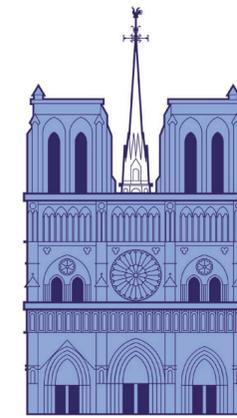


Engaging Donors Through Events, In-Person & Virtually!

Featuring Friends of Notre-Dame
de Paris



FRIENDS OF
NOTRE-DAME
DE PARIS

INTRODUCTION

Thank You for Having Us!



Michel Picaud is President of Friends of Notre-Dame de Paris, a 501(c)(3) nonprofit organization dedicated to raising funds to rebuild and restore the iconic Paris cathedral. Prior to that, Michel served as COO for International Markets of the Demos Group, one of the main European learning and development companies, and as President and CEO of HR Access Solutions, a leading Human Resources software provider part of Fidelity Investments. Michel was also SVP for Orange Business Services/Equant, CEO of Alcatel Réseaux d'Entreprise. He worked for the Bosch Telecom Group in France and in Germany. He is a graduate of Ecole Polytechnique Paris, Mines ParisTech and Telecom ParisTech.

Michel Picaud

President, Friends of Notre-Dame de Paris



Flavia Alimonti brings nearly 10 years of experience in fundraising and communications, with a particular focus on partnerships with international organizations fundraising in the US and abroad, to Faircom New York. An enthusiastic member of the Global Philanthropy team, Flavia has a keen sensibility for advising nonprofits of varying scale and scope as they define and implement fundraising strategies through major donor and institutional giving programs, as well as developing communications tools and conceiving and implementing events from start to finish. Flavia received her B.A. from Tufts University, where she graduated magna cum laude, and is based in New York City.

Flavia Alimonti

Account Director, Faircom New York

INTRODUCTION

What We Will Address Today

We will dive into three key questions that will help set you up for success in events fundraising – including questions of strategy and execution, before, during, and after an event.



Why Organize Events?



How to Effectively Plan an Event?



After the Event, What Comes Next?

Why Organize Events?



WHY ORGANIZE EVENTS?

Events Bring Added Value to Your Fundraising Plan

Special events are a critical tool for nonprofits. They support all steps of the fundraising cycle and are valuable for organizations for all sizes, missions, and scopes.

Events can:

- Help **identify** and **qualify** prospects.
- **Cultivate** your prospects and existing donor base.
- Function as a vehicle to **solicit** (ask) people to support your organization.
- **Steward** donors and build relationships.



WHY ORGANIZE EVENTS?

Step One: Identify Your Objectives

This will determine the event type that you produce.

Even if you aren't asking for money directly at the event, each of these objectives are connected to fundraising strategy, which includes non-monetary donor engagement.

- **Build awareness.** Raise the visibility of your organization and introduce your work to new audiences.
- **Strengthen relationships.** Cultivate and steward your major donors.
- **Fundraising.** Raise the funds needed to support your mission and programs.

WHY ORGANIZE EVENTS?

Mapping Event Types to Target Objectives



Event Type	Potential Objective
VIP Dinner or Breakfast	Build Awareness Cultivation & Stewardship Fundraising
Cocktail	Build Awareness Cultivation Fundraising
Roundtable	Build Awareness Cultivation & Stewardship
Panel with Reception	Build Awareness Cultivation & Stewardship
Gala	Fundraising Cultivation & Stewardship Build Awareness
Webinar	Build Awareness Cultivation & Stewardship
Stewardship Salon	Build Awareness Cultivation & Stewardship

WHY ORGANIZE EVENTS?

Using Events to Support Your Fundraising Strategy

Friends of Notre-Dame de Paris integrates cultivation and fundraising events into its annual strategy. Event formats and objectives have evolved since first organizing events in 2018 as the audience and needs changed.

Objectives expand as strategy develops:

- First: Build a donor audience.
- Then: Raise visibility for Friends of Notre-Dame de Paris and its mission, beyond the landmark itself.
- Later: Raise money from attendees through events and other tools.
- Finally: Steward donors at various levels, transitioning after appropriate acknowledgment to ask for renewed future gifts, including encouraging upgrades.



First visibility-oriented event: October 2018, Consulate of France in New York.

CASE STUDY

Pandemic Pivot!

