

Good Advice...Think "Beyond the Pink Napkins"

I was recently asked by a colleague: "Are special event fundraisers a thing of the past?" My response was this: Not a chance, if you think "beyond the pink napkins".

In these first 15 years of consulting, Project Partners has assisted clients with raising millions of dollars through major special events-galas, dinners, luncheons, auctions, style shows, receptions, golf tournaments, walks-you name it. A gala we managed just last year attracted support of \$500,000. A golf tournament we coordinated for seven years hit the \$1 million dollar mark on its 10th anniversary. Awards events we produce for an environmental cause catches the attention and the financial support of good corporate citizens.



However, as you plan and manage your event, you must not let the event itself be the "end-all". Instead, think of it as the vehicle to attract and retain donors, in-kind support, media, volunteers and friends. Focus on an intentional follow up to grow those relationships created through the event for the benefit of your mission. Consider ongoing communications after the event. Involve participants as volunteers. Make one on one major gift visits with attendees, and more. If you approach your plan with those results in mind, there is no end in sight to the value that great fundraising events can provide your organization.

Not only do we work hand in hand with our clients to manage this process, we train volunteers and staff to understand it. Please contact me if you would like to know more about our "Beyond the Pink Napkins" special event management training and visit our [website](#).

Thinking far "*beyond the pink napkins*",

A handwritten signature in blue ink that reads "Lerii".

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Good Advice is a monthly article series of tips and tools to help you advance your cause.
We invite you to pass it along to fellow staff and volunteer leadership.

*Celebrating 15 years of service to distinguished nonprofit executives
and community leaders of North Texas*

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**What's the best post-event relationship-building plan you ever implemented?
Why did it work?
Email Lerii**