

BeEVENTS

# The Million Dollar Fundraiser

A FORMULA FOR SUCCESS

Be



# Teamwork Makes the Dream Work

Producing a million-dollar fundraiser is no easy feat. But there is a method to get there, and it's proven. Behind every successful gala is a dedicated team:

1. A **Development Staff** to pull in major gifts and sponsorships, craft the message for your program, and connect the rest of the team to the organization's objectives.
2. A well-connected **Gala Committee** to maximize fundraising efforts by curating the guest list and filling the room with new donors and sponsors.
3. An experienced **Event Design and Activation Partner** to build the ultimate guest experience and handle important logistic elements to ensure the organization's mission and story shine.

Dive in to learn more about the benefits of leveraging a gala committee and event design partner to complete your powerhouse team.



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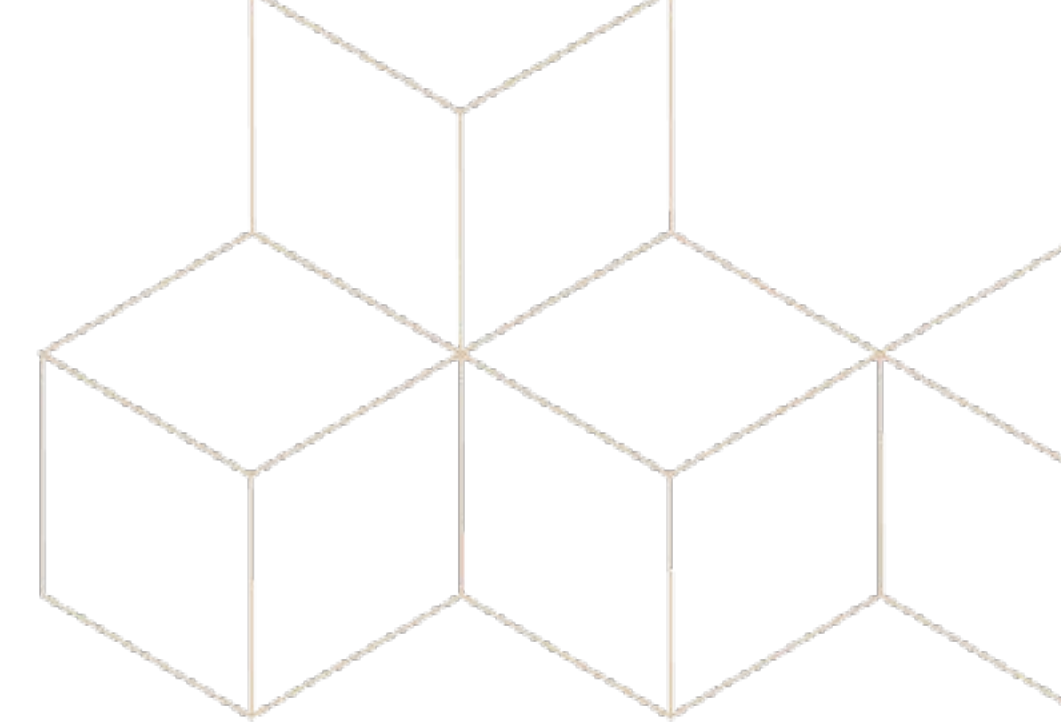
# A Winning Gala Committee

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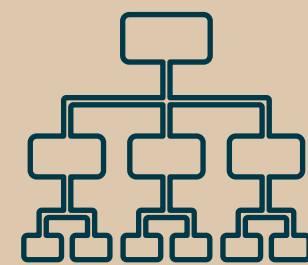
# You Want to Amplify Your Message

A gala committee brings a circle of influence and advocacy that will amplify your organization's reach and will be the best fundraising ally you have.



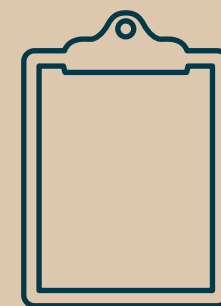
## Pro Tip | Committee Priorities

A committee isn't doing hands-on work. They are your resource for bringing in huge sponsorship dollars.



