

Creating Your Special Event:

WHAT YOU NEED TO KNOW

DATE: SUNDAY, NOVEMBER 11, 2012

Location:

Congregation Bnai Yeshurun 641 West Englewood Avenue Teaneck, New Jersey
07666 In the Social Hall

Instructor:

Norman B. Gildin, President, Strategic Fundraising Group LLC

Sign-in :

1:00 P.M.

Program Time:

1:30 P.M. - 4:30 P.M.

Overview:

Special events are often the engine that drives the fundraising operation. When does it make sense to run an event and when doesn't it make sense? And what type of event makes sense for my fundraising operation? Understanding and implementing the essential organizational building blocks will help you enhance your bottom line.

Objectives:

- To learn the basic organizational principles behind creating a special event.
- To set a financial goal and to develop a budget for your event.
- To understand how and when to make decisions about event/date/time/location/number of guests/themes and more.
- To decide when to use a production company or when to do it yourself.
- To develop a cost-benefit analysis for your special event – when isn't it worth it?
- To establish the purpose of your special event.
- To determine what ancillary fundraising can take place concurrently with your special event.
- To learn about three important words: Sponsorships, Sponsorships, Sponsorships.
- To hear about the Do's and Don'ts of creating a special event – fast and easy tips to use.

Target Audience:

This seminar is appropriate for Development executives, volunteers, board members, administrators and all those involved in raising funds on behalf of a not-for-profit organization. This program will be helpful for the small to the large fundraising operation.