

Being More Intentional About Fundraising Events



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presented by

Brian Saber
president,
asking matters



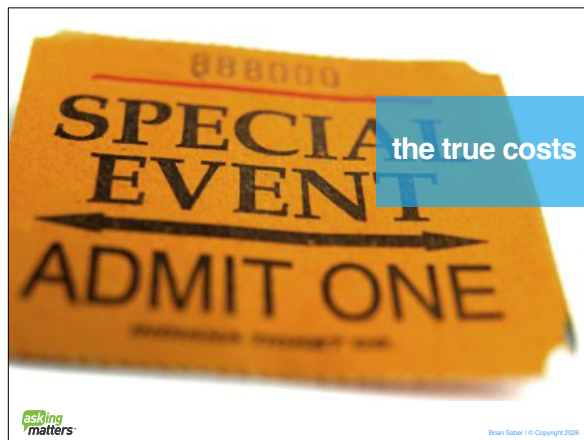
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agenda

what are the true costs?
strategic vs transactional
maximizing board member impact
board members and asking styles



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the true costs

A fundraising event must be worthwhile financially!

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the true costs

gross revenue

- direct costs (invites, food, etc.)

net revenue

- staff costs
- indirect costs (apportioned overhead)
- board contributions

getting closer to real net revenue

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the true costs

\$100,00	gross revenue
- 25,000	- direct costs (invites, food, etc.)
\$75,000	net revenue
-\$15,000	- staff costs
- \$5,000	- indirect costs (apportioned overhead)
-\$25,000	- board contributions
\$30,000	getting closer to real net revenue

strategic vs
transactional

strategic vs transactional

strategic vs transactional

- raise funds
- increase visibility
- honor key people
- celebrate
- cultivate future support and leadership

strategic vs transactional



strategic vs transactional

We shouldn't ask everyone for everything

Not every annual donor should be asked to come to a fundraiser and vice versa

strategic vs transactional

- Who is it strategic to invite to this benefit and why?
 - Will they benefit by being included?
 - Will we be able to cultivate/educate/involve them more fully through this event?
 - Would we maximize their giving by including them in this event?
- If we invite them, how do we couch it in terms of their other support?
- What is the case for asking them for more than once gift in a year?



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maximizing board member impact



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maximizing board member impact

- Should this board member have a major role in this fundraising event and why?
- Is this board member's potential gift to the fundraising event something strategic? Does it make sense for the board member to give part/all of their annual support to the event even though there is cost associated with it?
- How does this event tie into the year-round cultivation the board member is doing with their key prospects?
- What can this board member do in the months before and after the event to cultivate their key prospects?

board members and asking styles

asking styles

fact based
goal oriented
strategic
competitive
driven



EXTROVERT



big picture
high energy
creative
quick
engaging

ANALYTIC

INTUITIVE

detailed
thorough
methodical
responsible
observant



INTROVERT



feelings oriented
attentive
caring
thoughtful
selfless

asking styles

what's the goal?



rainmaker

EXTROVERT

what's the opportunity?



go-getter

INTUITIVE

what's the plan?



mission controller

ANALYTIC

what moves my heart?



kindred spirit

INTROVERT

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questions?



asking matters

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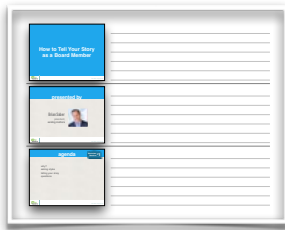
takeaways
next steps



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next steps

- you'll get a link to the recording, as well as a PDF of the slides and the handouts (with next month's newsletter)
- the recording will be in MP4 (video) and MP3 (audio) formats



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