



HUMAN
RIGHTS
CAMPAIGN[®]

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

COMMUNITY 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 EARLY

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 INCLUDE 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

HRC SAN DIEGO'S 11th ANNUAL

BOWLING for Equality

PRESENTED BY 21AWARD SOUTHERN CALIFORNIA

HRC ATLANTA'S BOW TIE BOWL

SATURDAY, FEB. 7 | MIDTOWN BOWL

HUMAN RIGHTS CAMPAIGN
HRC.ORG/BOWTIEBOWL

SUPERHERO BOWL

LET'S STRIKE OUT INEQUALITY!

Community Sponsors: State Farm, JONATHAN, GAYBORHOOD, creative approach, TotalOne, State Farm, PNC BANK, DELTA, HUMAN RIGHTS CAMPAIGN

Corporate Sponsors: Coca-Cola, DELTA, HUMAN RIGHTS CAMPAIGN, PNC BANK

Feb. 6, 2016 | Midtown Bowl
1936 Piedmont Cir. N.E., Atlanta, GA 30324

Craft your fight, break out the cape, and put on your mask, because HRC needs the help of the heroes of Atlanta in the fight for full LGBT Equality. Join us for two hours of bowling, prizes, and the exclusive benefits of our G. Show us your Superhero spirit and win the Best Dressed award! This is a welcoming event open to anyone regardless of sexual orientation or gender identity. Ticket includes two hours of bowling and HRC membership or renewal.

Wave 1
Registration: 12:00 p.m. | Bowling: 12:30 - 2:00 p.m.

Wave 2
Registration: 2:30 p.m. | Bowling: 3:00 - 5:00 p.m.

Tickets: \$25 Individual | \$150 Team of 6 | \$100 Lane Sponsor | \$200 Lane Sponsor w/ Team of 6

We are proud to host books for keeps www.booksforkeeps.org Imagine summer without a book in each. Please consider bringing gently used books to donate, as local kids have access to books during the summer. Receive a special gift from HRC to show our appreciation.

hrc.org/superherobowl

HRC CINCINNATI: Queen City Bowling

SEPTEMBER 22, 2018 | 6PM - 9PM | STONE LANES

HRC DFW CARNIBOWL

January 31 | USA Bowl, Dallas

HUMAN RIGHTS CAMPAIGN
hrc.org/carnibowl

THAT '70S BOWL

SATURDAY, FEB. 4, 2017
Wave 1: 12:30 - 2:30PM
Wave 2: 3:00 - 5:00PM

MIDTOWN BOWL
1936 Piedmont Cir NE
Atlanta, GA 30324

hrc.im/that70sbowl

HUMAN RIGHTS CAMPAIGN

Save the Date

11th ANNUAL HRC-KC BOWL 4 EQUITY

Ward Parkman James
SAT JULY 25TH 2-5 PM

HRC St. Louis presents

MAD FOR PLAID BOWLARAMA

HUMAN RIGHTS CAMPAIGN | Voice

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!!**