

Event Do's and Don'ts in Difficult Times
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Despite the fact that events are often costly ways to fundraise, they have been around forever and are here to stay. People have a human urge to form communities and celebrate together. So it's important to shift, when possible, to keep your event alive. Here are our Top Ten suggestions:

DO:

- 1) Emphasize your mission and create an emotional connection
- 2) Rally your troops and cultivate ambassadors
- 3) Provide networking opportunities as added value
- 4) Negotiate with all vendors
- 5) Keep entertainment and décor free or low-cost by using resources that reflect your mission, plus minimize a/v and production
- 6) Replace the journal with a scroll of honor
- 7) Develop an event/payment link on your website
- 8) Make credit card payments available
- 9) Send evites for save-the-dates
- 10) Use volunteers where possible and engender team spirit

DON'T:

- 1) Cancel your event out of fear alone
- 2) Lower your prices; instead, adjust your expectations and give more for the contribution
- 3) Use a tent, a barn or a stand-alone location, all of which, end up costing more
- 4) Order sub-par food
- 5) Use postal meters or labels
- 6) Place print ads or pay for radio or tv spots; instead use the internet and create a website
- 7) Assemble elaborate goody bags
- 8) Order expensive awards
- 9) Offer an open bar all evening; instead, consider wine and sparkling water only
- 10) Spend staff time on the auction; instead, work with a reputable auction company



These are general guidelines and if you'd like to talk directly to me about any of these issues, please respond on LinkedIn, send me an email at lkrotman@specialeventsunlimited.com or call directly at 516-767-8008.