

Building capacity with events

A GUIDE TO HOSTING
SUCCESSFUL FUNDRAISERS



COMMUNITY
FOUNDATION
of ABILENE

Emerald Cassidy



Misti Collier



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About Emerald

- Areas of expertise:
 - Marketing and communications
 - Media and public relations
 - Social media and brand management
 - Event planning, management and production



About Misti

- Areas of expertise:
 - Donor relations and stewardship
 - Sponsorship and business development
 - Nonprofit board service
 - Event planning, management, and production



The master plan

- Identify elements of nonprofit event planning
- Explore use case scenarios from combined 30 years professional event experience
- Fundraising guidelines, including parameters for engaging donors and prospective sponsors
- Q&A





It's in the details[🔥]

- Event type
- Venue
- Programming
- Volunteers
- Promotion
- Ticketing and registration
- Technology



Set your GPS to the right venue

- Consider busy seasons
- Accessibility for all ages
- Nonprofit rates
- Technology
- Parking
- Liabilities, COI



Your set list

- Engaging activities
- Dynamic speakers
- Live entertainment
- Conflicts of interest



Call in your favors

- Recruit and train
- Communicate often
- Depending on event, consider volunteer age
- Board members
- University and school groups



Mind your 5ws and h[👉]

- Before going public with an event, have all the info (and links/web pages) ready!
- Includes your calls to action
- Messaging should emphasize your storytelling



I saw it on Facebook[👉]

- Invitations & announcements
- Utilize existing platforms
- Leverage traditional media
- Include local resources like community calendars



I saw it on Facebook

- Sponsor messages
- Track activity and interest
- When to hire the professionals
- Building production value
- Regular and complete event updates



Dollar, dollar bills, y'all

- Set fundraising goal
- Strategies and tactics
- Tracking donations and sponsorships
- Ticketing, paper or digital
- Collecting payments



No Wifi, yes problem!

- If components of your event depend on technology, assess your venue's network capacity
- Accepting payments on site
- Emergency planning





Let's party

- 5K, golf tournaments, or other sport
- Silent and live auctions, including raffles
- Concerts and live music
- Luncheons
- Dinners
- Galas





















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MAMA JONG

September 14, 2025 | 2 - 4:30 PM

The NCCIL - 102 Cedar Street

Come play Mahjong to support the work
Pregnancy Resources of Abilene
is doing for women & families in our community.

SCAN QR CODE TO PURCHASE TICKETS:

Never Played?
No worries! Contact Mahj Abilene for lessons
Email: mahj.abilene@gmail.com
Call: (325)669-4339

event sponsored by:

Party's over, right?

- Gathering feedback
- Thank yous
- Tax acknowledgments
- Measuring results



Party plan B, C...Z

- Arts & culture (fashion show, concert, karaoke)
- Food (cook-offs, cupcake wars)
- Seasonal (festivals, holiday, block parties)
- Experiential (murder mystery, scavenger hunt)
- Game (bingo, poker, mahjong, trivia)
- Sport (pickleball, bike race)



A festive background featuring a light blue surface scattered with colorful confetti, streamers, and balloons in shades of yellow, pink, blue, and red. The word "Questions?" is written in a dark blue, elegant script font, centered on the page. A small red starburst graphic is positioned above the end of the word.

Questions?