

7 Steps to a Great Event

1. Decide what the goals of your event are...

--socialize?

--opportunity for promotion

--raise money - decided how much \$\$ you want to raise

--who do want to come? Target people?

2. What is your vision for this event?

--gather everyone's ideas

--cut out pictures of events you like

--enlist local creative people

3. Who is the team that can put it all together?

4. How much should you charge?

--tie price of ticket to services you offer - "Your \$25 will pay for a week of kitten food for a foster family." Etc.

5. Tax deductible portion of ticket is only the fair market value.

-If you give a dinner and it's fair market value is \$30 and the ticket is \$60, they can only write off \$30.

6. Events are all about deepening relationships with your supporters. Everyone there needs to be somehow touched by the organization. There needs to be a call to action. This is where most groups fall down.

Make sure your guests feel SPECIAL. Vips especially.

Staff, volunteers, should be assigned to connect with certain people during event. Casual, get to know them. By the time

they leave, you should have learned more about them and why they came.