

h o w t o h o s t a

s u c c e s s f u l

f u n d r a i s e r

in 10 easy steps



LITTLE PEOPLE OF AMERICA
Empowerment • Awareness • Community

The Main Goal of Any Fundraiser

***Utilize resources from
within your organization
to generate funds from
sources outside your
organization!***

**"FUNDRAISING
IS NOT REALLY
ABOUT MONEY.
IT'S ABOUT
PEOPLE."
-LARRY C.
JOHNSON**

Step-by-Step

- #1 Identify your resources
- #2 Define your event
- #3 Set your theme, décor & menu
- #4 Set your budget
- #5 Create a timeline
- #6 Define your goals
- #7 Create your financial plan?
- #8 Ask, ask and ask again!
- #9 Market aggressively
- #10 Make it FUN!

Ten Easy Steps ³

It all begins with
passion and fun

Creating a successful event requires good planning, the ability to be willing to ask for help, an organized team who works in unison and a good amount of creativity. But more than anything, it takes passion. Passion for LPA, passion for what you're doing and why you're doing it. Your passion for LPA will become contagious and others will want to be a part of it. As you plan your event share your passion and have FUN!



#1

Identify your⁴ resources

Query your membership to learn who has access to people, products, and services. The first step is to identify your options. I've learned that kindness goes a long way and there are many kind business owners who are willing to work with our organization.

All you have to do is
ASK!

#1

Identify your resources

WHO DO YOU KNOW?

- Professional athlete or celebrity
- Access to unique experiences
- Restaurant owner or chef
- Business owner
- Philanthropist

WHERE CAN YOU GO?

- Bowling alley or amusement center
- Restaurant or Banquet hall
- Community or event center
- Church or Park
- Golf Gourse
- Barn

