

and Territorial Domestic Violence Coalitions

Presented by Stephanie Alston Lead Events Producer - Do Good Events

September 15, 2021



EVENTS 101

The why, how, who, what, and when of event planning in 2021.

A quick guide to planning and producing non-profit events in a rapidly shifting landscape.



COALITION RULES

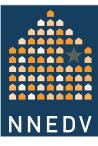
Be sure to check with your Coalition membership to ensure your event and fundraising activities do not compete or hinder members' program or fundraising activities.

Many Coalitions have policies that prohibit or prevent certain types of fundraising activities or require specific steps to be taken before launching a fundraising event. This is to be sure that the event does not directly compete with an event or fund development strategy that their local member programs has undertaken. Some Coalitions have policies about sharing revenue with local programs when the Coalition holds an event in their community. Other Coalitions have policies about promoting the local agency's direct services and providing them with a set number of complementary tickets to events or including their ED as a speaker at the program. Coalitions have developed protocol about reaching out to their member programs 6 - 12 months in advance, to ensure that the Coalition is not scheduling events on dates, or in locations that would present issues/conflicts for the local programs.

Event Production Framework

- 1. Why do an Event
- 2. How to Plan an Event
- 3. Who is Needed: Roles & Responsibilities
- 4. What Type of Event to Host
- 5. Developing An Event Budget
- 6. Event Sponsorship Benefits
- 7. Fundraising
- 8. When to Plan an Event
- 9. COVID-19 Safety Guidelines
- 10. Conclusions

WHY DO AN EVENT



WHY?

Before diving into planning your organization's event, start with this basic set of questions:

- Why do we want to have an event?
- How do events fit into our larger development strategy?
- What are the desired outcomes?
- Are we planning a one-off or an annual event?

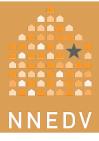
Whether you are just starting out or approaching your fiftieth anniversary, these questions are all relevant.

Events can serve many purposes, including:

- Raising funds consider a goal of \$2 to \$3 raised for each dollar spent
- Raising your profile
- Launching new programs
- Increasing your membership or donor base
- Bringing your allies, partners, and supporters together

Which of these are most important to you?

HOW TO PLAN AN EVENT



HOW?

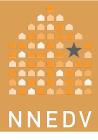
Now that you've determined why you want to have an event, you'll want to figure out how.

Start by determining what resources your organization has in order to plan an event, and what is needed such as staffing, budget, sponsor prospects, etc..

The resources required to plan an event include a combination of the following:

- Time
- Money (please see Budget examples on Slides #31-34)
- Volunteer and Board support
- Community and Business support

Remember the old saying "Good, cheap, fast: Pick two." The same can be said about event planning. Events require resources, whether they are paid for, pro bono, or in-kind. Start by taking stock of what you have in order to make your event happen.

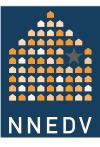


HOW?

Diversity, Equity, and Inclusion (DEI)

- Event materials and marketing photos should include diverse representation of different genders and ethnicities.
- The Venue needs to be ADA compliant and/or have structural modifications in place to welcome those who are differently-abled including, but not limited, to walkways and entrances, restrooms, table placement, seating assignment, etc.
- Restrooms should have a Gender-Neutral option and you can often create your own signage for this.
- Consider giving guests the option to include their preferred pronoun/s on nametags.
- Pay attention to using any gendered color palettes, i.e., pink for women and blue for men.
- Consider any language access needs and budget for translation, ASL or closed captioning.

WHO IS NEEDED TO PLAN AN **EVENT**



WHO?

So, who makes this magic happen?

Events are a collective and heavy lift and require a clear understanding of roles and responsibilities. While there are many iterations of event teams, below are key roles that must be held by one or more individuals.

- a. **Project Manager** manages timeline & budget, oversees other roles on the team.
 - i. This can be an internal team member, or this role can be held by an external event producer.
 - ii. This person makes sure the trains are running on time.

a. Event Producer | Logistics Manager

- i. This is often an external event producer but can also be an internal team member who has capacity and skills in event planning.
- ii. They will manage the venue and vendors, in addition to managing the production timeline.

b. Communications

- Develops & design collateral assets.
- ii. Manages outreach to public and guests to promote the event & ticket sales.
- iii. Press releases and press advisory.
- iv. Scripting for internal speakers and treatment for video assets.



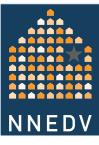
WHO?

d. Development Team

- i. Develops sponsorship strategy.
- ii. Steward and solicits major donors, corporate and institutional partners.
- iii. Determine day-of fundraising strategy.
- iv. Committees to help promote the event & secure sponsorships and ticket sales.
- v. Guest management tracking and seating.
- Board > fundraising responsibility, a member can be part of the program.
- Host > ambassadors for the event who have a financial give or get goal.

e. Co-Chairs | Host Committee

- The "ambassadors" of the event who often help drive fundraising and event theme / planning.
- ii. Co-chairs often have a speaking role at events.
- iii. The Host Committee is your ambassador team who is excited about your organization and the event and is tasked with a "give or get" goal.
 - 1. The first and most important role of the Host Committee is **to sell tickets / get donations for the event**. It's important to state specific roles and expectations. Consider scheduling 2 check-in calls with the committee to update them on event specifics to excite them & help track their progress in selling tickets or getting donations.



WHO?

f. Board of Directors

i. Organizations should have a 100% board participation goal for events. The Board should participate in fundraising / ticket sales.

g. Program Development

i. Curate run of show and book talent/speakers; design any multimedia content; implement day-of fundraising approach.

h. Other:

- 1. Volunteer Outreach & Management
- 2. Day-of Staffing
- 3. Registration Manager
- 4. Technical Director

