

Funding Information Center--Special Events Panel--October 13, 2009

Lerii F. Smith, CFRE—President, Project Partners, Inc.

What *is* Working in This Economy; Managing Successful Events

Ten Key Considerations

1. Events with a *purpose*. Now is the time to evaluate just that.
2. Events designed to build relationships and boost long-term organizational goals, not short-sided goals.
3. Events that are *not* all about the staff, but instead are heavily led by committed volunteers with specific, *professional staff support*--job descriptions, organizational charts, expectations and structure, where volunteers are in a position to be very successful and move up in the event and organization's leadership.
4. Events and events leadership that celebrates *every dollar* contributed; this year—every dollar *retained*.
5. Events that create a “default” level of support, where a “no” can become a “yes” and the relationship can be created or maintained. Events that really listen to their donors.
6. Events that increase their in-kind support, and cut all unnecessary expenses.
7. Events that are uniquely tied to their mission.
8. Events that excel with their sponsorship benefit fulfillment.
9. Events that provide timely, personal “thank you’s” to volunteers, sponsors, guests, donors.
10. Events and events staff that *follow through* with database development and appropriate follow up on relationship building and donor development.