

50 Strategies for Nonprofit Event Planning

Events, events, events! For many organizations, event fundraising is a significant portion of their annual revenue. Here are 50 strategies to make planning your next fundraising event super smooth! And to take a deeper dive into event fundraising (and all forms of fundraising), come to the Nonprofit Storytelling Conference – <https://nonprofitstorytellingconference.com>

1. **Define Your Goals:** Clearly identify what you want to achieve with the event.
2. **Budgeting:** Establish a clear budget and ensure every aspect of the event stays within it.
3. **Establish a Timeline:** Map out a timeline for all planning activities.
4. **Identify Target Audience:** Understand who you want to attend and tailor the event to their preferences.
5. **Choose a Suitable Venue:** Find a venue that's accessible, appropriate, and within your budget.
6. **Create a Backup Plan:** Prepare for unexpected circumstances such as weather or last-minute cancellations.
7. **Sponsorship Acquisition:** Reach out to potential sponsors to support your event.
8. **Effective Promotion:** Use social media, email, and other marketing strategies to promote the event.
9. **Volunteer Management:** Recruit and manage volunteers effectively.
10. **Engage Key Stakeholders:** Engage board members, major donors, and other key stakeholders.
11. **Create a Memorable Theme:** A unique theme can help your event stand out.
12. **Incorporate your Brand:** Use the event to reflect and promote your organization's brand.
13. **Make it Interactive:** Interactive elements can make your event more engaging and memorable.
14. **Registration Management:** Implement a simple and efficient process for registration.

15. **Offer Multiple Ticket Tiers:** Consider offering different levels of ticket prices to attract a wider audience.
16. **Ensure Accessibility:** Ensure that your venue is accessible for all attendees.
17. **Seating Plan:** Plan a seating arrangement that fits the format and objectives of your event.
18. **Choose the Right Date and Time:** Consider your audience's availability when choosing the date and time.
19. **Food and Beverage Planning:** Cater to different dietary preferences and needs.
20. **Delegate Responsibilities:** Assign tasks to team members based on their skills and interests.
21. **Post-Event Follow Up:** Send thank you notes, surveys, or other follow-up communication.
22. **Measure Success:** Identify key metrics to evaluate the success of your event.
23. **Procure Auction Items:** If you're having an auction, make sure to secure compelling items.
24. **Use Technology:** Utilize event management software, social media, and other digital tools.
25. **Maximize Networking Opportunities:** Create opportunities for attendees to connect with each other.
26. **Create an Agenda:** Plan and share a detailed agenda with participants.
27. **Health and Safety Considerations:** Ensure you have plans in place to keep all attendees safe.
28. **Incorporate Entertainment:** This could include live music, performances, or keynote speakers.
29. **Provide Value to Attendees:** Make sure attendees walk away feeling the event was worth their time and money.
30. **Document the Event:** Hire a professional photographer or videographer to capture the event.
31. **Incorporate a Fundraising Element:** Even if it's not a fundraiser, there's usually room to include a fundraising component.

32. **Provide Clear Information:** Make sure attendees have all the necessary information about location, timing, etc.
33. **Arrange Reliable Transportation:** If the venue is remote, arrange for transportation.
34. **Create an Event Checklist:** To ensure nothing is overlooked.
35. **Engage the Media:** Use the event to garner media coverage for your cause.
36. **Generate Pre-Event Buzz:** Use content marketing and social media to build excitement before the event.
37. **Attract VIPs:** Try to attract industry leaders, celebrities, or local officials to boost your event's profile.
38. **Personalize the Experience:** Personal touches can make attendees feel special and appreciated.
39. **Optimize Signage:** Ensure your signage is visible, informative, and reflects your branding.
40. **Stay Eco-Friendly:** Consider the environmental impact of your event and try to minimize it.
41. **Partner with Other Organizations:** Collaborations can help share the workload and broaden your reach.
42. **Offer Merchandise:** Selling merchandise can raise extra funds and increase brand visibility.
43. **Get Feedback from Attendees:** Use surveys or informal conversations to gather attendee feedback.
44. **Show Gratitude:** Always thank your attendees, volunteers, staff, and sponsors.
45. **Use Event to Gather Content:** Testimonials, photos, and videos gathered at the event can be used in future marketing efforts.
46. **Invest in Quality Audio/Visual Equipment:** Good A/V can make a big difference in your event's success.
47. **Communicate Regularly with Your Team:** Keep everyone informed to ensure smooth execution.
48. **Make Use of Local Resources:** Use local vendors and talent to support your local economy.

49. **Prioritize Diverse Voices:** Make sure your event represents and speaks to a diverse audience.

50. **Offer a Virtual Attendance Option:** In today's digital world, it's beneficial to offer an online attendance option when possible.