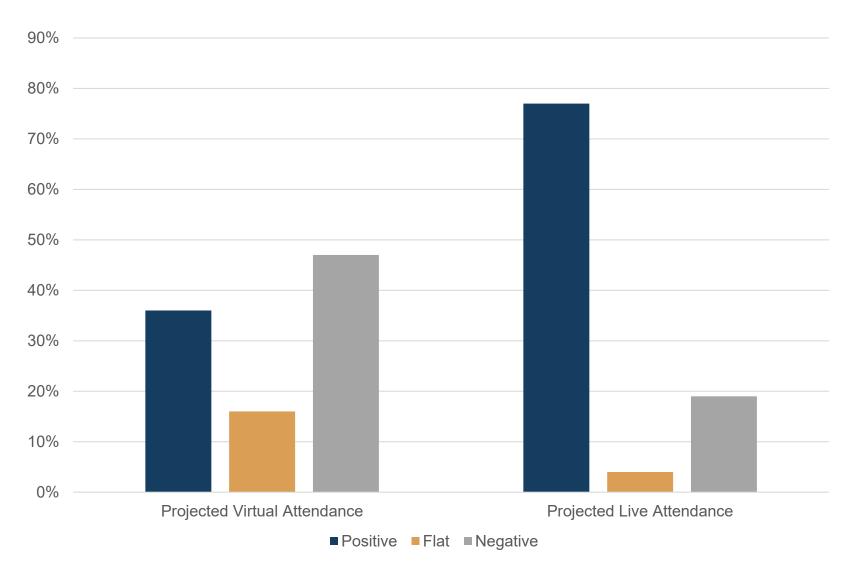
WHAT TYPE OF EVENT

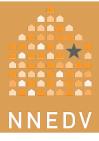


Event Attendance Forecast

ATTENDANCE FORECASTS
THE PERCENTAGE OF
RESPONDENTS ANTICIPATING
FAVORABLE LIVE ATTENDANCE
OVER THE NEXT 12 MONTHS IS
ALSO AT AN ALL-TIME HIGH,
WHILE VIRTUAL ATTENDANCE
PROJECTIONS CONTINUE TO
DECLINE.

FOR COMPARISON, LAST SUMMER, 87% OF RESPONDENTS INDICATED FAVORABLE VIRTUAL ATTENDANCE TO COME.





WHAT type of event do you want to host?

There are several different event formats to choose from.

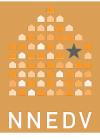
- 1. First, determine what type of event format best fits your budget and time resources.
- 2. **Second**, consider your organization's history hosting events.

When hosting your first live event, a two-hour reception-style event is a great format to start with because they can be the most cost effective and provide guests with enough programming for continued engagement.

For a few samples of reception-style event formats and program schedules, see <u>HERE</u> and on <u>Slides #19-23</u>.

Other event types to consider are:

- Breakfast
- Lunch
- Gala Dinner
- Awards Ceremony
- Virtual Event



1. Breakfast -> This format can be short & sweet, very cost effective and works well for a guest list of busy executives. Keep total timing to 2 hours with a sit-down breakfast and program.

Timeline:

7:30 am - Check In

7:45 am - Breakfast service begins, plates are cleared

8:15 am - Program begins

8:45 am - Checkout

9:15 am - Event Concludes

2. Luncheon -> This format is similar to Breakfast and works well for a busy crowd and shorter program with total timing 2-2.5 hours.

Timeline:

11:30 am - Check In, Short Reception

12:00 pm - Program begins with welcome, and maybe a short 2

to 3-minute sizzle reel video

12:05 pm - Lunch Service begins, guests eat, plates are cleared

12:35 pm - Program resumes

1:00 pm - Checkout

1:30 pm - Event Concludes



3. Gala Dinner -> Sit-down dinners generally start with a reception, are longer in duration (3-4 hours) and can be more costly. This is a great format for providing networking opportunities, more program content, and live/silent auctions.

Timeline:

6:00 pm - Check-in & Reception Begins

7:00 pm - Program begins with welcome, & maybe a short

2 to

3-minute sizzle reel video

7:05 pm - Dinner Service Begins, guests eat, plates are

cleared, (dessert is served)

7:45 pm - Program Resumes

8:30 pm - Program Concludes, Checkout begins, (Dessert

reception begins)

9:00 pm - Event Concludes

4. Awards Ceremony -> Hosting an Awards Ceremony as part of your program is a great way to recruit speakers and capture the attention of potential new donors. You can incorporate Awards into any of the event formats aforementioned or host only an Awards Ceremony lasting less than 1 hour.

Timeline:

5:00 pm - Check-in Begins

5:45 pm - Awards Ceremony begins

6:30 pm - Awards Ceremony ends (guests mingle, can

provide a beverage & bite reception)

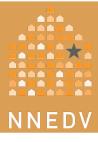
7:00 pm - Event Concludes



5. Virtual Events -> Virtual events have many merits such as they can expand an organization's exposure by providing greater access to more people and making content available for longer. They can also be more cost effective as you don't need to spend money on venue, food and beverage and rentals. For sample program formats for virtual programs, including impact stores, guest speakers, panel discussions and virtual VIP receptions, see HERE and on Slides #25-28.

Key considerations for virtual events are:

- How will you engage guests during the event? E.g., live chat, poll widgets, text-to-give
- Which, if any, portions will be live?
- Will you charge people to view? If so, you will need a private online platform to which you give registered guests access. Do you want to upload to the internet for free viewing after the event?
- How long will content live online?
- Do you have media releases from all speakers and permission from talent/artists to post online?



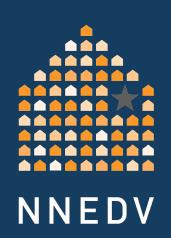
Awards

Incorporating an Award into your program is a great way to:

- 1. Highlight those who have contributed to your organization and/or cause,
- 2. Feature recognizable names/corporate sponsors,
- 3. Inspire greater interest in the event from those who may be new to the organization,
- 4. Generate additional revenue by recruiting partner organizations, colleagues, friends, and family.

Keynote Speaker

Be strategic about how the speaker sets the tone of the event. They should be able to capture the essence of your event and be able to highlight it to your audience during a short period of time. This can be done in many ways, such as through motivational or inspirational elements, storytelling, or theatrical performances. Depending on your organization's event focus, one or more of these elements can be appropriate in the keynote speech.



RECEPTION EVENTS & PROGRAM FORMAT EXAMPLES



Reception with Standing Program [20 minutes or less]

Events with no seating for guests need to keep the speaking program at **20 minutes or less** in order to hold guests' attention and move them to giving before they tire of standing in one place.

Pros: short time commitment, guests come straight from work, can fit more people in the room, less expensive, great way to introduce new people to your organization.

Cons: have less sponsorship opportunities to sell, less incentive for donors to commit to bring guests, program must be dynamic to hold guests' attention, less options for telling your organization's story, some guests really do need a chair to sit so be sure to have some chairs available.

