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SYMPHONY ORCHESTRAS

Fundraising Events That Work

Insider Secrets to
Successful Events



Let's talk
about what
works.





Session Takeaways

Understanding the basic elements that go into creating and executing a successful fundraising event, peer learning on what works and what doesn't, and having lots of fun!

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Before We Start

Let's meet
your hosts



**Nicola
Reilly**

**President and CEO,
Monterey Symphony**

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Before We Start

Let's meet
your hosts



Scott Vandrick

Senior Director of
Advancement,
The Music Center

Nicola Reilly

Nicola Reilly began her tenure with the Monterey Symphony in 2016.

She's held positions at:

- **Carmel Bach Festival**
- **CSUMB**
- **Seattle Chamber Music Society**
- **Women's Medieval Choir**
- **The Bill and Melinda Gates Foundation**

Nicola is a classically trained violinist.

Nicola has produced, planned, hosted, and attended hundreds of nonprofit fundraising events. She knows her stuff.



Your
hosts



Scott Vandrick

Scott Vandrick has been the Senior Director of Advancement for The Music Center since 2023.

**He's held positions a:
Pasadena Symphony and POPS
Flintridge Center
Alisa Ann Ruch Burn Foundation
Cornerstone Theater Company
Bilingual Foundation of the Arts**

Scott is an award-winning musical theater director and choreographer.

Scott has produced, planned, hosted, and attended hundreds of nonprofit fundraising events. He knows a thing or two as well.



Your
hosts





Session Disclaimer

- **We aren't going to teach you every skill you need to know to throw a successful event – limited time, folks!**
- **These are tips and tricks that are industry-proven best practices.**
- **There are lots of tools out there for you to explore (books galore!) and we encourage ongoing learning.**

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AN EVENT MOMENT

SET THE
STAGE.



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EVENT BASICS



?



#1 WHY?
#2 HOW?
#3 WHAT FOR?



Get clear on the basics before you start.

Event Questions

3?



Why is this event worth your time?

- **Why create/produce this event?**
- **What are the goals? Is it just funds? New donors? Visibility, connection or community engagement?**
- **Do we have what is required to be successful?**



How will this event work?

- **Does it work in the calendar?**
- **Do we have the staff/Board/volunteer resources to do this well?**
- **How are our vendors lined up? Venue? Caterer? Florist?**
- **Are we honoring someone?**
- **Do we have the tools – donor tracking, timelines, website support, etc.**



What will this event ultimately accomplish?

- **In the end, what will be your measures of success?**
- **How will you gather feedback from your core audiences?**
- **What will be the deciding factor of repeating this event in the future?**

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You'll Need Event Tools

Every successful fundraising event has lots and lots of paperwork! Get familiar with the tools and understand their function and usefulness before you begin.



Event Concept/Planning Document



Event Revenue/Expense/Attendees



Event Timeline with Deadlines



Event Prospect/Donor Tracking



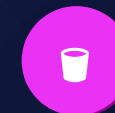
Event Design & Invitation System



Event Communication Tools

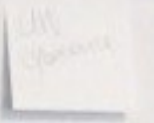


Run of Show (ROS)



Event Script

HIGH



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MORE Event Tools You'll Need

Every successful fundraising event has lots and lots of paperwork! Get familiar with the tools and understand their function and usefulness before you begin.



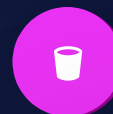
Vendor Contracts and Agreements



Marketing/Communicaion Plan



Event Tax Letter Templates



Registration/Check-in Protocol



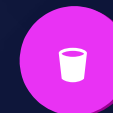
Seating Charts/Guest Relations



Directional Signage Plan



Post-Event Procedures and Plans



Post-Event Communication

HIGH

11/1/2018

11/1/2018

11/1/2018

11/1/2018

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Committees & Chairs

Understand the pros and cons of outside support including event committee and event chairs

People or groups who have a different perspective than we do can add rich variety to the event planning and execution process. They can also expand your reach, bring in new dollars and increase your visibility. However, they can also make the planning and execution of a successful event a difficult and painful experience. Equip yourself with the tools to set everyone up for success.



Committees & Chairs

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YES

When it works!

- **Lend their name which influences others to support your event.**
- **Fill tables/seats with new donors to your organization.**
- **Positive and vocal ambassador of your event in the community.**
- **Be willing to problem solve issues that may arise for the good of the organization.**



NO

Not so much!

- **Take control of the event planning without listening.**
- **Demand unreasonable event reporting with no measurable outcome.**
- **Make event decisions without consulting staff.**
- **View the event as their personal, social activity.**

TIPS & TRICKS

Make your event pop with these easy tips.

SURPRISE YOUR GUESTS

Put yourself in your guest's shoes and ask "what would surprise and delight me" at this event? Then incorporate those ideas into your planning!

SURPRISE THEM!



BE SEEN & HEARD

Check and double-check your audio/visual components. Train your speakers on proper microphone usage.

LET THEM HEAR YOU!



PACE YOURSELF!

IT'S A SHOW! PACE IT OUT!

There's nothing worse than an event that doesn't know it's a show. Don't bore your guests, engage them!



THE FINAL WORD

THE THANK YOU AFTERGLOW
Find a moment (not long after the event is over) to sincerely thank you guests for attending.

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Fundraising Events That Work

Event Basics

QUESTIONS?

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AN EVENT MOMENT

GIVE THEM
SOMETHING





**Let's
discuss**

“ Describe an event that you felt **knocked it out of the park** and explain why you felt that way.



**Let's
discuss**

“ Tell us about an event that was a **disaster to watch unfold**. What happened? How do you think you would have fixed it?

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STORIES

FROM THE FIELD



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AN EVENT MOMENT

DELIGHT
THEM



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STORIES

FROM THE FIELD



Call on us to be a resource for you!

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Connect with us!



NICOLA REILLY

nreilly@montereyorchestra.org



SCOTT VANDRICK

svandrick@musiccenter.org

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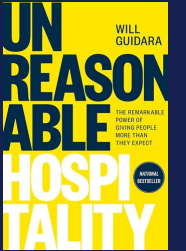
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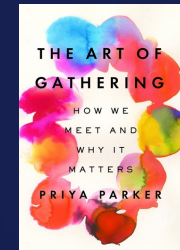
Insider Secrets to Successful Events

Further
Reading!
Explore these
resources.

Unreasonable
Hospitality
by Will Guidara



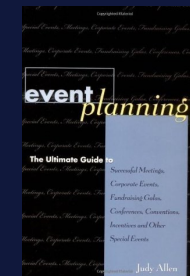
The Art of
Gathering
by Priya Parker



Responsive
Fundraising
by Gabe Cooper



Event Planning:
The Ultimate
Guide
by Judy Allen



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Insider Secrets to
Successful Events

Go create
great
events!

THANK
YOU