

## 9 Ways your organization can benefit from holding Events (Concept3D)

- 1. Build brand recognition**
- 2. Showcase your venue**
- 3. Make face-to-face connections**
- 4. Strengthen your community**
- 5. Build trust**
- 6. Generate revenue**
- 7. Fundraise**
- 8. Establish thought leadership**
- 9. Have fun.**

# Pros and Cons

## PROS

- They attract new supporters.
- They raise your organization's visibility.
- They involve a large number of people.
- They encourage board involvement.
- They pull diverse groups together.
- They help build mailing lists.
- They unite people in a common goal and increase commitment.

## CONS

- They take lots of time, planning, and organizational skills.
- An event can be ruined because of the weather, a competing event on the same day, a promised celebrity not showing up, and many other details over which you have little control.
- The money raised may not justify all the time involved.

# Tips to Remember (Society for Nonprofits)

## **TIPS TO REMEMBER**

- Details are everything. Be sure a detail-oriented person is in charge.
- Have local businesses donate as many of the necessary products and services as possible. Examples: printing, prizes, food, entertainment, postage, volunteer labor.
- Take care in choosing the time for your event. Check with your Chamber of Commerce [other university, community events] to be sure your event doesn't conflict with other community activities.
- The rule on when to start planning your event: The earlier the better.
- Put at least as much into advertising (paid or free) as you do into entertainment.