



PHILANTHROPY: Growing a Consistent Donor Base Through Club Fundraisers and Events

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Why is it important to enhance donor engagement through club fundraisers and events?



Enhance
Donor
Engagement
Through Club
Fundraisers
and Events
Allows You to:

- ▶ **Strengthen Donor Relationships**
- ▶ **Increase Fundraising Success**
- ▶ **Boost Club Visibility**



Examples of Fundraising Events

- ▶ Trivia Night
- ▶ Give Back Night and Local Restaurant
- ▶ Host a Movie Screening in a Local Park or Community Center
- ▶ Bake Sale
- ▶ Host a Catered Dinner or Lunch with Silent Auction and Raffle
- ▶ Partner with a Local Center or Business to Host a Fundraiser



- ▶ Silent Auctions and Raffles
- ▶ Examples can include:
 - ▶ Local gift certificates
 - ▶ Trips
 - ▶ Jewelry
 - ▶ Purses



Ways to
implement
corporate
sponsorship
and donor
recognition
during events:

- ▶ Auction/ Area Sponsor
- ▶ Logos on event program
- ▶ Logo on-screen during event
- ▶ Recognition in event script



Ways to Build Lasting Relationship with Donors After Events

▶ **Post Event Engagement:**

- ▶ Send personal thank you notes by email or mail
- ▶ Social Media
- ▶ Laurel Society Information
- ▶ How to become a Stargazer
- ▶ Inclusion in Mailing Lists and Appeals





Ways to Build Lasting Relationship with Donors After Events

- ▶ **Cultivating Donors:**
 - ▶ Provide updates on any ongoing projects
 - ▶ Share success stories
 - ▶ Invite donors to other events or opportunities





RESOURCES

- ▶ The Art of Donor Stewardship: Strategies for Consistent Engagement
 - ▶ <https://www.weareforgood.com/article/the-art-of-donor-stewardship>
- ▶ Special Event Follow-Up To Convert Guests to Loyal Donors
 - ▶ <https://bloomerang.co/blog/special-event-follow-up-to-convert-guests-to-loyal-donors/>
- ▶ Club Fundraising Resources
 - ▶ <https://www.soroptimist.org/for-clubs-and-members/federation-information/sias-big-goal/fundraising-resources.html>