#2

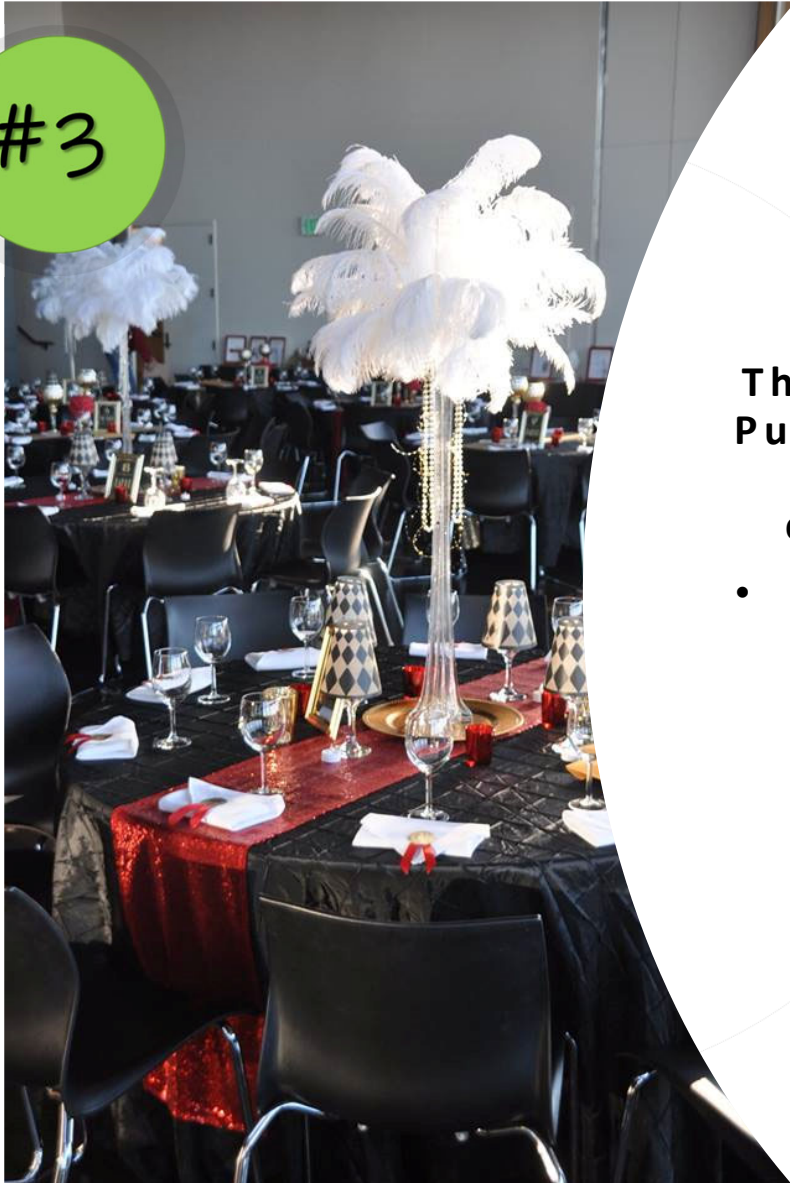
Define your event



6

- **Who** – Who is your target audience?
 - ***The main goal of any fundraiser is to bring in funds for your organization from outside your group.***
 - Who are those people?
 - Adults or Families?
 - Community Members and the general public or friends and family of your members
 - What is your capacity? How many people can you comfortably host at your event?
- **What** – What is the event? Define what your event will look like...
 - Casual or Formal
 - Dinner, light snacks, appetizers or dessert buffet
 - Is there a theme
 - Will there be entertainment or a keynote speaker
- **When** – What is the date and time of the event? Make sure you plan well in advance. Things to take into consideration when setting your date and time:
 - Major holidays
 - School breaks
 - LPA nationals and regionals.
 - Family events should be earlier in the day or evening as opposed to adult only which can be later in the evening.
 - Will there be a meal involved? Make sure to take into consideration meal times.

#3



Develop Your Theme Décor and Menu

The theme sets the tone for the entire event. Put a good amount of care into the theme you select. Here are a few things to take into consideration when selecting your theme:

- What is the nature of your event and venue
 - Resources with little or no expense
 - Does it have mass appeal
 - Is it an adult or family event

Make It A Memory!

#4

Income

Set your budget!
What will generate income?

- Ticket Sales
- Auction and/or Raffle
- Fun, Games and Activities
- Merchandise Sales
- Concessions
- Donations



#4

Expenses

Set your budget!
What will your expenses be?

- Supplies for Activities
- Venue or space rental
- Food and Beverages
- Merchandise to sell
- Entertainment
- Insurance
- Prizes



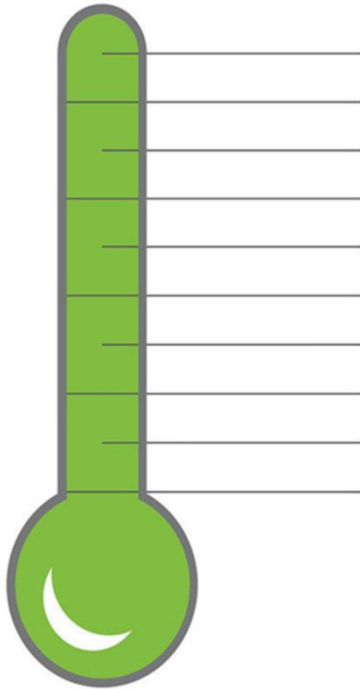
#5

Create a timeline

10

3-6 Months	60 days	30 days	Last Minute
Set Venue, Date, Time and Capacity	Prepare for Ticket Sales	Frequent Updates to Social Media	Print All Materials
Set Your Theme	Continue to Procure	Host Work Party	Set Your Timeline For The Event
Secure Vendors	Send Reminder That Ticket Sales Begin Soon	Confirm Your Volunteers	Finalize Menu
Define Your Target Audience and Marketing Strategy	Build Anticipation via Sneak Peeks and Snapshots	Mock Up Décor/ Take Pictures	Assign Tables
Develop Your Team/Committees	Finalize Food and Decor	Site Visit Venue To Finalize Layout, AV and Flow	Create Check-in Packets
Develop Financial Strategy	Confirm Volunteers and Assign Responsibilities	Confirm All Vendors and Contracts	Email Guests With Final Details Such As Parking, New Info, etc.
Begin Procurement of Auction or Raffle or Donated Items	Begin Operation Gratitude	Pay Vendors	Place content here
Set Up Social Media Send Out Save the Date	Tickets Go On Sale 45 Days Out	Catalog and Finalize All Donations	Take Time To Enjoy!

Fundraising Goals



#6 Define Your Goals

It's important to define your finish line.
Here are a few goals to set...

- **Attendance** – Sold Out is always the first key to achieving your financial goal
- **Sharing Information** – Create awareness about LPA. Who we are, what we do, why we are important
- **Develop an emotional connection with your guests** – Share personal experiences through keynote speakers or testimonials
- **Monetary** – Set a monetary goal for both procured donations and event income. Dream big but also realistic
- **Fun** – At the end of your event guests should be looking forward to coming back next year. That is the sign of a successful event.