Sample Schedule #1

TIME	WHAT	DESCRIPTION			
6:00 PM	Guest Arrival	Guest arrival -> Passed hors d'oeuvres + wine, beer, and 1 specialty cocktail named by your organization.			
6:45 PM	Program Announcement	Announcement: "The Program will begin in 5 minutes, so grab a drink and a bite."			
6:50 PM	Preparation for Program	Turn off music; lower/adjust lighting; Bars close; Food service ceases; Use chimes to quiet people; Announce first speaker/artis			
6:55 PM	Artist or Video Opener: 3-4 minutes	Start the Program with a musical performance or poem or video - (to get people's attention - preferably lights in room are lowered and program is on a lit stage/riser (<i>Could even have musical performance move through the crowd & end up on stage</i>)			
7:00 PM	Speaker 1: 3 minutes (390 words)	Thank/comment on Performer; Welcome guests & state why we're here tonight (Your organization's overview, campaign, need etc); Introduce the next Speaker (<i>This first speaker could be a Board Member, an Emcee, etc</i>).			
7:03 PM	Speaker 2: 5 minutes (650 words)	Provides a deeper understanding of the organization's work via a story about how clients are served/goals are archived or introduces a video showcasing the work of your organization, the clients served, and why this work matters to everyone in the room (<i>This speaker could be the Executive Director, Program Director, etc</i>).			
7:08 PM	Speaker 3: 5 minutes (650 words)	Testimonial by a client or partner emphasizing the impact of your organization's work. This is a heartfelt moment.			
7:12 PM	Fundraising Ask: Speaker 1 + Supporting Speaker: 5 minutes	Thank Speaker 3 and highlight how their story exemplifies work and impact of your organization; Supporting speaker begins the Ask -> why your support is needed; explain how fundraising tonight will work (text-give; auction; envelopes); Facilitate ask & explain types of work activities that each level of donation can support.			
7:17 PM	Speaker 1: 2 minutes	Thank you & Goodbye. Note how much has been raised if available, checkout.			
7:20 PM	Program Over	Bar + food service resumes with a sweet bite offered; Lights up; Background music on or have musical act perform again; Guests mingle, checkout & depart.			
8:00 PM	Event Over	23			



Reception with Seated Program [20+ minutes]

This format is similar to the reception program with standing room only. The program with seating for most or all guests will enable a longer program format and less guest distraction. You can also feature a keynote speaker or Awardee.

Pros: seats can be reserved/sold in advance at a higher ticket price, generating more revenue, more time to tell your organization's story in dynamic ways, can feature a more well-known name as the keynote speaker, minimal guest time commitment, guests come straight from work, it's less expensive, and a great way to introduce new people to your organization.

Cons: minimal sponsorship opportunities to sell and less options for telling your organization's story.

Sample Schedule #2

TIME	WHAT	DESCRIPTION			
6:00 PM	Guest Arrival	Guest arrival -> Passed hors d'oeuvres + wine, beer, and 1 specialty cocktail named by your organization.			
6:45 PM	Program Announcement	Announcement: "The Program will begin in 15 minutes, so please find your seats." Use of chimes & staff/volunteer wayfinders/ushers to move petheir seats.			
6:55 PM	Preparation for Program	Turn off music; lower/adjust lighting; Bars close; Food service ceases; Use chimes to quiet people; Announce first speaker/artist.			
7:00 PM	Artist or Video Opener: 3-4 minutes	Start the Program with a musical performance or poem or video - (to get people's attention - preferably lights in room are lowered and program is on a lit stage/riser (<i>Could even have musical performance move through the crowd & end up on stage</i>).			
7:03 PM	Speaker 1 (Emcee): 3 minutes 390 words	Thank/comment on Performer; Welcome guests & state why we're here tonight (your organization overview, campaign, needs, etc.); Introduce the next Speaker (<i>This first speaker could be a Board Member, an Emcee, etc</i>).			
7:06 PM	Speaker 2, 5 min (650 words)	Provides a deeper understanding of your organization's work via a story about how clients are served/goals are archived or introduces a video showcasing the work of your organization, the clients served, and why this work matters to everyone in the room (<i>This speaker could be the Executive Director, Program Director, etc</i>). Introduces the next speaker.			
7:11 PM	Speaker 3: 5 min (650 words)	Testimonial by a client or partner emphasizing the impact of NNEDV's work. This is a heartfelt moment.			
7:16 PM	Emcee Transition: 2 minutes	Rejoinders of previous 2 speakers; Introduces the Fundraising Ask			
7:18 PM	Fundraising Ask: Speaker 1 + Supporting Speaker: 5 minutes	Thank Speaker 3 and highlight how their story exemplifies work and impact of NNEDV; Supporting speaker begins the Ask -> Why your support is needed; Explains how fundraising tonight will work (text-give; auction; envelopes); Facilitates ask & explain types of work activities that each level of donation can support.			
7:23 PM	Emcee transition to Keynote/Awardee: 2 minutes	Rejoinder of the Fundraising Ask; Introduces Keynote Speaker / Awardee			
7:25 PM	Keynote Speaker/Awardee/Fireside Chat: 10 minutes	Recognizable name speaks on topic to expand understanding and impact of your organization's work			
7:35 PM	Emcee: 2 minutes	Thank you & Goodbye. Note how much money has been raised, if available. Note the Checkout process at Registration.			
7:37 PM	Program Over	Bar + food service resumes with a sweet bite offered; Lights are turned back up; Background music on or have musical act perform again; Guests minale_checkout & depart			