## Pro Tip | Internal Clarity

Share your org chart. Define the roles of your staff and how they support the committee.



## Pro Tip | Sharing Messaging

Supply necessary participation tools including landing page links, donation forms, videos, digital invites, etc.

# Don't Stress About Engaging Volunteers

To set your committee up for success you will need to provide clear expectations, have effective communication, and align on a shared mission. Consider the following:

## **Provide a Job Description**

Make it easy to participate by clearly defining roles and responsibilities so that everyone knows what is expected of them.

## **Align on Goals**

Define fundraising goals and outline individual financial and friend-raising commitments.

## **Be Clear with Expected Time Commitments**

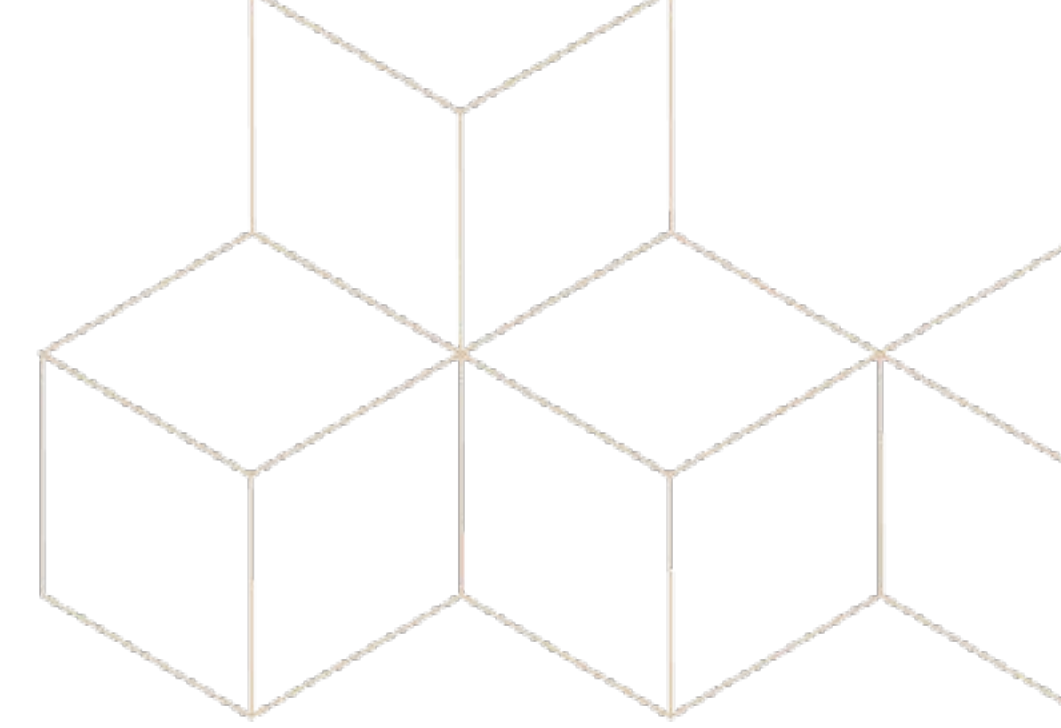
Clarity is kindness, be upfront with meeting dates and times and stick to them.

## **Utilize Strengths**

Each member brings different skills to the committee, identify those skills and ensure each committee member finds an area they will excel in.



# Identify the Right Leader



## Chair

### Commitment

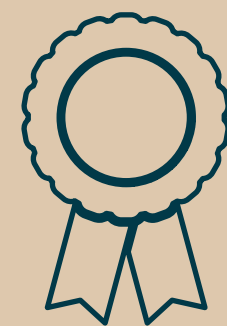
Must be willing to recruit friends and contacts to join the committee.

### Why this Matters

Friends make powerful allies and they will ensure that the committee is having fun.

