

## Good Advice...Event Management. What *is* Working in This Economy?

I recently presented the following information about successful [event management](#) in this economy to a select group of nonprofit executives and community leaders in Arlington. Based on our experience across the region, I think it is worth sharing here. I hope you find it helpful.

What *is* working?

1. Events with a *purpose*. Now is the time to evaluate just that.
2. Events designed to build relationships and boost long-term organizational goals, not short-sided goals.
3. Events that are *not* all about the staff, but instead are heavily led by committed volunteers with specific, *professional staff support*--job descriptions, organizational charts, expectations and structure, where volunteers are in a position to be very successful and move up in the event and organization's leadership.
4. Events that celebrate *every dollar* contributed; this year--every dollar *retained*.
5. Events that create a "default" level of support, where a "no" can become a "yes" and the relationship can be created or maintained.
6. Events with managers that really listen to their donors. Events that increase their in-kind support, and cut all unnecessary expenses.
7. Events that are uniquely tied to the organization's mission.
8. Events that excel with their sponsorship benefit fulfillment.
9. Events that provide timely, personal thank you correspondence to volunteers, sponsors, guests, donors.
10. Events staff that *follow through* with database development and appropriate follow up on relationship building and donor development.

Remember, too, that we offer expert event management services and we [coach staff and volunteer leadership](#) as well.

Your partner for good,



Lerii F. Smith, CFRE  
President, Project Partners, Inc.  
817.922.9460

[Lerii.Smith@yourprojectpartners.com](mailto:Lerii.Smith@yourprojectpartners.com)  
[www.yourprojectpartners.com](http://www.yourprojectpartners.com)

Please share in our [Good News](#).

[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 16 years of service to distinguished nonprofit executives and community leaders of North Texas*



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What is and is not working with your events?  
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