

Fundraising Banquets Webinar

An Event That Transforms

A still life photograph of a white plate, a silver fork, and a silver knife resting on a yellow napkin, set against a dark green background. The lighting is dramatic, highlighting the textures of the silverware and the napkin.

Fundraising Banquets
An Event That Transforms

MIF Presenters



Dave Farquhar
President



Trent Combs
Sr. Giving and Training Officer



Fundraising Banquets
An Event That Transforms

"In The Field" Presenters



Kevin Whitman, ARMS - Oregon



Deleana Dey, Options 360 - Washington



Carissa Kienzle, Global Training Network - Arizona





Kim Tschirret, Hope Reins - North Carolina





MIF Study on Events: June 2011

What type(s) of events does your organization hold?	
Dinner	96%
House Party	47%
Auction	38%
Golf Event	20%
Walk	13%
Other	41%





MIF Study on Events: June 2011

Question	Disagree	Neutral	Agree
Banquets are effective fundraising tools.	3%	4%	93%
Fundraising events are good acquisition tools.	4%	11%	85%
Fundraising events are a key part of our fundraising strategy.	8%	11%	81%



MIF Study on Events: June 2011

Question	Disagree	Neutral	Agree
Our organization is good at raising funds through events.	7%	24%	69%
Our organization is good at acquiring new donors through events.	11%	21%	68%
Our organization is good at using volunteers to help coordinate and run our events.	18%	16%	68%
Our organization is good at creating effective event programs.	4%	16%	80%
Our organization is good at raising event sponsors.	24%	28%	48%

MIF Study on Events: June 2011

What is the annual income from your fundraising events?	
\$1,000-\$25,000	19%
\$25,000-\$50,000	29%
\$50,000-\$100,000	28%
Over \$100,000	24%

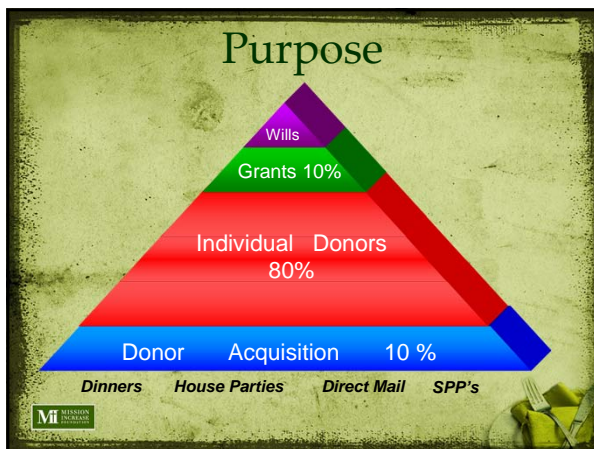
MIF Study on Events: June 2011

What are the hardest things about events?	Rank
Raising Event Sponsors	1
Follow Up After the Event	2
Building the Event Crowd	3
Making the Ask	4
Having Good Event Speakers	5
Recruiting Event Volunteers	6
Creating a Good Event Program	7

Purpose

*Banquets Are
Champion Recruitment
Events*





Purpose

TRAD/ TG
The Differences

Fundraising Events	Traditional Fundraising	TG
Goal	Dollars	Participation, New Giving
Build A Crowd	Same Ol' Crowd	50% to 70% New
Program	Organizational Focused	Vision/Cause Focused
Speakers	Professional	Well Coached Champions
Who Should Ask	Smoothest Talker	Well Coached Champion
The Ask	High Pressure Means-Ends	Low Pressure High Calling
The Results	Low ROI	High ROI
Follow-Up	Next Appeal Letter	Discipleship
Sustainability	Short Term	Long Term





Preparation

*Without Sponsors
You Will Have To Resort
To Selling Tickets*



Preparation

*Who Is The
Ideal Guest?
Invite The Called*









Programming

*Follow Up Must Not Be
An After Thought*


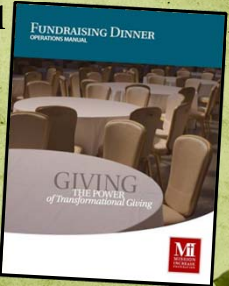
*Your attendees need to be connected
in order to grow with your cause.*



Your Event

Operations Manual

- Transformational Giving Principles
- 40 Steps To A Successful Event
- Detailed Year-Long Calendar
- Sample Letters
- Sample Invitations



Get to Know Your GTO

*Consulting Available With Your Local
Giving And Training Officer.*

2011 Events Study

June 2011 Ministry Survey On Events

[mif.org/index.cfm?action=
general.surveys](http://mif.org/index.cfm?action=general.surveys)