### Responsibilities

Chairs will maintain regular communication with Development staff. They will lead and motivate the committee of volunteers and secure sponsors and high-value auction items.



### Pro Tip | Celebrate Wins

Acknowledge and celebrate the committee's efforts throughout the planning process to boost morale and motivation.

# Then Round Out the Group

## Board Member

Quantity: 1 - 2

### Why this matters:

They can exert their influence over other Board members.

## Emeritus Board Member

Quantity: 1

### Why this matters:

You have a reason to connect with others who have helped historically.

## Social Connectors

Quantity: 2 - 4

### Why this matters:

People with connections to athletes and chefs will bring the most coveted live auction items.

## Business Leaders

Quantity: 1 - 3

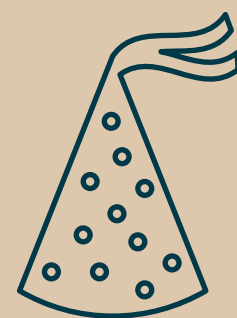
### Why this matters:

Keeps your efforts front and center with potential corporate sponsors.



### Pro Tip | Diversity and Inclusion

To create an equitable and welcoming event, prioritize diversity and inclusivity, starting with your Gala Committee.



### Pro Tip | After Afterparty

Host a post-gala gathering to celebrate wins and extend the opportunity for members to renew participation.



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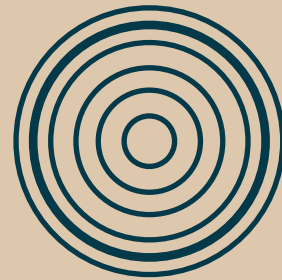
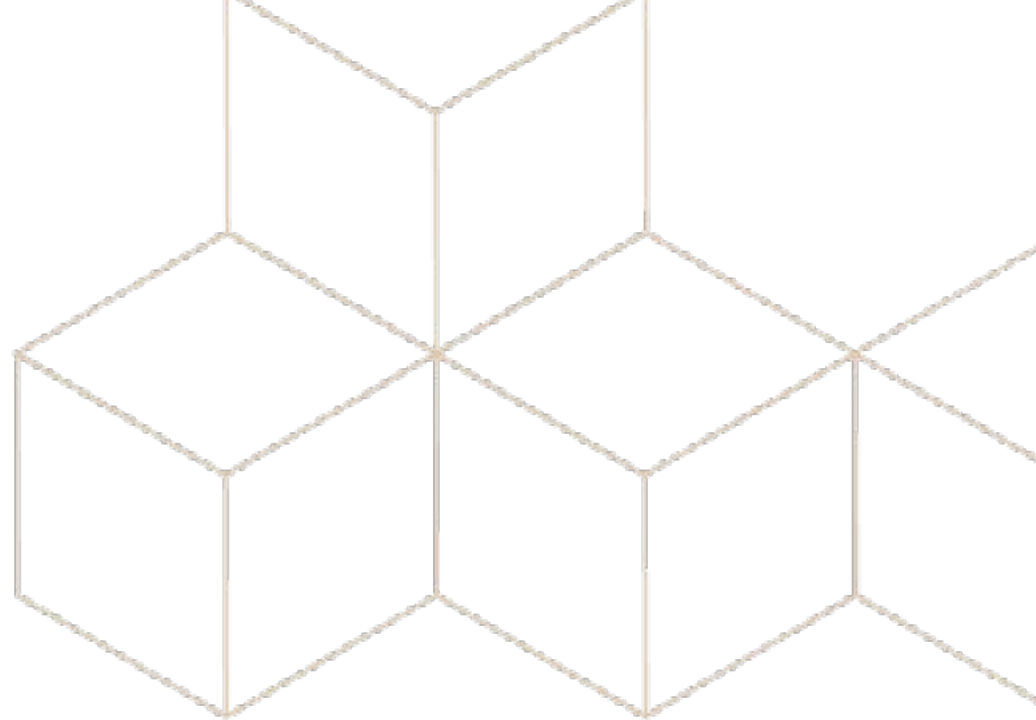
An Expert Event Design Partner

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# Great Design is the Key to Flawless Execution

You want your event to spark joy. You want your guests to feel something. An event design partner is the only expert on your team that can achieve this goal.



