



SPECIAL EVENTS - MAKING EVENTS MEMORABLE AND BENEFICIAL

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- Considerations to ensure success (theme, budget, registration, promotion, community fundraising)
- Recruiting, training and managing volunteers
- Converting guests to loyal donors
- Using events to create engagement (ROI) or (ROE)
- Meaningful follow-up - Consistent brand experience
- Boosting donor retention through events



Full participation in this workshop is applicable for 7 points for full day, and 3.5 points for half day in Category 1.B
 – Education of the CFRE International application for initial certification and/or recertification.

Participation in the PSC Workshop How to Create a High Functioning Fundraising Board may assist you in learning or reviewing concepts covered on the Certified Fund Raising Executive (CFRE) examination as detailed on the Test Content Outline provided by CFRE International. CFRE International does not sponsor or endorse any educational programs and the How to Create a High Functioning Fundraising Board was not developed in conjunction with CFRE International.

May 5, 2020

Trainers:
Dana Hall, BBBS of Northwest Florida
Laura Hill, Donor Relations/ Events Manager

7:30 a.m.....	Registration / Pre-Test (question cards turned in)
8:00 a.m.....	Introductions & Define Expectations (Speaker and Participants)
8:15 a.m.....	What should be considered to ensure success?
8:45 a.m.....	Recruiting, Training & Managing Volunteers
9:15 a.m.	Converting Guests to Loyal Donors
10:15 a.m.....	Break
10:30 a.m.....	How can events be used to create Engagement?
11:15 a.m.....	Boosting Donor Retention Through Events
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