



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

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2024 CENTRAL EAST COAST REGION
FALL MEETING



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>