
10 "Gala Ready" Marketing Tips to get your Attendees Pumped

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Identify Your Goal



What is your goal?

- Raise money
- Raise awareness
- Bring in new volunteers
- Meet prospective board members

Who Is Your Target Audience?

- Major donors
- New donors
- Volunteers



Think Outside Of The Box



What makes your event unique?

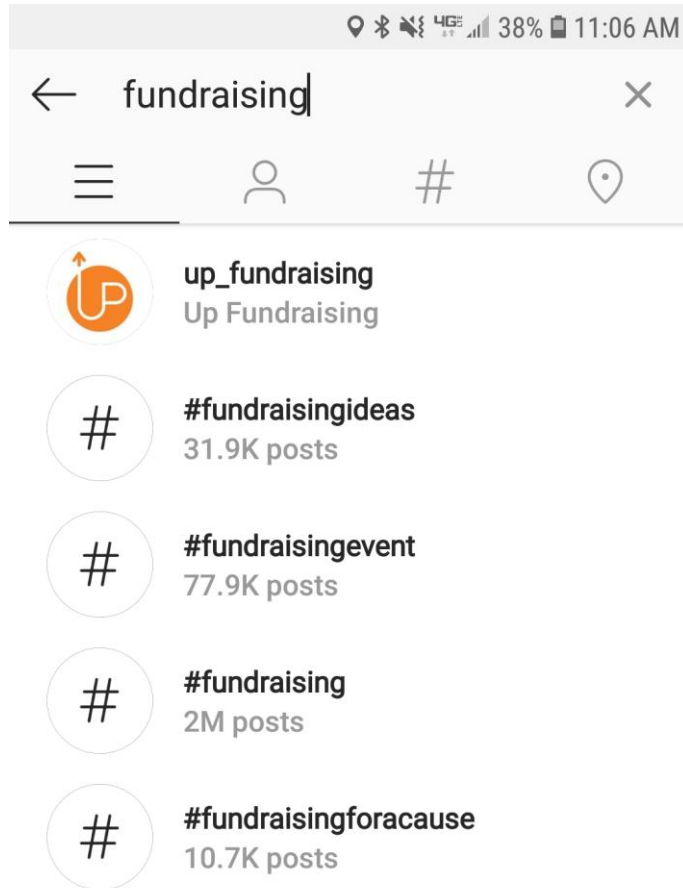
- Venue
- Theme
- Speakers

Be creative in developing

- Sponsorship packages
- Giving levels
- Day-of fundraising



Create A #Hashtag And Promote It Early



Make sure you have a relevant hashtag

- Include it in all your marketing material
- Update photos and posts from last year's event with the hashtag to build a history
- Encourage attendees to use it in their posts

Also use what is already out there



Don't Fear Technology



Make it easy for your staff AND guests

Deploy your resources wisely by taking advantage of online tools:

- Online registration
- Donation software
- Auction tracking
- Sponsorships
- Post event reporting

Know your audience

- Choose the right software for your needs and your attendees



Build Excitement On Social Media

The screenshot shows a Facebook event page for "Sassy Ladies Shopping Night Out 2020" in Tarrytown, NY. The event is scheduled for Friday, April 24, 2020, from 5:30 PM to 10 PM at Doubletree Tarrytown. The ticket price is \$30.00 for a 2-ticket special. A user named Jann Mirchandani has commented, "I can't wait! I bought two of my favorite tops at Sassy Ladies Shopping Night Out, to say nothing of the cool swag bags!"

Sassy Ladies Shopping Night Out™

APR 24 Sassy Ladies Shopping Night Out 2020, Tarrytown, NY
Public · Hosted by Events To Remember PR - www.EventsRemember.com

Interested ▾ Share ▾ ...

Your response is visible to the hosts and Friends ▾

🕒 Friday, April 24, 2020 at 5:30 PM – 10 PM

📍 Doubletree Tarrytown
455 S Broadway, Tarrytown, New York 10591 [Show Map](#)

🔗 Tickets by Eventbrite

2 Ticket Special \$30.00 0 ▾
Purchase two tickets for only \$30; 2 swag bags included with... [More](#)

✍ Write Post 📷 Add Photo/Video 🗳 Create Poll

👤 Write something...

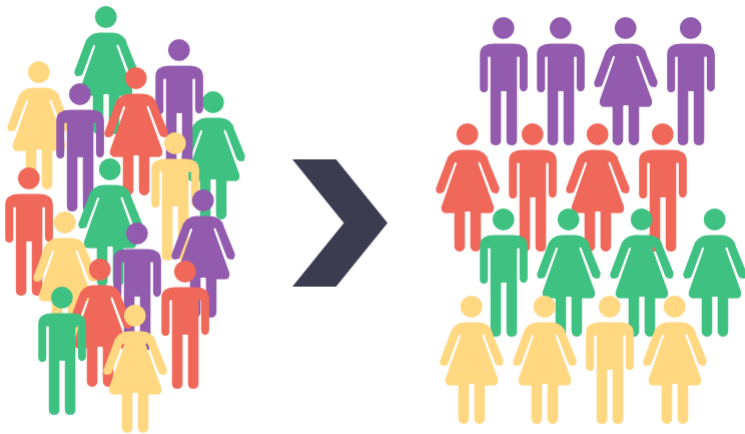
Jann Mirchandani 12 mins · 🌐
I can't wait! I bought two of my favorite tops at Sassy Ladies Shopping Night Out, to say nothing of the cool swag bags!

👍 Like 💬 Comment ➦ Share

Create an event on Facebook

- Share it with your audience
- Remind Board members, committee members and staff to share it with their friends and followers & post on the wall
- Add co-hosts
- Encourage people to RSVP so others can see who's going

Use Email Strategically



Segment your list

- Last year's attendees vs newbies
- Major donors vs volunteers
- Past speakers and award recipients

Don't send the same email 5x

- Customize your message
- Update the content

Get participants ready BEFORE the event

- If you're using an event app, send a link with instructions prior to the event



Share Sneak Peeks



As details are finalized, give people a sneak peak of:

- Speakers
- Entertainment
- Auction items
- Special guests

Use multiple channels

- Social media
- Email



Invest In Professionals



Put your best foot forward

- A good sound system is essential
- Proper visual; video, slides, etc. should be visible from every table
- Check in team
- Signage is clear
- Strong wi-fi for online auction
- Auctioneer
- Event team to help your bottom line



Prep Your Speakers



Make sure all speakers are using a common language

- Your key talking points
- Any programs that are referenced are correctly identified
- They are sharing a story rather than reciting statistics
- Keep it relatable and simple
- Share the WHY



Make It Fun!



People want to have a good time.

- Create a sense of anticipation
- Differentiate your event
- Make it memorable
- Guest want to give; that's why they're there.

Guests who enjoy themselves are more likely to come back.

- And bring their friends



Follow Up After The Event



Have your follow up ready to go

- Letters/Emails can be written and scheduled
 - Include tax info to make it easy for donors
- Keep sharing photos after the event
- Handwritten thank you notes readily available
 - Have board sign them and/or call
- Share date for next year's event

Add information to your database for next year

- Put a deadline on this



Six Principles of Philanthropic Giving

from *The Board Member's Guide to Fund Raising* by Fisher Howe

- People give money because they want to.
- People don't give unless they are asked.
- People give money to people.
- People give money to opportunities, not to needs.
- People give money to success, not distress.
- People give money to make a change for the good.

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Get started early



Thank you!

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