

COMMUNITY EVENTS: PUT THE FUN BACK IN FUNDRAISING

HOW TO EXECUTE A FANTASTIC FUNDRAISER, WITH MINIMAL WORK!

WHY DOES HRC HOST COMMUNITY EVENTS?

PRIMARY REASONS

RECRUIT/RENEW MEMBERS

RAISE FUNDS

SECONDARY REASONS

BOOST VISIBILITY

MEET COMMUNITY NEEDS

MAINTAIN LOCAL PRESENCE

RECRUIT NEW VOLUNTEERS

MAKE HRC EVENTS
ACCESSIBLE

FOUR PILLARS OF A SUCCESSFUL COMMUNITY EVENT

AFFORDABILITY

- •TICKETS ARE PRICED LOW, OR AT TIERED PRICE POINTS TO APPEAL TO DIFFERENT ATTENDEE BUDGETS
- **•EXPENSES TO EXECUTE THE EVENT ARE MINIMAL**

FULFILLS A NEED

- DIFFERS FROM OTHER LOCAL EVENTS THAT ARE HAPPENING IN YOUR COMMUNITY
- ATTRACTS NEW AUDIENCES TO HRC

VISIBILITY

•TAKES PLACE DURING A TIME OF YEAR WHERE THERE IS A LACK OF HRC EVENTS/OPPORTUNITIES, THUS KEEPING HRC PRESENT IN YOUR COMMUNITY THROUGHOUT THE YEAR

PLAYS TO STRENGTHS

- •USES YOUR LOCAL CONNECTIONS AND RESOURCES TO CREATIVELY DEVELOP A CONCEPT
- EVENT SIZE/SCALE CORRESPONDS TO THE DEPTH OF YOUR VOLUNTEER BENCH

COMMUNIY EVENT TICKET PRICING

THE MINIMUM TICKET PRICE FOR A COMMUNITY EVENT IS \$5 – THIS ALLOWS US TO INCLUDE MEMBERSHIP WITH THE TICKET PURCHASE

TRADITIONALLY, COMMUNITY EVENTS TICKETS RANGE IN PRICE FROM \$10 - \$50

OFFERING "TIERED" TICKETS (GENERAL ADMISSION, VIP, HOST) PROVIDES TICKET PRICING FOR A WIDER RANGE OF ATTENDEES

OFFERING AN EARLY BIRD, OR ONLINE VS. ON-SITE PRICE ENCOURAGES ATTENDEES TO PURCHASE FARI Y

THE SECRET FOR PLANNING A COMMUNITY EVENT WITH EASE

EXECUTE AN EVENT THAT ALREADY EXISTS!

- 1. IDENTIFY AN ACTIVITY FOR WHICH PEOPLE ALREADY PAY A TICKET PRICE/FEE
- 2. NEGOTIATE A BULK RATE OR GROUP DISCOUNT PRICE WITH THE VENUE
- 3. CHARGE AT LEAST \$5 MORE THAN THE BULK RATE PER TICKET (TO INCLUDE HRC MEMBERSHIP)
- 4. ADD A THEME OR HRC "SPIN"

THE ACTIVITY IS THE EVENT – YOUR BIGGEST JOB IS
TO GET PEOPLE THERE!

FOR EXAMPLE...BOWLING

1. IDENTIFY AN ACTIVITY FOR WHICH PEOPLE ALREADY PAY A TICKET PRICE/FEE

A BOWLING ALLEY CHARGES ABOUT \$20 FOR TWO HOURS OF BOWLING, INCLUDING SHOE RENTAL

2. NEGOTIATE A BULK RATE OR GROUP DISCOUNT PRICE WITH THE VENUE

TYPICALLY BOWLING ALLEYS HAVE A PARTY OR NON-PROFIT GROUP DISCOUNT RATE. IN THIS CASE – IT'S A 50% DISCOUNT

3. CHARGE AT LEAST \$5 MORE THAN THE BULK RATE PER TICKET (TO INCLUDE HRC MEMBERSHIP)

SINCE HRC WOULD PAY THE VENUE \$10 PER BOWLER, THE PUBLIC TICKET PRICE WOULD BE \$18 TO RAISE FUNDS AND INCUDE AN HRC MEMBERSHIP

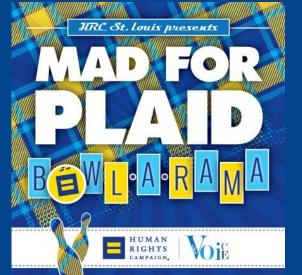
4. ADD A THEME OR HRC "SPIN"

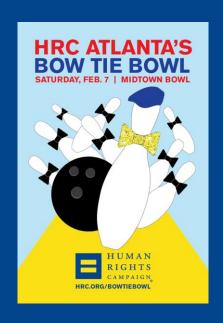
YOU CAN BE AS CREATIVE AS YOU'D LIKE WITH THEMING! SEE A FEW PREVIOUS THEMES ON THE NEXT SLIDE.

PAST BOWLING THEMES





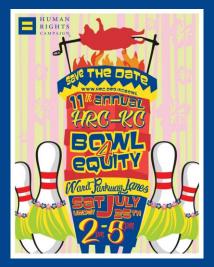












OTHER ACTIVITY IDEAS

MINI GOLF

WINE TASTING

PAINTING CLASS

BREWERIES

YOGA

CERAMICS

THE ZOO

CYCLING CLASS

SPORTING EVENTS

THEATER EVENTS

A NOTE ON THEATER AND SPORTING EVENTS

THESE EVENTS CAN BE TRICKY BECAUSE THEY OFTEN REQUIRE YOU TO PURCHASE A LARGE QUANTITY OF TICKETS, AT A HIGH PRICE POINT

THEY TYPICALLY RAISE LITTLE FUNDS, BREAK EVEN, OR EVEN LOSE MONEY FOR THE ORGANIZATION

TALK TO YOUR MEMBERSHIP OUTREACH
MANAGER TO LEARN MORE ABOUT
THEATER/SPORTING EVENTS, OR IF YOU HAVE
AN IDEA OF HOW IT MAY WORK IN YOUR
COMMUNITY

EVENT PLANNING TIMELINE

ONCE YOU HAVE THE "LOGISTICS" WORKED OUT, THE BULK OF THE WORK IS DONE: YOU JUST NEED TO SPREAD THE WORD!

FOR MAXIMUM SUCCESS, ALLOW YOURSELF AT LEAST THREE MONTHS OR MORE TO SUCCESSFULLY MARKET YOUR EVENT



READY TO GET STARTED?

SCHEDULE A CALL WITH YOUR MEMBERSHIP OUTREACH MANAGER AND WE CAN SHARE BEST PRACTICES AND HELPFUL TIPS!!