#7

Create your financial plan?

INCOME BEFORE THE EVENT

- Utilize your event software to generate pre-event sales. This generates working capital and minimizes on-site sales
 - Ticket Sales
 - Activity Sales
 - Raffle Tickets
 - Items for Purchase
 - Meals for Purchase
- Donations
- Square, Paypal, Venmo



INCOME AT THE EVENT

- Onsite sales are important. This allows people to give and receive at the same time
 - How will you accept payment
 - Tablets, phones and wifi – check and double check
 - Inventory
 - Price lists
 - Well trained volunteers



#8

Ask, Ask and Ask Again

- Create a donation letter and procurement form. Be sure it includes the national 501(c)3 number, mailing address and contact phone number.
- Be specific in your ask. Tell exactly what you need and what it will be going toward.
- Reach out to your local community. Your local businesses are more likely to give than large corporations.
- Google is your friend. Search for companies who are good donors in your area.
- Look for online submission opportunities.
- Reach out to all your family and friends. They work at businesses, they make things, they know people.
- ACT EARLY! You should begin requesting donations a minimum of 90 days in advance.
- No ask is too big. You will never know until you ask.

Market Aggressively

Social Media is a free and easy way to market your event. Here are a few suggestions on how you can do that with minimal expense...

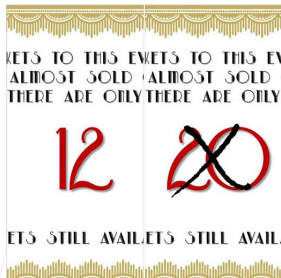
- Create a public Facebook event. This allows people to follow the event and share it. It give you the opportunity to add sneak peeks and snapshots
- Email Marketing: Mail Chimp or Constant Contact
- Online Auctions
- Electronic Invitations- Eventbrite.com
 - Integrates with your Facebook event page
 - Offers tools and resources
 - Ticket sales
 - Event management
 - Minimal expense

#9

Build Anticipation

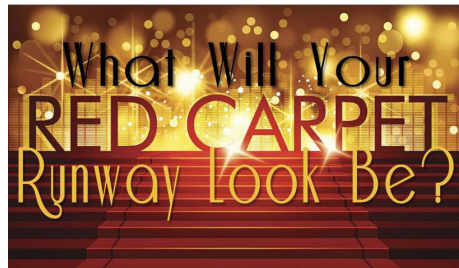
FOMO is your friend when it comes to creating your event.

<https://www.facebook.com/events/611655059285137/>



Create a sense of urgency

- Limited number of tickets available
- Tickets are almost sold out
- Limited VIP opportunities



Create Conversation

- What will you wear?
- Who will be at your VIP table?
- Which course are you most looking forward to?



Develop Excitement

- Build on local current events
- Timing is everything -
- Slowly leak information. It will keep people coming back for more

#9

#10

Make it FUN!

Whether it's formal or a carnival
It should ALWAYS be fun!

- People are curious by nature. Mystery prizes are always a big hit and lots of fun
- Surprises that were not advertised are a fun welcome to the event
 - Musicians
 - Speakers
 - Comedian
 - Performers
- Interactive experiences. People like being involved. Engage them.
 - Can-Can Competition
 - Limbo
 - Henna Tattoos
- Have fun activities for them to participate in. Of course, at a cost.
 - Wine Ring Toss
 - Message in a bottle
 - Wine Cork Toss
 - Heads or tails



16



THANK YOU



Deana Harris



+206-200-0899



LPChapter31@gmail.com

Getting Started

Tips



1. Start off small and build each year
2. Make sure you have a strong team and don't create more work than you have help for
3. Get everything on paper before you move forward
4. Create an event the people will look forward to next year
5. Don't over commit
6. Do something familiar to you
7. To get things rolling create early bird discount or bonus
8. Create a VIP option- get in early, skip the line, special seating, upscale décor, additional raffle tickets....
9. Discount at a local hotel for overnight fun
10. Who do you know??