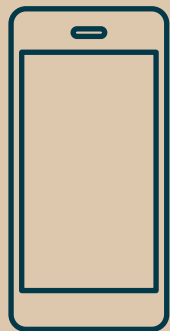
### Pro Tip | Establish Goals

Clarity is kindness. Communicate your goals, expectations, and boundaries to your design partner when you first meet.



### Pro Tip | Design Partner Selection

A successful partnership comes from selecting the right partner, one whose capabilities and values align with your needs.



### Pro Tip | Communication Transparency

Identify your personal communication style and establish scheduled check-ins to ensure everyone is on the same page.





# A Design Partner is an Extension of Your Team

An experienced event design partner will:

## **Conceptualize a Creative Vision**

Working from insights, your design partner will build concepts that are relevant to attendees and set the tone for fundraising efforts.

## **Manage the Timeline and Handle Planning**

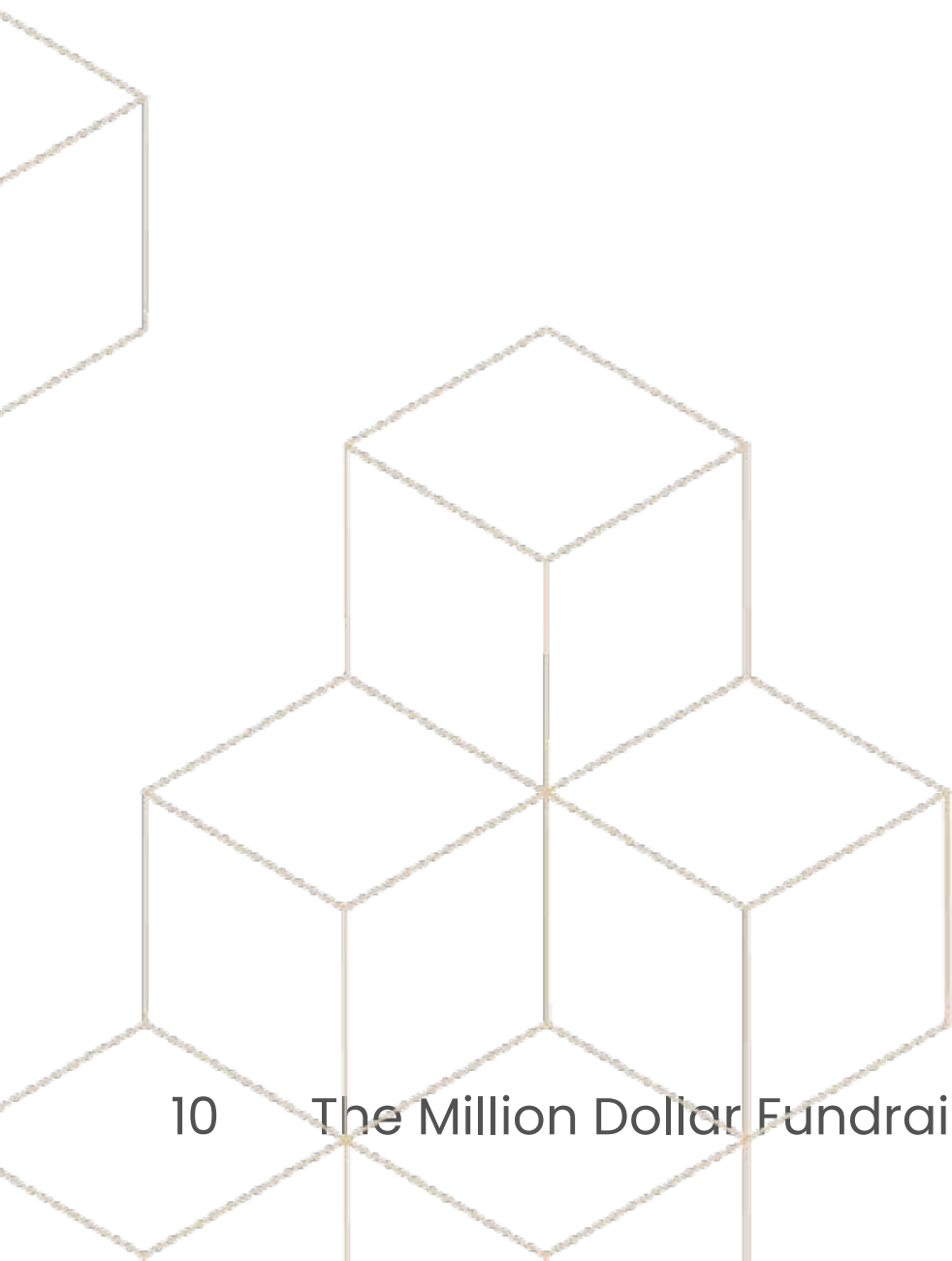
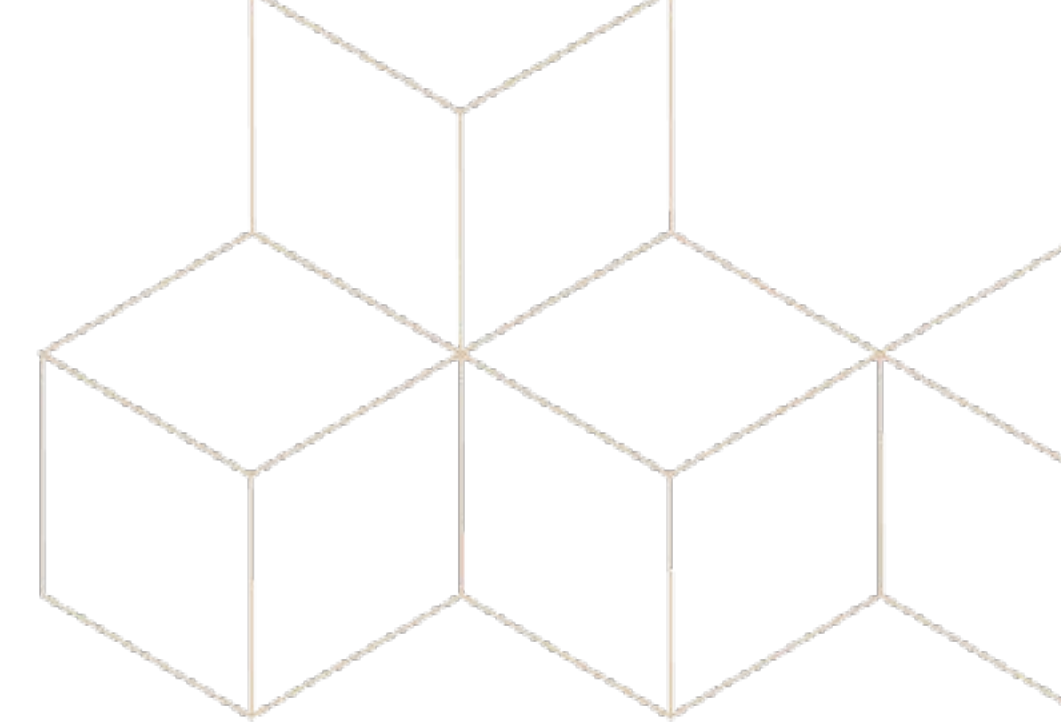
A project plan will be developed to provide a structure for accountability, important milestones, and actionable timing.

## **Engage your Committee**

Initial brainstorming and design presentations keep the committee excited and involved.

## **Provide Activation Expertise**

A design partner will coordinate with A/V to ensure the program runs smoothly and the organization's messaging shines.





