



Special Events

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Purpose of course

- Learn how to organize and plan a special event.
- Topics include: creating a theme, planning event and budget, encouraging community involvement, and evaluation.



Pre-show

- Set goals
- Create budget
- Plan event



Goal Setting

- What is the goal of the event?
 1. Raise money?
 2. Generate new volunteers for organization?
 3. Increase public awareness of organization?
 4. Raise attention to cause?



Goal setting

- Be clear about:
 1. Your purpose in sponsoring the event
 2. Your targeted audience
 3. Your organizations' resources

- Make your goals SMARTER: Specific, Measurable, Attainable, Realistic, Time bound, Evaluated, Reviewed



Picking an event

- Audience participation events
- Food and drink
- Holiday and special occasion
- Merchandise
- Entertainment
- Athletic event
- Non-events



Creating a Theme

- Aim to relate the activity to complement the activities and programs of your organization.
- Review to determine if theme is appropriate to your mission.
- www.fundraising-ideas.org



Budget

- Income: sponsorships, ticket sales, concessions
- Expenses: entertainment, advertising, invitations, supplies
- Evaluate what can be donated versus bought. (door prizes, food, printing costs)



Details

- Set date, time and location
- Planning committee
- Logistics-set timeline, deadlines
- Entertainment
- Publicity
- Food, drinks, decorations
- “Tie down” meeting



Show Time

- Set up
- Registration
- Staffing & responsibilities
- The Money Ask
- Have fun
- Clean up



Post Show

- Evaluation
- Follow-up using programs and door prize drawing information
- Thank you