Web Resources

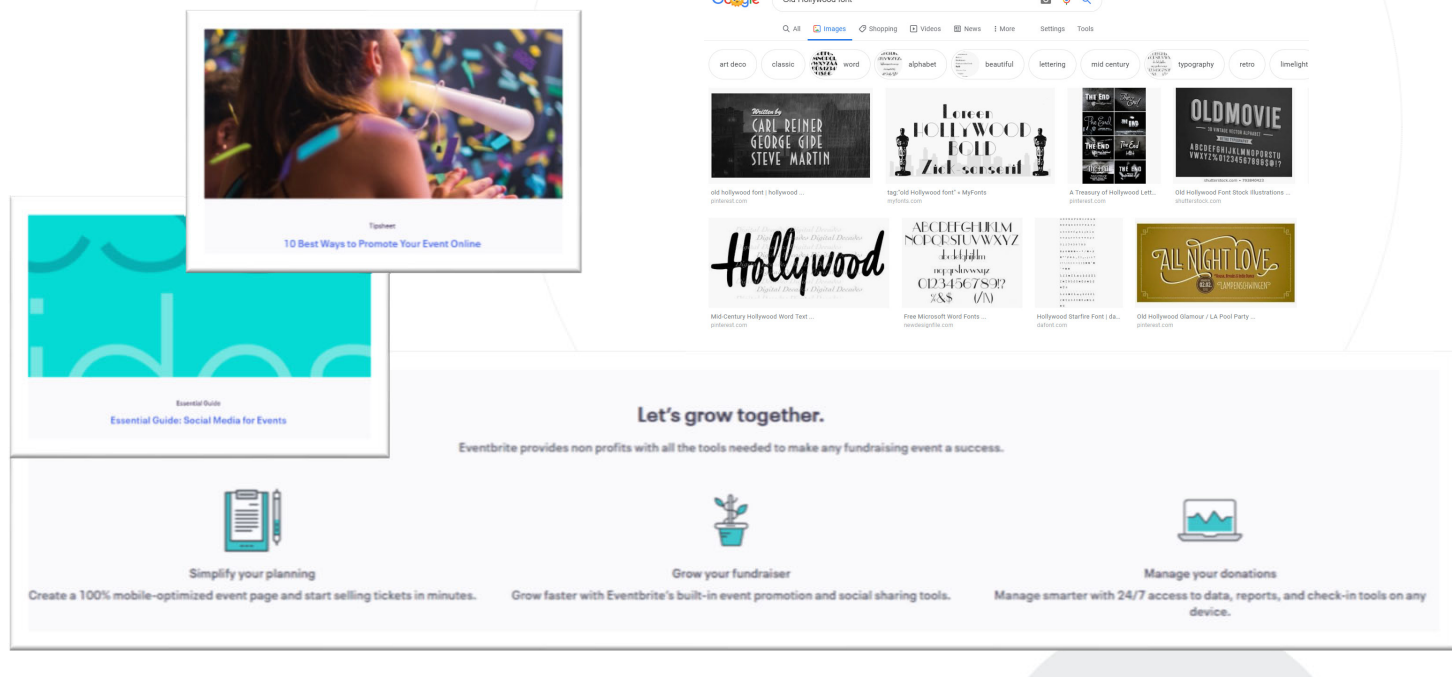
Tips

Event Management

1. Eventbrite
2. Fundly
3. Evite
4. Mail Chimp
5. Constant Contact

Creative Concepts

1. Google
2. 1001 Free Fonts
3. Pinterest
4. Etsy
5. www.eventmanagerblog.com



Social Media

Tips

1. Share EXCITEMENT.... It's contagious
2. Facebook Events - Make it Public
3. Linked In
4. Instagram
5. Twitter
6. Email
7. Create excitement and dialoge
8. Get visual
9. Exercise good timing
10. Ask partners or donors to promote also
11. Promote early and often but always switch it up
12. Create a hashtag for your event
13. Host social media ticket give always-
"join our event page and receive 3 free raffle tickets"



On-Line Auction

Tips

1. Always acknowledge donors
2. Use local vendors
3. Gear towards local buyers
4. Use a theme
5. Determine delivery options
6. Factor shipping in your beginning bid
7. Establish a defined % for starting bid
8. Bundle if needed
9. Include Pictures
10. Be sure to include fine details
11. Offer a wide price range to meet all budgets

<https://www.biddingowl.com/>

<https://www.winningcause.org/>

<https://www.32auctions.com/>



Family Event Tips

1. Carnival
2. Pirate Party
3. Country Fair
4. Bowl-a-thon
5. Luau
6. Tailgate Party
7. Outdoor Movie Night
8. Circus Circus
9. 50's Sock Hop
10. Fiesta
11. Harvest Festival
12. Fright Night
13. Hoedown/Wild West
14. Under The Sea
15. Pancake Breakfast
16. Spaghetti Feed