# A Design Partner Comes Equipped with Experts

## Account Manager

A strong communicator that serves as a liaison between teams.

## Creative

A visionary that strategizes and ideates concepts that captivate and engagements that resonate with guests.

## Producer

A detail-oriented producer takes care of all the logistical details to create a seamless experience.

## Technical Director

A technology-minded team member to refine all A/V touch points to ensure programming is smooth.



### Pro Tip | Provide Feedback

Communicate constructive and honest feedback in a timely manner so your design team can make necessary adjustments.



### Pro Tip | Propose Milestones

Creativity takes time, set realistic timelines, and establish major milestones to ensure progress is being made.



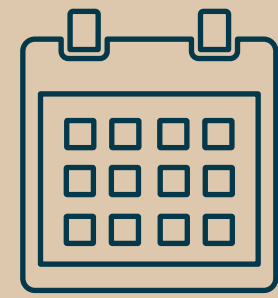
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# The Ideal Timeline

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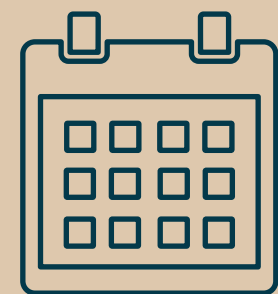


# Timing and Actionable Milestones



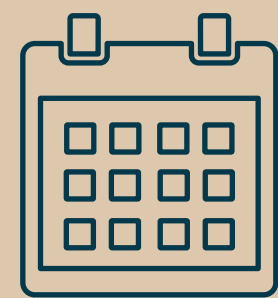
## 12 Months in Advance

- Identify Co-Chairs and Committee Members
- Select Event Design Partner, Consider BeEvents



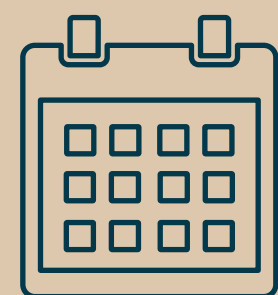
## 9 Months in Advance

- Committee Kick-Off
- Introductions, establish goals, creative brainstorm, etc.



## 3 Months in Advance

- Finalize Event Design
- Finalize Corporate Sponsors



## 1 Month in Advance

- Finalize Table Sales



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Your Dreams Actualized





# Million Dollar Fundraiser

## CASE STUDY

### The Assignment

Design a remarkable experience around the theme “Night Fall”. Maximize fundraising during this non-profit event in all event spaces. Integrate the environment with entertainment for a seamless experience.

### The Team

- An Internal Development Team of 2
- A Powerful Gala Committee of 6
- A Stellar Event Design Partner, BeEvents





## Our Work

Concept an over-the-top themed experience, and bring it to life. Invite guests into an unexpected world of mystery, delight, and chance encounters. Leading guests through a topsy-turvy hero's journey with layers of mythical experiences to match. Let guests adventure through a secret garden, an underwater experience, and a boozy library to a magically inspired silent auction and cocktail hour. Move guests into ultra-violet soaked dinner spaces using unlikely characters. Transform a black box theatre twice. Once into a dining room and then again into an after-party with musical performances and confetti cannons. Provide unlikely activations, a phone call to Cher, and a hidden psychedelic room, for a final surprise as guests dance the night away.





## The Experience

In the end, it was quite a night. Folks in formal wear got their fairy tale adventure on and seasoned executives stood up in the aisles to dance. Many remarked it was the best party they attended. Through generous giving, guests extended the opportunity for young people in our community to experience live theatre performance and education. Fundraising efforts totaled over \$1 million.

**“We set a goal each year to top ourselves, to truly create something absolutely unique, surprising, and utterly delightful. We could not do any of this without the great work of BeEvents.”**

**– Peter B., Children’s Theatre Company**





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## Ready to Hit the Million-Dollar Mark?

Let BeEvents guide you to success:



**Caroline Correia**

Account Executive

612.275.8504

Minority Owned Business Certified Through NGLCC

[SCHEDULE CALL](#)

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