IN-PERSON EVENTS



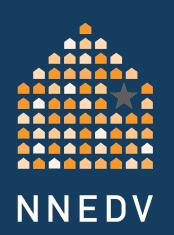




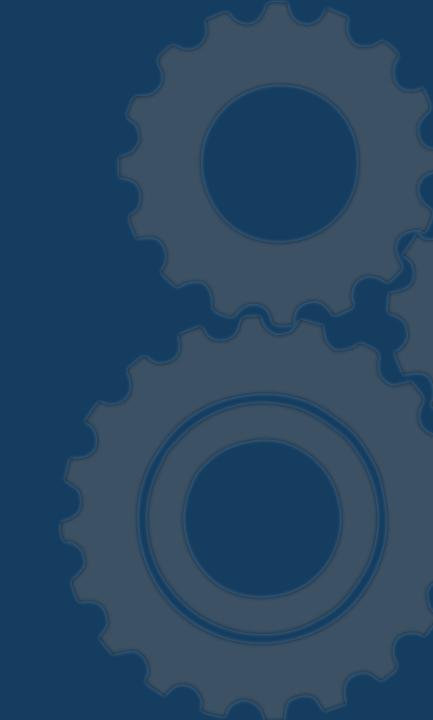








VIRTUAL EVENT PROGRAM EXAMPLES



SAMPLE Run of Show Virtual Program

TIME	WHAT	wнo	LENGTH	PRODUCTIVE APPROACH	FORMAT	SCRIPT NEEDED?	STATUS ACTION ITEMS
3:30 PM	Curated VIP rooms with star hosts		0:30:00	Curated live Zoom webinar	LIVE	Moderation Plan needed	
3:45 PM	Pre-Event Slideshow		0:15:00	Photo montage + speaker highlights + countdown		NO	
PROGRAM							
4:00 PM	Land Acknowledgement		0:01:00	Scrolling text with voiceover	PRE-RECORD	YES	
4:01 PM	TALENT: opening entertainment (Amanda Gorman, Alice Walker and Naima Penniman)	Poet	0:05:00	Pre-record provided by Artist	PRE-RECORD	NO	
4:06 PM	Sizzle Reel Video	Video	0:02:00	Existing promo video	PRE-RECORD	YES	
4:08 PM	Opening Remarks + Intro next segments	Emcee	0:02:00	Virtual Studio OR film on set with 1-2 camera angles	PRE-RECORD	YES	
4:10 PM	Introduce Speaker	Emcee Board Member	0:01:00	Virtual Studio OR film on set with 1-2 camera angles	PRE-RECORD	YES	
4:11 PM	Programs, New & Emerging Voices / Actions / Campaigns	President	0:03:00	Virtual Studio OR film on set with 1-2 camera angles	PRE-RECORD	YES	
4:14 PM	Partner / Campaign #1	Staff Partner	0:01:00	Virtual Studio OR film on set with 1-2 camera angles	PRE-RECORD	YES	
4:15 PM	Impact Testimonial	Partner #1	0:02:00	Virtual Studio	PRE-RECORD	YES (prompts)	
4:17 PM	Partner / Campaign #2	Staff Partner	0:01:00	Virtual Studio OR film on set with 1-2 camera angles	PRE-RECORD	YES	
4:18 PM	Impact Testimonial	Partner #2	0:02:00	Virtual Studio	PRE-RECORD	YES (prompts)	8
4·20 PM	Partner / Campaian #3	Staff I Partner	0.01.00	Virtual Studio OR film on set with 1-2 camera	PRF-RFCORD	VFS	

SAMPLE Run of Show Virtual Program (ctd.)

TIME	WHAT	WHO	LENGTH	PRODUCTIVE APPROACH	FORMAT	SCRIPT NEEDED?	STATUS ACTION ITEMS
4:23 PM	FUNDRAISING ASK	Emcee + Community Liaison	0:30:00	Film on set with 1-2 camera angles	PRE-RECORD	YES	
4:26 PM	TALENT Entertainment		0:04:00	Artist provides	PRE-RECORD	NO	
4:30 PM	Emcee Transition remarks	Emcee	0:01:00	Film on set with 1-2 camera angles	PRE-RECORD	YES	
4:31 PM	Keynote Speaker Fireside Chat	Speaker	0:10:00	Virtual Studio OR film on set with 1-2 camera angles	PRE-RECORD	Talking Points	
4:41 PM	Transition Remarks	Emcee	0:01:00	Virtual Studio OR film on set with 1-2 camera angles	PRE-RECORD	YES	
4:42 PM	CALL TO ACTION -> Will you join us?	Staff	0:02:00	Virtual Studio OR film on set with 1-2 camera angles	PRE-RECORD	YES	
4:44 PM	Gratitude & Closing Remarks	Emcee	0:01:00	Virtual Studio OR film on set with 1-2 camera angles	PRE-RECORD	YES	
4:45 PM	Credits		0:02:00	Scrolling Slideshow	PRE-RECORD		
4:47 PM	PROGRAM ENDS	Total Run Time	0:46:00				
	DJ After Party?						

VIRTUAL EVENTS









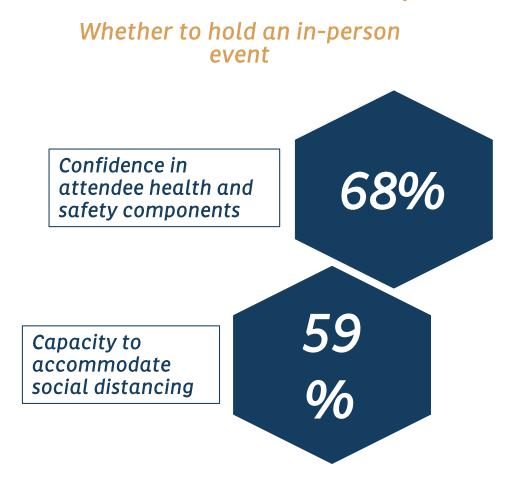


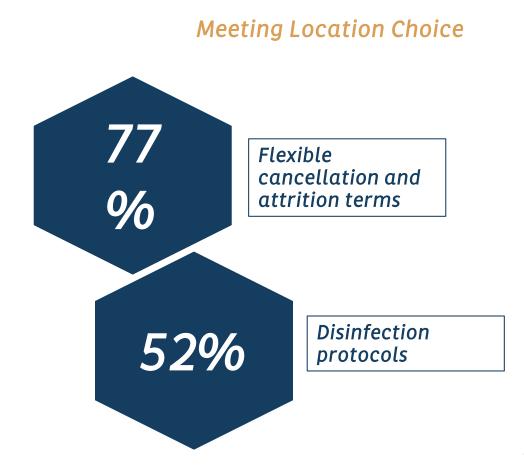




Virtual Event Survey on Technology

SAFETY AND SECURITY ARE PARAMOUNT Top two factors influencing:



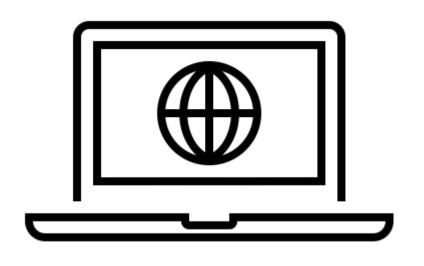




Virtual Event Survey on Technology

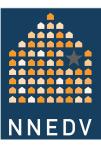
VIRTUAL MEETINGS PRONE TO DISRUPTIONS AND "FATIGUE"

Top 3 challenges



40% Lack of experience 32% Technical issues 18% Lack of engagement

DEVELOPING AN EVENT BUDGET



BUDGET

Budgeting for Live and Virtual Events

Before you spend a penny on your event, you must create a budget that is based in reality, for both expenses and revenue. Developing your budget is one of the first steps in assessing what type of event you're able to host based on existing resources and fundraising goals.

Please note that the below samples are an average range and expenses can certainly fall below or above this range.

Other Considerations

The general rule of thumb is to raise \$3 for every \$1 spent so the net revenue not only covers the expenses but generates actual dollars to be spent on either programs, administration, and/or future fundraising.

Note that internal staff time has not been included. Some organizations will want to include how many staff hours are allowed to be used for events upless specifically allotted.

