

## How to Organize Innovative and Effective Fundraising Events

Alice Conway, CSEP

August 24, 2012, 9:00 a.m. - 10:30 p.m.  
2012 MOWAA Annual Conference  
Gaylord National Harbor Hotel

### *Defining Modern Event Management*

- Every human society celebrates with ceremony and ritual its joys, sorrows, and triumphs. (Victor Turner)
- A unique moment in time celebrated with ceremony and ritual to satisfy specific needs.
- Event Management is a profession that requires public assembly for the purpose of *celebration, education, marketing, and reunion.* (Dr. Joe Goldblatt, CSEP)



## Objectives

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- Apply 5 phases of Event Management to projects
- Manage and nurture creative process
- Inspire volunteers and staff
- Mitigate risk factors



## Defining the Modern Event Manager

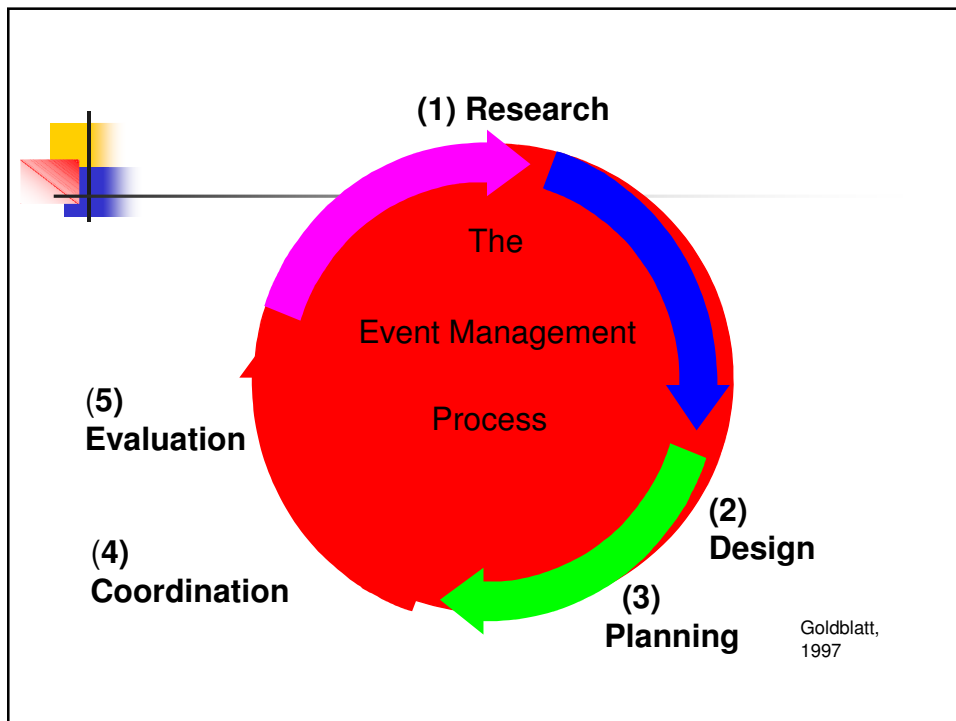
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The professional responsible for the following phases of the event:

- Research
- Design
- Planning
- Coordination
- Evaluation

## *Major Influences Affecting Event Management*

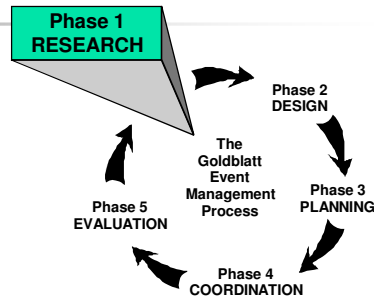
- Globalization
- Technology
- Education





## RESEARCH

- Considered most important
- Historical review of previous events
- Comparison study
- Observation of best and worst practices
- Data analysis



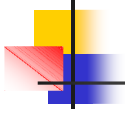
## THE FIVE W's

- Why (Compelling reasons)
- Who (Demographics and psychographics)
- When (Best date and time)
- Where (Best location)
- What (Resources and outcomes)

## NEEDS ASSESSMENT & FEASIBILITY STUDY

- Verify the Purpose
- Identify Resources & Obstacles
- Apply the SWOT Analysis
- Balance Time, Space & Tempo
- List Logical Contingencies
- Examine & Evaluate

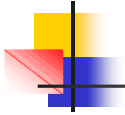




W.I.M.S.A.  
by  
Susan Davis, Int.  
Julie Hanson



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CONCEPTS



# SWOT ANALYSIS



Strengths  
Weaknesses

Opportunities  
Threats



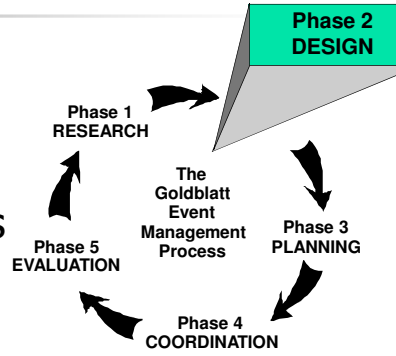
American  
Ireland  
Fund

Susan O'Neill  
& Assoc.