Virtual Gala, October 2020

For continued donor cultivation and attraction of new supporters, we adapted our 2020 strategy to include more robust digital communications and a large-scale virtual event, **Humanity Rising: Notre-Dame Reborn**, in 2020 in response to the COVID-19 pandemic.

Results

- \$350,000+ raised and 950+ unique viewers on the first night; additional encore presentation held in November 2020.
- An outstanding program featuring:
 - Remarks by award-winning actress Glenn Close and filmmaker Ken Burns.
 - Performances by world-renowned cellist Yo-Yo Ma, Notre-Dame's organist Olivier Latry and others.
 - A virtual tour of Notre-Dame Cathedral, guided by an expert in French Gothic architecture.
 - Master of ceremonies Bill Kurtis, celebrated former news anchor and current judge and scorekeeper of NPR's "Wait, Wait...Don't Tell Me".

FRIENDS OF NOTRE-DAME DE PARIS

You're Invited

HUMANITY RISING: NOTRE-DAME REBORN
A Virtual Gala Benefiting the Rebuilding and Restoration of Notre-Dame Cathedral

REGISTER NOW

FEATURING: PLEASE SCROLL THROUGH TO SEE ALL THE PARTICIPANTS

YO-YO MA

Yo-Yo Ma was born in 1955 to Chinese parents living in Paris. He began to study the cello with his father at age four, and three years later moved with his family to New York City. There, he continued his studies at the Juilliard School. After his conservatory training, he sought out a liberal arts education and graduated from Harvard with a degree in anthropology. Yo-Yo's career is testament to his faith in culture's power to generate the trust and understanding essential to a strong society. This belief inspired Yo-Yo to establish the global cultural collective Silkroad, and, more recently, to set out on the Bach Project — a six-continent tour of J. S. Bach's suites for solo cello and an invitation to a larger conversation about culture, society, and the themes that connect us all.

We hope you will join us for this unforgettable evening. [To learn more, please visit our website.](#)

Your donations are appreciated, and all gala proceeds are dedicated to rebuilding Notre-Dame Cathedral.

DONATE

CASE STUDY

Additional Cultivation & Stewardship Events

Building a community to capitalize on the power of belonging, supported by structured stewardship.



How to Effectively Plan an Event?



HOW TO EFFECTIVELY PLAN AN EVENT?

Building Your Event

Once you have opted to organize an event and identified your objectives, it is time to consider additional building blocks of event production.

Strategy & ABCs of Planning

- Identify:
 - Theme (the “why” for your guests).
 - Format (in-person, virtual or hybrid).
 - Audience.
- Fundraising mechanisms (if applicable), such as:
 - Complimentary v. paid tickets/tables.
 - Sponsorship opportunities
 - Live/silent auction.
 - Fund a need.
- Build event budget, alongside any revenue goals.
- Develop calendar to track actions/next steps, working backwards from target launch date.

Advancing Logistics & Production

- Priority to finalize date: Venue and/or virtual events platform and production company.
- Define the program, including speakers, honorees, video, etc.
- Identify and approach speakers, honorees and master of ceremonies as needed.
- Collateral production: Save the date, invitation, booklet/flyer, pledge card, landing page, etc.
- Secure additional vendors: Audio/visual, florals, music, photography, auctioneer, etc.

HOW TO EFFECTIVELY PLAN AN EVENT?

Sample Event Budget

Costs incurred should be balanced against revenue goals, if applicable.

Gala Budget			
Expenses			
Item	Estimated Cost	Actual Cost	Comments
Venue Rental			Rental fees.
Food/Beverage			Cost per person, sometimes includes staff and administrative fees.
Audio/Visual			
Lighting Design			
Security			
Table Décor/Flowers			
Auctioneer			If relevant.
Photographer/Videographer			
Music			
Registration/Donation Platform			If relevant.
Virtual Event Production			For fully virtual or hybrid events.
Communications Collateral (Design)			Can include gala journal, menu, pledge cards, landing page, etc.
Communications Collateral (Print)			
Video Development			If specific videos will be created for the event program.
Miscellaneous			Can include materials like table tents, bid paddles, step and repeat, posters, postage, custom furniture, etc.
Shipping			If needing to ship or messenger items to and from venue.
Transportation			Can include speakers/honorees travel, staff transportation to/from venue, etc.
Total			

Revenue		
Source	Total	Comments
Sponsorships		
Table Sales		If separate from sponsorship packages.
Ticket Sales		
Advertisement Sales		If offering ad sales in gala collateral, like a program booklet.
Auction		If relevant.
Fund a Need/Call for Cash		If relevant.
Total		
Net Revenue	\$	Subtract Expenses Total from Revenue Total

HOW TO EFFECTIVELY PLAN AN EVENT?

