



Five Steps to Successful Fundraising Event Management



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1

Determine Your Fundraising Event Goals

- Raise a certain amount of funds
- Spread awareness of your cause
- Strengthen supporter relations

2

Budget Control

Ensure your event is a financial net gain by:

- Managing the budget closely and minimising your costs
- Go green! Adopting sustainable practices can help your nonprofit save money and attract environmentally-conscious donors
- Securing corporate sponsorships

Marketing Your Fundraising Events

- Take full advantage of your company's internal communication channels and use social media to reach your intended audience
- Include calls-to-action to all communications, use urgent language like "Donate Today" or "Register Now"

3

Create an Engaging Experience for Your Supporters

- Personalise your invitations
- Give attendees the option to donate beyond the ticket price
- Encourage your audience to spread the word by including social sharing buttons on all digital marketing materials
- Build a strong relationship with all of your suppliers to create a common goal of delivering a high quality event

Assess Your Results and Cultivate Your Relationships

- Follow up with a personal thank you note to all attendees and sponsors. You could also thank them on your social channels.
- Send out a survey to sponsors/guests asking for feedback and gauging their interest in other events
- Provide additional opportunities to stay connected

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5

SUCCESSFUL FUNDRAISING FROM PAST TEAMS

YARRA VALLEY WATER



RUN MELBOURNE

Received sponsorship that covered some or all of the cost.

Yarra Professionals (YP) - a YVW social and professional development club sponsored the team for entry fees (\$500). The team successfully raised \$2,300 from this event.

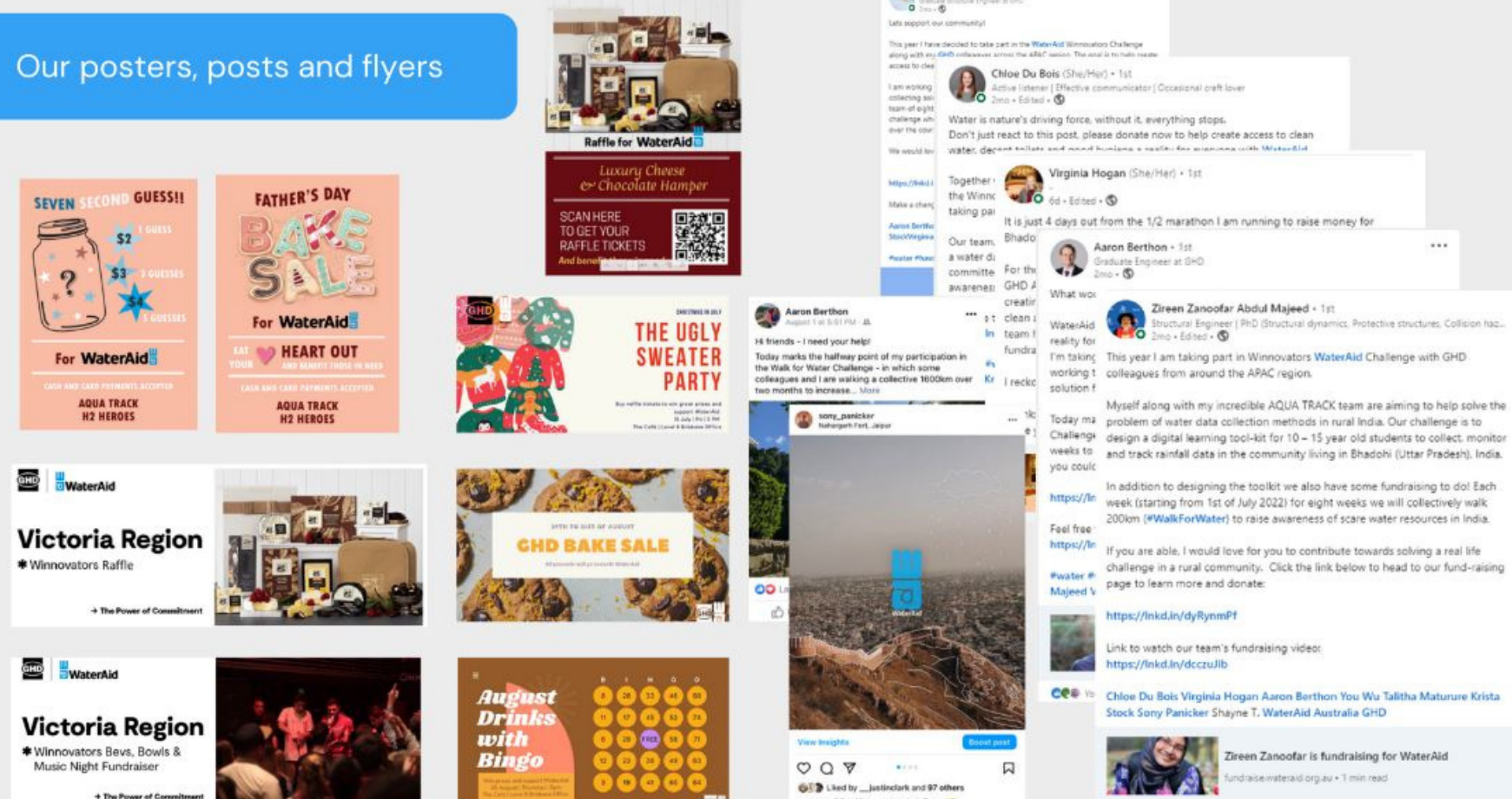
GHD - AQUATRACK

Created, shared and posted online and offline to promote the events.

Made good use of social media and the company's internal communication channels.

PROMOTION

Our posters, posts and flyers



GHD - H2 HEROES



Sydney Bunnings sausage sizzle

SAUSAGE SIZZLE

- Contacted the biggest Bunnings in Sydney and had the sale on Father's Day
- Recruited friends and family to help out
- Secured match funding from GHD

Other examples to lower the cost:

- Online auction selling donated items, such as art works, laptops
- Use the fundraising page provided to accept payments