# DESIGN

- Scan Options
- Theme site
- Anticipate Reactions
- Grab senses
- Empower creativity







## GOALS & OBJECTIVES

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- Determine Target Market
- Examine Expectations
- Form Financial Framework
- Interview Stakeholders
- Negotiate Priorities
- Explore Resources



## BRAINSTORMING

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- Include Your Experts
- Develop Exercises
- Encourage Creativity
- Accept All Suggestions
- Select the Best Components

MATRIX Party  
by  
A Vista Designs  
Anne Senatore



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## Brazilian Dancer

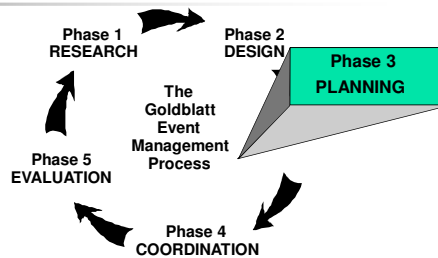


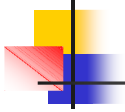
- American Public Comm Council Mardi Gras Event



## PLANNING

- Tie plan to goals
- Identify roles
- Make time work
- Expect results





Sound Board  
Harrisburg, PA



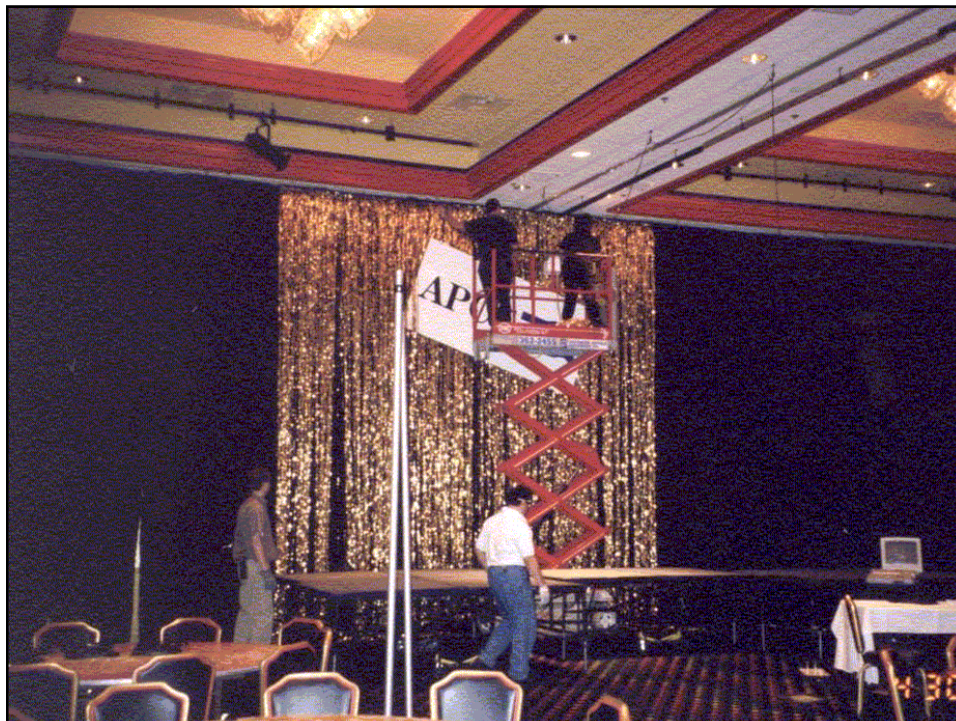
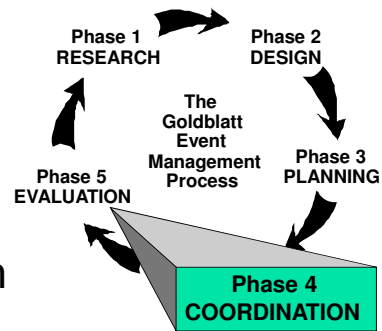
Private Party  
National  
Building  
Museum  
  
Design  
Cuisine





## Coordination

- Select vendors
- Contract vendors
- Monitor service
- Promote cooperation
- Facilitate delivery



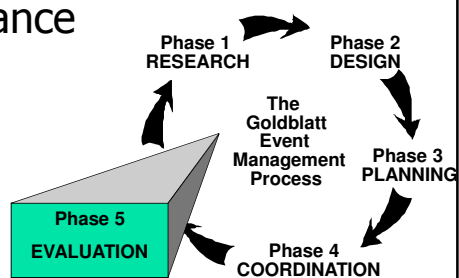
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## Evaluation

- Second in importance
- Direct linkage to research
- Requires strategy
- Needs resources
- Expect results





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International  
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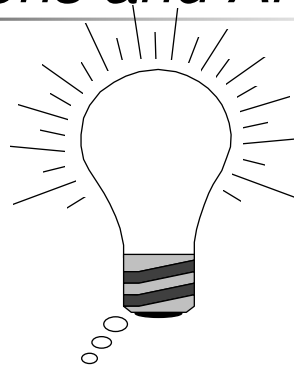
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Opera Ball  
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## *Questions and Answers*







For Information  
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