



Special Event Fundraising

Special event fundraising is a type of fundraising strategy where funds host event(s) with the goal of raising contributions to support their mission or purpose. The events are designed to attract donors, sponsors, and participants to contribute financially in exchange for participating in the event and enjoying various activities and experiences. Special event fundraising adds element of fun, engagement, and community involvement to the fundraising process, while making it an effective way to build relationships while generating financial support.

Characteristics of a Special Event Fundraiser

Diverse Event Formats: These events can take many forms, such as galas, live, virtual or silent auctions, charity walks or runs, concerts, art shows, dinners, golf tournaments or more. The format of the event is most often tailored to the funds' mission and purpose.

Engagement and Participation: Events encourage participants to actively engage with the fund. Attendees often pay for tickets or registrations fees to join the event, with the understanding that their contribution will support the work of the fund.

Networking and Building Community: Events provide an opportunity for supporters, donors and stakeholders to connect and interact with each other, along with representatives from the fund advisory committee. They have the opportunity to learn more about the fund at this event.

Sponsorship: Special events usually offer sponsorship opportunities for businesses or individuals who want to contribute, while gaining exposure for their business.

Entertainment and Activities: Special events offer fun! These events not only provide a fun experience, but they provide unique mechanisms for raising dollars, such as activities, appeals, merchandise sales, games, etc.

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FUNDRAISING

FUND ADVISOR TOOLKIT

Northwest Minnesota Foundation



Marketing the event: A fund will need to effectively market and promote the event to attract participants and donors. This will include relying on your fund advisory committee for their networks and outreach.

Costs: While a special event can raise significant dollars, they need careful planning to insure the event expenses do not exceed the revenues gained. (See the event planning form as part of this toolkit).

Overall, it is important to consider the cost and benefit outcomes of hosting a special event, along with the opportunity to raise awareness of the fund and the mission you are working to accomplish!

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We believe Northwest Minnesota offers boundless opportunities.