Adult Event

Tips

1. Wine and Dine
2. Mardi Gras
3. Lights- Camera- Auction
4. Old Hollywood/Gatsby
5. White Party
6. Fire and Ice
7. White Party
8. Golf Tournament
9. Casino Royale
10. Fiesta/Margaritaville
11. That's Amore' Valentine's Dinner
12. French Masquerade
13. Caribbean Breeze
14. Disco



Include LPA

Tips


District Director

Regional Rep

National Office

Board of Directors

KEYNOTE SPEAKER
MARK POVINELLI



PUGET SOUND LITTLE PEOPLE OF AMERICA IS HONORED TO WELCOME OUR NATIONAL PRESIDENT, MARK POVINELLI, AS KEYNOTE SPEAKER FOR THE FUNDRAISER. MARK WILL SHARE WITH OUR GUESTS THE POWERFUL IMPACT OF LPA ON A LOCAL, NATIONAL & INTERNATIONAL LEVEL.

MARK POVINELLI IS A PROFESSIONAL ACTOR WHO HAS APPEARED IN OVER 100 FILMS AND TELEVISION SHOWS AND DOZENS OF OFF-BROADWAY AND REGIONAL THEATER PRODUCTIONS. MARK WAS ELECTED AS PRESIDENT OF LITTLE PEOPLE OF AMERICA IN JULY 2017. DURING MARK'S TENURE, LPA HAS REDESIGNED THEIR LOGO AND BRANDING, EXPANDED ITS MESSAGE OF EMPOWERMENT, AWARENESS AND COMMUNITY TO COUNTLESS MEDICAL, GENETIC AND PHARMACEUTICAL PROFESSIONALS AND BUILT A CORPORATE OUTREACH TEAM TO DEVELOP LONG TERM PARTNERSHIPS. WITH A MEMBERSHIP OF OVER 8,000 MEMBERS, LPA HAS CONTINUED TO OFFER SUPPORT AND EDUCATION AS WELL AS ADVOCATING FOR THE DIGNITY AND RIGHTS OF LITTLE PEOPLE TO AMONG OTHERS, THE FDA, FEMA, CONGRESS, NATIONAL CORPORATIONS AND MEDIA OUTLETS.

Ask, Ask, Ask

Tips

In order to receive donations, you need to ask for donations. People do want to help; they just need to know how!

1. Draft a concise donation letter
2. How will donors be recognized
3. Utilize online donation requests
4. Mail & Email Procurement letters
5. Use Google to find resources
6. Don't be afraid to ask
7. Create a wish list and share it with your family, friends, and LPA community.

- **Letterhead** - Include your event logo at the top of your letter to set the stage for your donation request and to make it more official. If you don't have an event logo you can use your organization's letterhead instead.
- **Tell a Story** - Tug at their heart strings with a personal heartfelt story that relates to your cause. Be specific about what has been done or what will be done to help.
- **Include a Picture** - A photograph that relates to your emotional story adds credibility and dimension to your cause. If you choose to include a picture and have a colorful logo, it's probably worth it to have your letter printed in color.
- **Bold Call to Action** - Individuals you solicit are usually busy people. Make sure the main reason you're contacting them is obvious. It's also a nice touch to address them directly in the body of the letter.
- **A Specific Ask** - Asking for a specific item will take the pressure off the potential donors to come up with ideas and make it easier for them to say yes.
- **How They'll Be Recognized** - There are plenty of opportunities to recognize and promote your donors. Just make sure you follow through on your promise.
- **Clear Return Date** - This is an important date! Make sure it's easy to spot within your letter.
- **Your Signature** - Sign every letter with a pen in blue ink. Include your title and contact information below your name.

Food and Drinks

Tips

1. Keep it simple
2. Let the food match the event
3. Keep them hydrated
4. Get proper permits
5. You're a charity not a restaurant
6. Ask grocery stores for gift cards and access multiple locations
7. Ask wineries and breweries for donations and ask them to come serve at your event
8. Keep dietary restrictions in mind and avoid using nuts of any kind
9. Ask about dietary restrictions in the registration packet



Fun and Games

Tips

1. Heads or Tails
2. Message in a bottle, mystery bag, chocolate bar
3. Raffle
4. Fling The Ring – Wine Ring Toss
5. Cornhole Tournament
6. Dunk Tank
7. Dessert Dash
8. Birdcage/Treasure Chest
9. Wine Pull
10. 50/50
11. Minute to Win it
12. Centerpiece Auction
13. Let's Make a Deal

<https://www.greatergiving.com/en/fundraising-ideas/auction-games>