELP YOU CRAFT A MARKETING STRATEGY FOR YOUR EVENT



DEVELOPING A SOLID BUDGET

Get quotes early and always over estimate costs

Budget for staff time- consider outsourcing

Over-project expenses and under-project revenue

“Back into” your revenue: how many tables do you need to sell?

ASK for in-kind donations and track them

If at first you don't succeed...try try again. Within reason...



TOOLS TO HELP YOU RAISE MORE FUNDS

Live Auction

Silent Auction

Online Auction

Raffles






Celebrity Servers

Call from the Heart

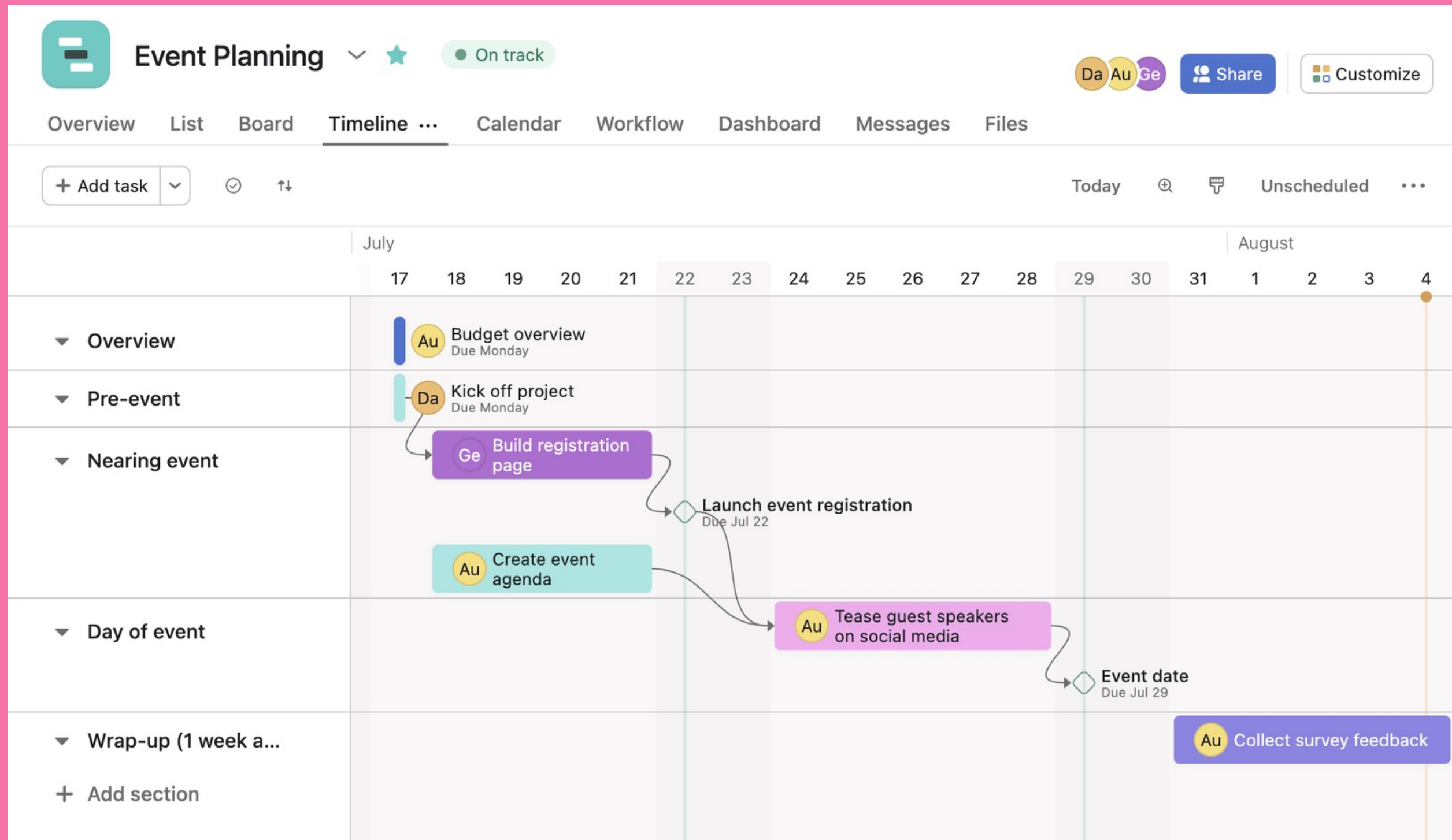
Ads in your program

Games: casino, \$100 draw, heads or tails

DEVELOPING YOUR TIMELINE

Event Checklist	Point Person	Status
Select Venue	Adriana	
Develop a budget	Beth	
Secure AV and Entertainment	Chad	
Create Marketing Pieces	Crystal	
Solicit Sponsors	Christina	

TOOLS TO HELP YOU WITH YOUR TIMELINE



TOOLS TO HELP YOU ATTRACT SPONSORS

KNOW WHAT SPONSORS WANT.

- ★ Generate sales and leads
- ★ Build relationships
- ★ Reward staff members with a non-work event
- ★ Align with a great cause
- ★ Build their brand awareness- sponsors love exclusivity!

TOOLS TO HELP YOU ATTRACT SPONSORS

BUILD A SPONSORSHIP TEAM

- ★ Hold a brainstorming session
- ★ Determine who is best to make the ask
- ★ Develop the marketing materials- create sponsorship levels
- ★ Schedule “call sessions” to follow up
- ★ Make your pitch short and to the point

TOOLS TO HELP YOU ATTRACT SPONSORS

STEWARDSHIP

- ★ Follow up after you make your pitch
- ★ Cultivate the relationship via communication before, during and after event
- ★ Always give your sponsors the publicity you promised
- ★ Provide a follow up summary/photos/impact report
- ★ Don't go overboard on sponsor gifts





SUCCESS!

THANK YOU!

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Irving Schools Foundation

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