



# Event

# Modification & Future Trends to Consider



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***Quakertown Alive! 2020 Events (scheduled)***

***July 18: Arts Alive!***

***Aug. 22: Upper Bucks Brewfest***

***Oct. 17: Autumn Alive!***

***Dec. 4: Christmas Tree Lighting***

***Dec. 6: Christmas House Tours***

# **PRACTICAL STEPS TO KEEP SPONSORS**

- **Moving events forward**
- **Repackage benefits package**
- **Create a Zoom background featuring sponsors**
- **How can we network with sponsors to help them regain the confidence of their customers?**
- **Shifting focus/ narrative of events**
- **Be upfront about what your sponsor can expect**
- **Offer to include them in future events**
- **Create virtual events**
  - **Social media contests**
  - **Web presence during virtual events**
- **Don't just focus on the day of the event.**
  - **How can you connect with your sponsor pre and post event?**

**When the decision is made to cancel an event, it is important to create a proactive narrative. Remind your sponsors:**

- **the important impact the funds would have on the people you serve**

**Find new ways to publicize sponsor names**

- **Hang-tags for wine bottles with your sponsor's name & message**
- **Recruit volunteers to wear black-tie and deliver meals**
- **Use Facebook Live to livestream auctions**



## **Event cancellation does not cancel the need for bold services & programs**

**Is your organization's or event's culture/ climate lighthearted? Perhaps you can share the benefits of a virtual events beyond the COVID-19 protocols:**

- **No need to pick out an outfit**
- **No babysitter needed**
- **No parking fees**
- **No need to make small talk**

**Ask those who have already purchased tickets to donate the price of their ticket. Do not offer to refund their money upfront. Prepare to send a revised tax receipt to reflect the change. Perhaps let them know they can complete a simple form or contact you if they need a refund.**

**Be sure to show the impact of COVID-19 and/or a recession will have on your organization.**

- **Will demand for your services increase?**
- **Gain empathy by being authentic and consistent in your messaging, especially if you are serving affected populations.**

**Understand what your sponsors are looking for:**

- **Exposure to a wider audience**
- **Expanding their social following**
- **Selling more of their products/ services**



**With this approach you can save your donor relationship and raise needed funds, today and tomorrow.**

**In fact, by assuming the best of people, you stand a great chance of raising more money than ever before.**

**Just make sure to let donors know how much they mean to you. And that you are there for them, just as they've always been there for you.**

**REMEMBER: Sponsors WANT to help , to save their commitments, and expand awareness of their businesses to gain new customers/clients.**

## **GATHER DATA**

- **How has COVID-19 affected their company?**

## **CALL! DO *NOT* EMAIL**

- **Your instinct to talk to people individually is a good one.**
- **People are starved for social interaction right now – connect directly**
- **Building relationships is key to good fundraising.**
- **Be effective rather than expedient – calling shows caring and concern and makes you stand out.**

# **PREPARE YOUR SCRIPT BEFORE YOU CALL**

- **Your message must be well-worded – be empathetic, authentic, and specific**
- **After “How are you?” “Thank you” – previous support – “Here’s what we are doing to protect our mission”**
- **“We’re excited to let you know about how we are offering added value to our sponsors.”**
- **“We understand if you are experiencing financial hardship right now. “**
- **Give sponsors some participation options. “Are you wondering if there are other ways you can help? Of course!”**
  - **In-kind donations**
- **Be transparent and centered on your donor**

## **DURING THE PHONE CALL**

- **Listen – take notes**
- **Be honest. Stick to being upfront and direct.**
- **Be ready to discuss reasons to continue giving in 2020**
- **Ask for feedback**
- **Communicate exactly what your plans are, including whether you've decided to delay your event or move it online.**



**Don't forget to ask your sponsors what they would like. Offer to put them into future events that fit their needs.**

**Let them tell you what they want to accomplish & you can figure out how your events help them to do that.**

**What can you add to your sponsorship package to sweeten the deal, and thank them for their patience and support?**