

# Keys to a Successful Event Fundraiser



**HOW TO  
MAKE THE  
MOST MONEY  
FROM YOUR  
NEXT  
FUNDRAISER**

# “Keys to Successful Event Fundraising”

JD Stewart

Event Fundraising is a great way to make a lot of money with a single project. Those who tried the run-of-the-mill, itty-bitty fundraisers and doing what everyone else is doing find Event Fundraising an attractive and profitable alternative.

Also, people perceive fundraising events as something being done FOR the community. This is a welcome change from hitting up folks with yet another fundraiser. A well run event brings fun to the community and raises money for your cause. It also leaves many lasting and positive memories for the members of your community. Win-Win!!!

However ... to accomplish these goals it's important to understand and avoid the common pitfalls anyone can fall into. Raising awareness of these pitfalls is the intention of this report.

Experienced event fundraisers discovered three common problem areas that most contribute to the success (or failure) of an event. These are: failure to plan properly, failure to promote properly, and failure to maximize profits.

Therefore it is no surprise the keys to a profitable fundraising event are; **PLANNING, PROMOTION** and **PROFIT-MAXIMIZATION**. Failure to execute properly in any of these areas places success of an event in jeopardy. Assured failure occurs when all three areas lack the proper execution.

## **1. Proper Planning**

- Know what and how to plan
- Execute the plan
- Having the proper tools and training

To insure success and overcome inexperience in running events

obtain a ready-made plan. You want to look for a turn-key, proven, action plan, something that is fill-in the blanks simple.

Investing in a successful event requires careful selection. Select an event that provides a step-by-step plan ... one that tells you exactly **what** to do and **how** to do it.

Choose a plan that is modifiable and adaptable to your environment. The plan should include "what if" scenarios. Rarely do things go exactly as planned. Therefore, choose a plan or partner that allows your organization to change gears and shift to "Plan B." Speed bumps on the road to a successful event are one of the few guarantees in life. Additionally, unforeseen opportunities occur. A good plan allows you to take advantage of unexpected opportunities when they arise.

Even a great plan requires quality executions. In order to execute your plan, you need the tools and knowledge to use those tools. Choose a partner that provides the tools and training.

Choose a plan or partner that provides technical support for your organization. Even experienced committee members need support to execute a good plan. Choose a plan that is demonstrably successful and comes with a guarantee.

If you choose a good plan and partner, one who provides the tools along with information on how to properly use those tools, planning your successful event becomes a breeze.

## **2. Promoting Effectively**

- **Knowing what and how to promote**

- **Take massive action**

- **Use effective promotional tools**

Promotion is really an art form. Promotion is an expression of creativity. But it is more than just being creative. It requires sales and marketing skills. Unless you are a "promotions professional", pick

an plan/partner that lays out a logical promotional game plan and “fill-in-the-blanks-simple.”

Of course no plan is worth the paper it is written on unless you take massive action. The more and wider variety of promotional tools provided, the easier taking massive action becomes. Often, a novice event organizer relies on just a handful of obvious marketing strategies, such as posters or newspaper ads. They miss countless opportunities to effectively promote their events in other ways.

A key to successfully promoting an event is constant repetition. But you need to take care you do not become redundant or stale. In order to avoid this, the best event promotional plans provide a variety of tools and the knowledge required to use them effectively. In order to achieve amazing results, the effective promoter promotes their event with a variety of tools in an entertaining and engaging way.

### **3. Failing To Maximize Profits**

- Identify potential income resources
- Control expenses
- Use cash-generating tools

Uncovering hidden income sources takes experience and know-how. Every event fundraiser has ancillary income sources. It is easy to miss out on literally thousands of dollars, particularly if you are new to event fundraising. Finding creative ways to ask for that additional money is all that is required. An event plan or partner that provides this information as part of their package is definitely worth considering.

For example, providing a souvenir program – in which advertising space is sold to local businesses – is an easy way to generate thousands of extra dollars from an event. (As obvious as this may sound, it’s often overlooked by folks that are inexperienced running

events). Additionally, businesses are looking for ways to get in front of your donors in a positive light. An event fundraising provide that opportunity. Another Win-Win!!!

Putting on an event can be expensive. Seeing expenses only as expenses rather than potential revenue sources often stops organizations from putting on an event. Even with the proven track record event fundraiser have in raising a boat load of money. The cost of putting on an event can significantly affect how much your group can earn from its fundraiser if those expenses are not controlled.

Every dollar not spent is a dollar kept in the organizations treasury. Therefore, keeping expenses in check is a key component of maximizing the profitability of any event fundraiser.

There are many strategies available that can turn apparent expenses (such as promotion and ticket-printing, for example) into revenue sources. Make sure you find events that offer this kind of expertise as part of the plan.

Events that have already uncovered and provide the tools necessary to maximize the profits from these hidden revenue sources will ensure that you're able to make the most money possible with the least amount of effort.

### **Planning, Promotion and Profitability.**

Those are the three most critical elements of a successful event. Do an excellent job in each of these areas and you have a guaranteed successful event.

Conducting an event fundraising is worth it. Events are fun, community-building and leave lasting positive memories. PLUS they raise significant amounts of money towards your fundraising objectives.

- JD Stewart MD (magic dude)



JD Stewart is the owner of Square Circle Productions llc and producer of "America's Favorite Magic Show "Experience the Magic™", a family friendly show that tours the United States. Through his step-by-step Magic Fundraiser™ system the magic dude turns family fun into thousands of dollars for schools and community groups.

This system has been responsible for groups successfully raising thousands of dollars towards their causes, and information can be found at [squarecircle.biz](http://squarecircle.biz)