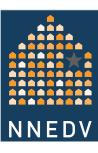
LIVE Event Budget

ITEM	LOW	HIGH	NOTES
VENUE	\$1,500	\$25,000	Venues can be à la carte of all inclusive – factor that into other line items when planning.
CATERING	\$20/per person	\$300/per person	Format matters here - Reception vs. Sit-down Dinner Evening vs. Breakfast.
A/V	\$7,500	\$25,000	This is a very wide range and largely driven by budget and program expectations.
VALET PARKING	\$ 0	\$6,000	This is not critical but should be considered for high-end events or major donor events.
EVENT PRODUCTION	\$10,000	\$25,000	
TALENT	\$500	\$25,000	This range represents performer options from local choirs to well-known talent.
SPEAKERS	\$ 0	\$25,000	
TRAVEL	\$ 0	\$10,000	Are you paying for travel for Staff, Vendors, Talent, Speakers?
FILMING	\$ 0	\$25,000	This is an area that often gets neglected. Good content is key to strong programming and fundraising.
RENTALS	\$500	\$25,000	Some clients opt to bring in well-known keynote speakers. Be sure to evaluate the ROI on this expense.
DÉCOR	\$500	\$25,000	From flowers to grand scenic, this can range dramatically.
PRINTING	\$500	\$20,000	Printing includes invitations, save the dates, programs, signages and scenic.
PHOTOGRAPHY	\$250	\$3,000	It's more than ever important to have photos to share with guests on media post-event. Some professional photographers will do media submissions.

VIRTUAL Event Budget

ITEM	LOW	HIGH	NOTES
FILMING & EDITING	\$7,500	\$25,000	You will need a Video Editor to capture new content & edit existing content.
STREAMING SERVICE	\$2,000	\$10,000	Streaming service to set-up your streaming platform & upload the actual stream.
EVENT PRODUCTION	\$10,000	\$25,000	Can consult and help hire vendors or project manage all aspects.
TALENT	\$500	\$25,000	Entertainment can range from Poetry, Music, Testimonials, Magic Tricks, Mixologist, etc
SPEAKERS	\$0	\$25,000	Many Speakers who have an existing relationship with the org. can be free or can be hired.
GRAPHICS & DESIGN	\$2,500	\$20,000	Basic screen frames & lower-third titles to animated infographics.
PLATFORMS ENGAGEMENT TOOLS	\$1,000	\$3,500	Online features to engage viewers, such as live chat, text-to-give, polls, contests, networking, etc

EVENT SPONSORSHIP BENEFITS



SPONSORSHIP BENEFITS

Developing Event Sponsorship Opportunities & Benefits

Sponsors first and foremost support events because they believe in the mission and impact of your organization. Benefits can be designed to: show your appreciation for their support; further credibility of your organization by showcasing who supports you; provide exposure of who they are and what they do; and provide special access or items. When considering what benefits you can offer sponsors, you first need to consider what type of sponsor prospects you have - institutional, corporate, and/or individuals.

Many corporate and institutional sponsors are looking for marketing exposure and are most likely interested in benefits such as having their logo on event materials - print and digital - so your members and guests recognize their support of your organization. They may also be interested in direct access to your guest list via distribution of their products at the event, gaining exposure thru your listservs and/or participating in your event program.

Individual sponsors are also interested in acknowledgment of their support on event materials as well as benefits such as bringing others to the event; special access such as a VIP reception with your program participants; better seating placement; premium food or wine service; specialty gift items, etc.

For top sponsor levels, both institutional and individual sponsors may be interested in a personalized experience such as a behind the scenes tour or "day in the life" experience. See the next slide for an example of various sponsorship levels and benefits.

38

Sample Sponsorship Grid

		Covid-19 Survivors Sponsorship	NNEDV Website	Project specific Websites	Social Media	Year-end Report -> Covid-19 Survivor Support	Lead -> Project- related Webinars	Mention -> Project- related Webinars	
LEVEL	AMOUNT	TICKETS	RESERVED SEATING	PROGRAM	COMMUNICATIONS	SOCIAL MEDIA	EVENT SIGNAGE	BEHIND-THE- SCENES	OTHER BENEFITS
Champion	\$75,000	25	Premier	2-minute speaking opportunity	Logo: invitation, website, emails, project-related web pages & webinars, + year-end report	Name/Logo on social media sponsor graphics, posted x 4 times	Premier Logo/Name placement: all signage	Co-create a day for 4 with an advocate	Gift Bags, Valet/Lyft code, Chef's Station
Partner	\$50,000	20	Premium	Speaker intro opportunity	Same as Champion	Name/Logo on social media sponsor graphics, posted x 4 times	Premier Logo/Name placement: all signage	Co-create a day for 2 with an advocate	
Advocate	\$25,000	15	Premium	Mention from Stage	Same as Advocate	Name/Logo on social media sponsor graphics, posted x 4 times	Prominent Logo/Name placement: all signage		
Supporter	\$10,000	10	Preferred	Mention from Stage	NO Logo on project-related web pages & webinars	Name/Logo on 2 social media posts	Prominent Logo/Name placement: all signage		
Ally	\$5,000	5	Priority	+	NO Logo on project-related web pages & webinars	-	Logo/Name placement: all signage		
Friend	\$2,500	3	Priority	-	Listing: invitation, website, emails + year-end report	-	Listing on all signage		
Activist	\$1,000	2	Priority	-	Listing: invitation, website, emails + year-end report	-			39

FUNDRAISING



Top Tips & How To's: Virtual Events Integrate Text to Give











Top Tips & How To's: Virtual Events Campaign Thermometer + Donor Wall



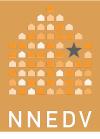
There's an average 35% increase in giving when there's a Crowdfunding Thermometer







WHEN TO PLAN AN EVENT



WHEN?

Creating and Managing a Timeline - A detailed and realistic timeline is key to event success and feeling in control.

If possible, you want to start planning your event **one year in advance** of when you'd like to host the event. This will give you ample time to develop your planning and fundraising strategies and identify resources that fit your budget. You can of course plan an event in less time with dedicated time/staff. We suggest a **minimum of three months** advance time for a live or virtual event. Virtual events need at least four weeks for sourcing and securing vendors, sponsor outreach, and program development; four weeks for coordinating schedules and filming plus guest outreach; and four weeks for editing and setting up the stream.

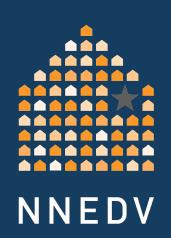
A well-thought-out, comprehensive timeline is an event planner's best friend! Invest time creating this tool and you'll feel much more in control throughout the planning process.

A good timeline is detailed, comprehensive, and indicates clear responsibilities, due dates, who is responsible for what, and status updates.

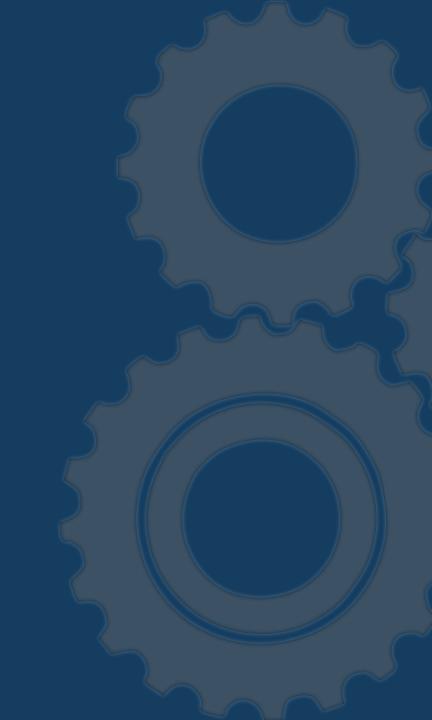
Like your budget, for a timeline to be effective you must review, update, and revise it frequently – a timeline is a living document that must evolve throughout your planning process. This document will also help your successor immensely, and they will revere and thank you.

