



# 3DEVELOPMENT

boutique fundraising strategists

*Building Events to  
Connect Communities  
ALA Conference 2007*

# Discussion

- What is an event?





# Definition of an event

*“Way to marshal resources and fulfill the basic human need to gather, socialize, and achieve common objectives through action by group endeavor. Events have been around forever...”*

Source: Armstrong, *Planning Special Events*, 2001




# Categories of events

- Large – mega events usually involving thousands of people.

e.g. celebrate a season, harvest, or sport.

– Tourism related; takes years to build.

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- Small – events usually involving hundreds of people from 1 or 2 communities.

e.g. wine reception; church picnic

– Locally related; takes months to build.





# Types of events

- Fundraising (golf tournaments, gala)
  - Socials (dinners, receptions)
  - Political (rally, debate)
  - Participation (sports, theatre)
  - Tradeshows & conferences
  - Promotion & publicity (product launch)
  - Travel (tours & festivals)
  - Community (festival, parade)
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# Discussion

- What types of events do you do?
- Why do you do them?



# Discussion

- What are community events?
- How do they differ from other types events?



# Community events build capacity

*"...community capacity is a collection of characteristics and resources which, when combined, improve the ability of a community to recognise, evaluate and address key problems."*


Source: Bush, Dower, Mutch, *Health NSW Community Capacity Index*, 2007

<http://www.health.nsw.gov.au/public-health/health-promotion/capacity-building/community/index.html>





# How do events build capacity?

1. Connect community leaders through event planning process.
  2. Provide an opportunity to recruit new leaders & doers.
  3. Become a forum for education and learning.
  4. Provide a place to share ideas with like minded people to lobby for change.
  5. Opportunity for stewardship.
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Next steps...

So you want to plan an event?



# "6 p's of an event plan

- **Purpose** – "S.M.A.R.T" goal setting
- **Product** – type of event, time, date
- **Place** – location
- **Price** – cost or not
- **Provisions** – food & beverage
- **Promotion** – selling the event



## Event Name:

Purpose		
Product		
Place		
Price		
Provisions		
Promotion		




# Wesley Mission Wine & Cheese

Purpose	Recruit leadership volunteers from corporate community	6 months out
Product	Wine & cheese; 5-8pm on Thursday	6 months out
Place	In community centre	6 months out
Price	No cost. By donation to raise funds for library.	6 months out
Provisions	Wine sponsor; cheese sponsor; small budget for other.	6-2 months out
Promotion	Save the date postcard. Personal calls from ED.	4-2 months out



# Other things to consider...

- Find volunteers who lighten the workload; not add to it.
  - Identify task orientated staff to lead event projects.
  - Never assume things are done; follow-up on all details (or trust someone who is detailed driven to follow-up).
  - Have a “drop dead date” incase you need to cancel.
  - Debrief the event; ask guests to fill out a questionnaire.
  - Send thank you notes.
  - Run the final numbers; but keep in mind that an event is more than just raising money – it also raises: awareness; profile in the community; and builds community capital.
  - Celebrate success!
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