



Nonprofit Founders Society

Implementation Guide

January 2023 | Planning Your Signature Event

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Implementation Guide– Planning Your Signature Event

Video Content

Introduction

Hi and welcome to Planning Your Signature Event. This month we are learning what a signature event is, why we use signature events, and how to choose your signature event.

What is a signature event?

A signature event is THE annual event the nonprofit is known for in the community. It will be one that you will put on annually for many years. This event is also deeply rooted in your mission and will be your largest event of the year. A signature event will take work and planning.

Why do we need a signature event?

Because it's so deeply rooted in your mission, a signature event is a strategic way to gain awareness for your cause and raise money. While a signature event takes a few years to become established, it will be one your supporters look forward to year after year. They will even invite others to join them. Signature events also raise more money than any other event you execute during the year.

How Do You Plan a Signature Event?

1. Get Your Committee Together

- a. You Need Help
 - i. How Do You Find Committee Members
- b. Meet Regularly
- c. Delegate

2. Choose Your Event and Budget

- a. How Do You Choose Your Signature Event?
 - i. Your Ideal Donor should be the single most influential person in choosing your Signature Event.
 - ii. Resources should be considered.
 1. Human- volunteers, staff, Board members

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2. Skills available
3. Capital- How much upfront money do you have available for things like deposits and marketing?

- b. Resource Release at End of the Month- Event Budget

3. Decide on the Vision and Branding of the Event

- a. Theme

4. Plan Your Revenue Streams

- a. Ticket Sales?
- b. Auction?
- c. Drinks?
- d. Other

5. Get Your Sponsors

- a. Workshop on Sponsorships

6. Plan Your Attendee's Experience

- a. A great event is one your attendees really enjoy.
 - i. Photo Booth for Selfies
 - ii. Signage- Do they know where they are going and what they are doing at the event?
- b. Think About the Details

7. Promote Strategically

- a. Ad Record

8. Execute Your Event

- a. Create Your Checklist

9. Follow Up After the Event

- a. Follow Up with Sponsors and Major Donors
- b. Right, Wrong, Missing, and Confusing Report

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Worksheets

Event Review Template with Right, Wrong, Missing, and Confusing Report

[Word Document](#)

[PDF](#)

Ad Record

[Word](#)

Commercial Templates

15- Second Commercial

[Word](#)

30- Second Commercial

[Word](#)

60-Second Commercial

[Word](#)