Sample Strategy Planning Outline

Heading into your discussion around events, gather key stakeholders and decision makers to agree on core objectives.

Supporting planning template will be shared, including:

- Date and Location.
- Objectives.
- Format & Size.
- Budget.
- Event Theme.
- Audience/Guests.
- Speakers.
- Materials List.
- Vendors.



The image shows a screenshot of a document titled "Event Outline Sample" from FAIRCOM NEW YORK. The document lists various components for event planning, each with a brief description. The components are: Date, Location, Objectives, Format & Size, Budget, Theme, Audience/Guests, Speakers, Materials, and Vendors. At the bottom, there is contact information for FAIRCOM NEW YORK.

FAIRCOM NEW YORK

Event Outline Sample

Date
Event date and timing.

Location
City and venue or virtual platform.

Objectives
Define in order of importance (primary objective, secondary objective, etc.).

Format & Size
Define the event components. If virtual, consider ways to encourage audience engagement.
Determine event size.

Budget
Define budget expenses and revenue models, if planning a fundraising event.

Theme
Define the topic of the event and distinguishing thematic elements.

Audience/Guests
Define target audiences based on objectives (individuals, foundations, corporations, institutional partners, current donors, new prospects, etc.).

Speakers
Identify speakers that align with event objectives and theme who would be a draw for target audiences.

Materials
All materials needed to create and/or source for use leading up to the event, during the event itself, and after the event.

Vendors
Define the types of vendors needed for the event.

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HOW TO EFFECTIVELY PLAN AN EVENT?

Boards Can Bring Additional Value

The most successful events have active participation from Boards or other volunteer leader groups. Have a conversation with your leaders about the ways they can contribute.

Board members or other volunteer leaders can support events in many ways, including:

- Selling tickets and tables.
- Securing sponsorships.
- Contributing names to the guest list.
- Sending invitations to their networks.
- Sourcing or donating auction items, if relevant.
- Participating in fundraising during the event, such as during an auction.
- Cultivating attendees after, such as thank you phone calls or personal emails.

HOW TO EFFECTIVELY PLAN AN EVENT?

Case Study: Fundraising Dinner

Le Bernardin, New York, NY, November 2019

We organized an upscale, exclusive dinner as the first fundraising event after the fire, privatizing Le Bernardin restaurant and served a tasting menu designed by Chef Eric Ripert paired with wine selection provided by Château Margaux.

Results

- \$330,000 raised through ticket and table sales.
- 100 guests, including the Archbishop of New York, the Consul General of France in New York, corporate executives, and philanthropists.
- The event helped cultivate and acknowledge Board members.
- The CEO of Château Margaux was very involved in bringing guests, and Château Margaux split the cost of the dinner with Friends of Notre-Dame de Paris.
 - This relationship has since grown and strengthened, with Château Margaux now providing wine for other VIP events.



HOW TO EFFECTIVELY PLAN AN EVENT?

Case Study: Fundraising Dinner

Le Bernardin, New York, NY, November 2019



After the Event, What Comes Next?



AFTER THE EVENT, WHAT COMES NEXT?

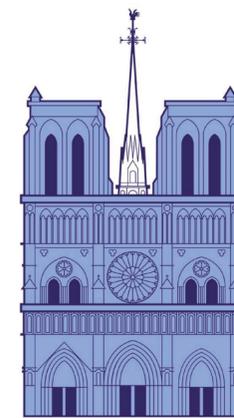
Essential to Continue Momentum Post-Event!

Remember, events are a tool that integrate into your broader fundraising strategy. Before your event launches, you should be ready with defined strategies to guide your next steps with the key audience groups who attended your event.

- Thank everyone! Send thank you notes to all attendees, speakers, Board members, and volunteer leadership like Host Committee members who contributed to the event.
- Follow up on outstanding payments and pledges, in the case of fundraising events.
- Source feedback from your team and Board to reflect on what went well and what could be improved on for next time.
- What are your next steps to cultivate major donors and lower dollar donors?
- How will you engage new contacts met through the event, deepening their interest and involvement in your work?

Thank You!

We are happy to answer your questions and talk more about events fundraising – please reach out to Flavia@FaircomNY.com.



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