



Special Events Unlimited, Inc.

Why People Give Through Special Events by Laurie Krotman & Susan Shattuck, Special Events Unlimited, Inc.:

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People always ask us "Why do people give through special events?" We put special event fundraising in a category called "social giving" and here are some reasons why donors prefer to give in this manor:

- **To make business connections**
Strategic committee meetings, launch gatherings and the event itself present unique opportunities for donors to network. It's up to you to facilitate this.
- **To meet people they would not ordinarily meet**
Where else could you rub shoulders in an intimate setting with celebrities, corporate notables and other interesting and influential people?
- **To go someplace otherwise inaccessible**
We often hold committee meetings and kick-off parties in private homes or corporate locations that would be inaccessible to anyone other than those actively involved in the special event.
- **To raise their personal or professional profile**
Events provide opportunities to give donors special recognition in a public and more expansive way.
- **To compete in the hunt**
Active communication with your committee during the event planning process stimulates the human urge to be a winner. We generate ongoing status reports, with a "source" column, so people know who's raised what.
- **To be perceived as a good person**
We call this the "warm glow" urge that drives many donors to contribute to a cause in a more public way.
- **To introduce others to the cause**
Sponsoring a table, a golf foursome, a walk team or another "group" activity gives donors a fun and exciting opportunity to let friends and colleagues know more about their special non-profit.
- **To support those important to them**
People want to support those they respect and what better way than to give to a cause or charity their mentor endorses



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- **To Increase corporate or social exposure**

In the corporate and high society worlds, exposure is key. Supporting a cause is a great way to get your name in front of your potential clients and friends.

There are many more reasons why people give, but the above are a sampling of reasons they channel their giving through events. Please do respond on LinkedIn or send me an email at lkrotman@specialeventsunlimited.com if you want to talk more.