Please see the following SAMPLE Live and Virtual Event Timelines HERE and on the below Slides:

- Slides #43-50 for a Live Event Timeline, based on 33 weeks from the event date.
- Slides #51-57 for a Virtual Event Timeline, based on 24 weeks from the event date.



LIVE EVENT PLANNING TIMELINE EXAMPLES



SAMPLE LIVE Event Timeline

WEEKS OUT	DATE	CATEGORY	WHAT	WHO	WHERE	STATUS	NOTES
33	12/21/2019	Vendors	Contract events production partner	Client			
33	12/21/2019	Onboard	Onboarding Meeting Scheduled	Event Production Company & Client			
32	12/28/2019	Finance	Determine Various Revenue Scenarios	Event Production Company & Client			
32	12/28/2019	Collateral	Select & Contract Designer	Event Production Company & Client			
32	12/28/2019	Collateral	Logo - Draft 1	Designer			
31	1/4/2020	Collateral	Logo - Draft Edit 1	Client			
31	1/4/2020	Collateral	Logo - Draft 2	Designer			
30	1/11/2020	Collateral	Logo - raft Edit 2	Client			
30	1/11/2020	Collateral	Logo - Final	Designer			
28	1/25/2020	Finance	Budget Creation	Event Production Company or Client			
27	2/1/2020	Committee	Establish Event Chairs	Client			
27	2/1/2020	Committee	Establish roles / job description	Event Production Company & Client			
27	2/1/2020	Committee	Recruit Committee	Client			46

WEEKS OUT	DATE	CATEGORY	WHAT	WHO	WHERE	STATUS	NOTES
27	2/1/2020	Honoree	To be agreed upon	Client			
27	2/1/2020	Institutional Sponsors	Determine levels and benefits	Client			
26	2/8/2020	Vendors	Secure Auctioneer	Event Production Company			
26	2/8/2020	Sponsor	Create solicitation letters and packets for Host Committee	Client			
26	2/8/2020	Sponsor	Determine who to solicit	Client			
26	2/8/2020	Institutional Sponsors	Determine who to solicit	Client			
26	2/8/2020	Institutional Sponsors	Use Case to Write Deck	Client			
25	2/15/2020	Institutional Sponsors	Create Sponsor Packets	Event Production Company & Client			
24	2/22/2020	Collateral	Save the Date - Draft 1	Designer			
24	2/22/2020	Collateral	Save the Date - Edits 1	Client			
24	2/22/2020	Vendors	Research Photographers	Event Production Company			
24	2/22/2020	Committee	Convene meeting - focus on solicitations	Client			47
23	2/29/2020	Vendors	Select & Contract Photographer	Event Production Company			

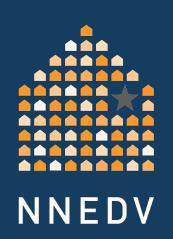
WEEKS OUT	DATE	CATEGORY	WHAT	WHO	WHERE	STATUS	NOTES
23	2/29/2020	Sponsor	Online Sponsorship info posted	Client			
23	2/29/2020	Sponsor	Sponsor Listing on Website	Client			
23	2/29/2020	Sponsor	Sponsorship information on Website	Client			
22	3/7/2020	Collateral	Save the Date - Draft 2	Designer			
22	3/7/2020	Collateral	Save the Date - Edits 2	Client			
22	3/7/2020	Honoree	Include Honoree's guest list in solicitations	Client			
22	3/7/2020	Sponsor	Mail letters	Client			
22	3/7/2020	Institutional Sponsors	Mail Packets	Client			
21	3/14/2020	Marketing	Align Media Sponsors	Client			
21	3/14/2020	Video	Determine theme/development	Client			
20	3/21/2020	Collateral	Save the Date - Final	Designer			
20	3/21/2020	Collateral	Send Save the Date	Client			
20	3/21/2020	Committee	Convene meeting - focus on solicitations	Client			48

WEEKS OUT	DATE	CATEGORY	WHAT	WHO	WHERE	STATUS	NOTES
16	4/18/2020	Show	Run of Show	Event Production Company			
16	4/18/2020	Committee	Convene meeting - focus on solicitations	Client			
15	4/25/2020	Board	Contribute to Event	Client			
13	5/9/2020	Collateral	Invite - Draft 1	Designer			
13	5/9/2020	Collateral	Invite - Edit 1	Client			
13	5/9/2020	Sponsor	Sponsor Name Inclusion for Invite	Client			
13	5/9/2020	Sponsor	In-Kind Gifts	Client			
13	5/9/2020	Show	Draft Script	Event Production Company			
13	5/9/2020	Institutional Sponsors	Follow Up for assigned solicitors	Client			
13	5/9/2020	Sponsor	Underwriting Opportunities	Event Production Company & Client			
12	5/16/2020	Board	Follow up on Solicitations	Client			
12	5/16/2020	Honoree	Determine how honored / gift	Client			
11	5/23/2020	Collateral	Invite - Draft 2	Designer			49

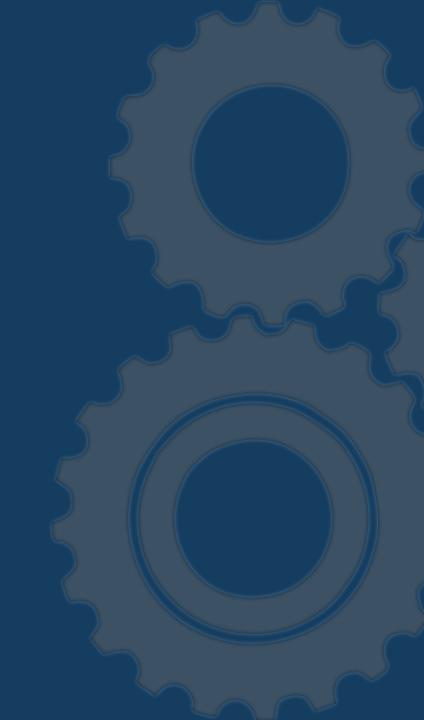
WEEKS OUT	DATE	CATEGORY	WHAT	WHO	WHERE	STATUS	NOTES
11	5/23/2020	Collateral	Invite Edit 2	Client			
11	5/23/2020	Committee	Event Committee meeting	Client			
9	6/6/2020	Collateral	Invite - Final	Designer			
9	6/6/2020	Collateral	Invite to Mail house	Event Production Company			
8	6/13/2020	Collateral	Invite hits Mailboxes	Client			
8	6/13/2020	Vendors	Auctioneer - work with featured patrons for presentation	Event Production Company			
8	6/13/2020	Caterer	Selection of Menu/Tasting	Event Production Company & Client			
8	6/13/2020	Caterer	Specialty Cocktail Determination	Event Production Company & Client			
7	6/20/2020	Vendors	Auctioneer - Coordinate Fund-A-Need Specifics / Story	Event Production Company			
7	6/20/2020	Sponsor	Provide benefits	Client			
6	6/27/2020	Collateral	Tribute Book content to Designer	Client			
6	6/27/2020	Collateral	Slideshow content to Designer	Client			50
6	6/27/2020	Seatina	Diagram to Client	Event Production Company			

