



How do you replace ~~special events~~ with RELATIONSHIP-BUILDING ACTIVITIES and still meet your budget needs?

It is a change in paradigm. Quit looking at your events as an evening of entertainment. Let's face it, no matter how spectacular, we cannot compete with today's entertainment options. And besides, who donates to a worthy cause based on the menu, venue or décor? We can't be sloppy with those items, but they alone are not going to move us toward our strategic goals.

Instead of the "fluff" of a special event, let's concentrate on the "stuff" – identifying, building and strengthening relationships with those who might care about our mission. Stop basing your invitation list on those who have money, or are perceived to have money. Instead, build your list around your inner circle of supporters and their peers. Examine their profile of support:

- Who introduced them to the organization?
- What about the organization "hooked" them?
- Where did they learn about you?
- When did they move from "curious" to "committed?"
- Why have they continued to support the organization?
- How can they help you attract other like-minded individuals who share your core values?

Don't be afraid to **let your clients and supporters tell your story**. Give guests plenty of time to **socialize**. Have fun! **Share** why your organization helps change our community for the better. Provide a **call to action** that gives your guests a menu of opportunities to be a part of your vision.

Doesn't it make sense that the individuals who believe in your mission will be the ones more likely to support your budget needs?

"A wise person looks at the end results instead of focusing only on his or her immediate circumstances. In short, wisdom is to do now what you will be satisfied with later." – Weekly Wisdom