



Telling Your Story Through Special Events

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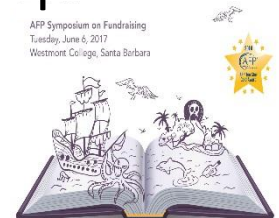
Section 1: Welcome/Intro

**WE PUT THE
FUN
IN FUNDRAISING**



What You Will Learn

- ❖ How to make donors/prospects the center of your organization's story
- ❖ Carefully chosen words combined with heart-centered guest experiences = powerful outcomes
- ❖ “Smart branding” doesn't brag
- ❖ How to develop a successful event refresh/new plan



“Special events are expensive
and time consuming.”

- Catherine Kort



My organization rocks!

Which one(s) are you?



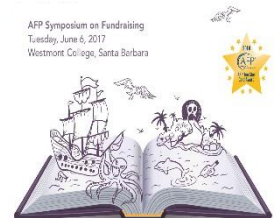
Spokesperson/
Bragger



Cheerleader



Teacher



“Fundraising stories are aimed
at the heart, not the head.”

- Jeff Brooks



Donor Centered = Heart Centered

WE ♥ OUR
DONORS!

Question:
What are other ways to
describe what you do to
engage donors/prospects?



Section 2: Getting Started



Introductions

- ❖ Your name, organization and cause
- ❖ Event >100 attendees—yes or no?
- ❖ 1 Takeaway



Group Exercise

Why is it important to make the donor/
prospect the center of your story?

Come up with 5 examples.

Done? Jump up and
yell **YAHOO!**



“The reason donors give has more to do with what’s going on in their heads than what’s going on in your organization.”

- Jeff Brooks



Question:

What are some “values” that event attendees may have that fit with your organization?

Your Event Plan

Telling your organization's story in
a way that donors/prospects
identify with.



REMEMBER....

Carefully chosen words combined
with heart-centered guest
experiences = powerful outcomes



Creative Brief

Focus on guest experience & emotional impact



Activity: Create Event Plan



Your turn!