WEEKS OUT	DATE	CATEGORY	WHAT	WНО	WHERE	STATUS	NOTES
3	7/18/2020	Show	Near Final Script	Event Production Company			
3	7/18/2020	Board	Create 1-pager with relevant details and script for board speakers	Event Production Company & Client			
3	7/18/2020	Collateral	Create Name Tag Design	Designer			
2	7/25/2020	Collateral	Send Tribute Book to printer	Event Production Company			
2	7/25/2020	Collateral	Send Signage to print	Event Production Company			
2	7/25/2020	Collateral	Slideshow Final	Designer			
2	7/25/2020	Seating	Diagram - Edit 2	Client			
2	7/25/2020	Show	Final Script	Event Production Company			
2	7/25/2020	Institutional Sponsors	Provide benefits & Get Logos	Client			
1	8/1/2020	Seating	Diagram - Final	Client			
1	8/1/2020	Vendors	Shot list for Photographer	Event Production Company			
1	8/1/2020	Vendors	Select Photographer Handler	Event Production Company			
1	8/1/2020	Caterer	Final Guest Count Due	Event Production Company & Client			51

WEEKS OUT	DATE	CATEGORY	WHAT	WHO	WHERE	STATUS	NOTES
1	8/1/2020	Collateral	Print Name Tags	Event Production Company			
1	8/1/2020	Marketing	Put together post event plan	Client			
-1	8/15/2020	Finance	Budget Reconciliation	Event Production Company			
-1	8/15/2020	Budget	Paying vendors	Event Production Company & Client			
-1	8/15/2020	Budget	Tracking income and expenses	Event Production Company & Client			
o	8/8/2020	Social Media	Post event photos on all Social Media Channels	Client			



VIRTUAL EVENT PLANNING TIMELINE EXAMPLE



SAMPLE VIRTUAL Event Timeline

WEEKS OUT	DATE	CATEGORY	WHAT	WHO	WHERE	STATUS	NOTES
24	6/16/2020	Vendors	Contract Event Production Company	Client			
24	6/16/2020	Onboarding	Onboarding Meeting Scheduled	Event Production Company & Client			
24	6/16/2020	Fundraising / Development	Determine Various Revenue Scenarios	Event Production Company & Client			
23	6/23/2020	Committee	Map out committee meetings + goals	Client			
23	6/23/2020	Fundraising / Development	Determine whom to solicit for sponsorship	Client			
23	6/23/2020	Show	Consider fun / whimsical engagement tools	Event Production Company & Client		l.e., staff videos, photo booth, mosaic, DJ/music, etc (non-programmatic fun)	
23	6/23/2020	Collateral	Select & Contract Designer	Event Production Company or Client			
23	6/23/2020	Budget	Budget Creation	Event Production Company or Client			
23	6/23/2020	Collateral	Confirm collateral suite of needs*	Event Production Company or Client			
23	6/23/2020	Collateral	Determine theme / development	Event Production Company & Client		Work with Designer	
23	6/23/2020	Fundraising / Development	Discuss pre-event fundraising plan	Client			
22	6/30/2020	Collateral	Look & Feel Style Guide / Logo Draft	Designer			ГА
22	6/30/2020	Sponsor	Determine levels and benefits	Event Production Company & Client			- 54

WEEKS OUT	DATE	CATEGORY	WHAT	WHO	WHERE	STATUS	NOTES
22	6/30/2020	Sponsor	Create solicitation letters	Client			
22	6/30/2020	Collateral	DEADLINE: Look & Feel Style Guide / Logo	Designer			
22	6/30/2020	Collateral	Determine SWAG	Event Production Company & Client		Sponsors + Guests	
22	6/30/2020	Collateral	Include Honoree's guest list in solicitations	Client			
22	6/30/2020	Sponsor	Determine how sponsors will be featured during live broadcast	Event Production Company & Client		I.e., Logo on bottom right of screens, showing on platform, PPT.	
22	6/30/2020	A/V	Consider which fundraising & streaming platforms to use	Event Production Company & Client			
21	7/7/2020	Collateral	Create branded sponsorship deck	Designer			
21	7/7/2020	Committee	Establish Board Chairs + Committee Roles	Client			
21	7/7/2020	Marketing	Align Media Sponsors	Client			
21	7/7/2020	Video	Determine theme / development	Client			
20	7/14/2020	Sponsor	DEADLINE: Send solicitation letters + sponsorship deck	Client			
20	7/14/2020	Sponsor	Online Sponsorship information posted	Client			55

WEEKS OUT	DATE	CATEGORY	WHAT	WHO	WHERE	STATUS	NOTES
20	7/14/2020	Caterer	Discuss if Virtual Event will offer a delivered meal	Event Production Company & Client			
20	7/14/2020	Speakers	Consider and confirm external speakers	Client			
20		Fundraising / Development	DEADLINE: Confirmed fundraising map	Client			
20	7/14/2020	A/V	Final confirmation of fundraising & streaming platform	Client			
19	7/21/2020	Collateral	Save the Date - Draft 1	Designer			
18	7/28/2020	Collateral	Save the Date - Edits 1	Client			
18		Fundraising / Development	Solicit Board Members for sponsorships and planted auction gifts	Client			
18	7/28/2020	Caterer	Discuss menu + specialty cocktail RFP estimates	Event Production Company & Client			
17	8/4/2020	Caterer	DEADLINE: Book Caterer	Event Production Company			
16	8/11/2020	Collateral	DEADLINE: Save the Date - Final	Designer			
16	8/11/2020	Collateral	DEADLINE: Send Save the Date (Email)	Client		If hard copy is being mailed, back out deadline	
15	0/10/2020	Callatanal	In the Dunth 1	Designan			

WEEKS OUT	DATE	CATEGORY	WHAT	WHO	WHERE	STATUS	NOTES
14	8/25/2020	Show	Confirm fun / whimsical elements	Event Production Company & Client			
14	8/25/2020	Show	Draft Run of Show	Event Production Company & Client			
14	8/25/2020	Collateral	Invite - Edit 1	Client			
14	8/25/2020	Speakers	DEADLINE: Confirm all speakers	Client			
13	9/1/2020	Collateral	DEADLINE: Honoree to be confirmed for invite	Client			
13	9/1/2020	Sponsor	Sponsor Name Inclusion for Invite	Client		Note this on sponsorship deck & letter	
13	9/1/2020	Sponsor	In-Kind Gifts	Client		Note this on sponsorship deck & letter	
13	9/1/2020	Sponsor	Underwriting Opportunities	Event Production Company & Client		Note this on sponsorship deck & letter	
13	9/1/2020	Sponsor	Sponsor name included on website	Client			
12	9/8/2020	Show	DEADLINE: Final Run of Show	Event Production Company & Client			
12	9/8/2020	Collateral	Determine how honored / gift	Client			
11	9/15/2020	Collateral	DEADLINE: Invite Final - Off to printer or emailed	Designer			
10	9/22/2020	Collateral	Invite to hit mailboxes	Event Production Company		*If doing hard copy invite	57

WEEKS OUT	DATE	CATEGORY	WHAT	WHO	WHERE	STATUS	NOTES
10	9/22/2020	A/V	Consider any PowerPoints to be shown	Event Production Company & Client		Any sponsor slides, pictures, etc	
10	9/22/2020	Show	Event Production Company to create script templates for client	Event Production Company			
9	9/29/2020	Show	DEADLINE: Script final and sent to speakers for review	Client			
8	10/6/2020	Collateral	DEADLINE: SWAG ordered	Event Production Company & Client			
8	10/6/2020	A/V	Schedule rehearsals with pre-recorded speakers prior to actual filming session	Event Production Company & Client		Run through with A/V vendor on where to film in the speaker's home, use of lighting / background / clothing / flowers / etc.	
7	10/13/202 0	Auctioneer	Auctioneer - Coordinate Fund-A-Need Specifics / Story	Event Production Company & Client			
6	10/20/202 0	Marketing	Online Ticket Sales Go Live	Client			
6	10/20/202 0	Collateral	Slideshow content to Designer	Client			
6	10/20/202 0	A/V	Client to send name and titles for lower 3rds	Event Production Company & Client		Event Production Company to send to A/V vendor	
6	10/20/202 0	A/V	Schedule pre-recorded speakers filming sessions	Event Production Company & Client		Reminder -> deadline 3 weeks prior to show 58 date	3

WEEKS OUT	DATE	CATEGORY	WHAT	WHO	WHERE	STATUS	NOTES
3	11/10/2020	A/V	DEADLINE: Lower 3rds confirmed	Event Production Company & A/V Vendor			
3	11/10/2020	A/V	Final branded bezel frame for broadcast	Event Production Company & A/V Vendor			
3	11/10/2020	A/V	Pre-recorded speaker videos completed	Event Production Company & Client		To be completed beginning of 3 weeks out, editing to be completed end of 3 weeks out	
2	11/17/2020	Committee	Pre-event phone meeting with expectations of their role night of virtual broadcast	Client			
2	11/17/2020	Collateral	DEADLINE: Kit and mail SWAG	Event Production Company & Client		Goal to get SWAG to guests/sponsors 2-3 days prior to event date	
2	11/17/2020	Caterer	Final Guest Count Due	Event Production Company & Client			
2	11/17/2020	A/V	DEADLINE: Team run-through of recorded content	Event Production Company & Client		To include client, A/V vendor, Event Production Company	
1	11/24/2020	Marketing	Put together post-event plan	Client			
1	11/24/2020	Speakers	DEADLINE: Rehearsals with live broadcast speakers	Event Production Company & Client		Goal: View current pre-recorded show confirm live cues	
-1	12/8/2020	Budget	Budget Reconciliation	Event Production Company			
-1	12/8/2020	Budget	Pay any existing invoices	Event Production Company & Client		5:	9

COVID-19 SAFETY GUIDELINES



COVID-19 Safety Guidelines

Why implement Covid-19 Safety Protocols?

While we're being told that vaccination will significantly reduce our chances of getting infected and infecting others, they are not 100% effective. There is still a margin of error, and a small percentage of people who are fully vaccinated can still get COVID-19 if they are exposed to the virus that causes it. Everyone is advised to try to implement the most basic measures to prevent spread of infection.

Here are the common practices to have in place for events:

- Communication Documents in place prior to and before the event (see above slide)
- Proof of Vaccination required for all attendees, staff, and vendors
- Mask mandate for everyone indoors
- Social distancing implemented for any seating (E.g., 4 chairs to a table vs. 10 chairs to a table)
- Hand Sanitizer distributed evenly through the venue
- Covid-19 Signage clearly visible with all restrictions listed
- Covid-19 Compliance Officer onsite or to advise you during the process



COVID-19 Documentation

Below are a list of common documents that you should be utilizing on the Website, Registration process, etc. in order to communicate how your event intends to keep guests safe, as well as letting guests know what your expectations of them are.

- A **Duty of Care** is defined as "a company's obligation to protect its event participants from risks. These risks can be related to injury, sickness, safety, security, health, or travel." You will want to inform the attendees that you are implementing procedures for their safety, that you are following the updated CDC, State, County, and Venue guidelines, and inform them that the procedures are constantly changing.
- A **Code of Conduct**, or personal accountability commitment and attestation, should ask attendees to adhere to new norms such as bringing and wearing masks, avoiding hugs and handshakes, following sanitation recommendations and abiding by other policies in place to ensure a safe environment.
- An **Assumption of Risk and Liability Waiver** should release the Event Host and Venue from any liability if the attendee contacts Covid-19 during the event. It is, essentially, a legal doctrine that may prevent a person infected with Covid-19 from winning a personal injury lawsuit or getting an injury-related insurance settlement.
- Crisis Communication Plan + Checklist provides the chain of command for any type of situation that develops onsite.
- **Communication Template for Positive Covid-19 Test** provides the verbiage for to send event attendees, should anyone test positive after an event.

CONCLUSIONS

CONCLUSIONS

- Events are hard work, but they bring enormous return to an organization.
- Virtual events are here for the long run and have incredible leverage points.
- Recurring and annual giving to organizations is as important as ever.
- Remain nimble, flexible, and ready to pivot.
- Digital fundraising is more robust and dynamic than ever.
- Give donors many avenues to find you and your work social media, through connections, and through their networks.



Thank You!

Contact:

The National Network to End Domestic Violence www.nnedv.org

Do Good Events www.dogoodevents.org

Darian Heyman Rodriguez & Robin Sukhadia (Fundraising Consultants)

<u>darian@darianheyman.com</u>