

JEFFREY DEAN

Make your

Banquet

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MAKE YOUR BANQUET ROCK

10 Steps to a More Successful Fundraising Banquet

1. SOCIAL MEDIA IS KING

- Choose 1-2 social media platforms.
- Focus on them consistently.
- Create a social media calendar & follow it.
- Choose consistent hashtags to be used to promote your banquet.

2. PROMOTE YOUR BANQUET USING VIDEO

- Create videos to share via email.
- Utilize Facebook Live videos.
- Announce the date & location of your banquet.
- Announce when the registration is open.
- Send the videos via email to previous attendees & donors.
- Examples to include in your video: interviews of clients, interviews of volunteers, interviews of donors & show-off your center.

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3. WATCH THE SCHEDULE

- Most important parts of the night are
 - (1) a testimony of a client
 - (2) Director's report on the state of the ministry
 - (3) the keynoter's message
 - (4) the appealAND, NO MORE!
- Remember & respect the person in the seat - they are your hero!
- End early.

4. DON'T SALE TICKETS

- If tickets are sold, the donation tends to be less.
- Free admittance says to your audience, "Thank you!"
- Seek underwriter for the actual event.
- Seek sponsors.
- If your budget is tight, consider offering only appetizers or desserts.

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5. WATCH THE COST OF YOUR KEYNOTER

- You don't have to overpay to get a great Keynote. Look for reasonably priced Keynoters with positive testimonials from other PRCs.
- Look for Keynoters who know how to focus on you, your clients, and your hero - your donors.
- Look for Keynoters who can make the BIG ASK on your behalf.
- Look for Keynoters who know the current culture & appreciate your clients.

6. WATCH THE CLOCK

- Every minute you are over your advertised time, donors donate less.
- Delegate someone to watch the clock.
- Direct the clock watcher to control the clock. and every person who will be on the stage.

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7. REQUIRE THE KEYNOTE TO GIVE THE APPEAL

- The ASK/APPEAL is a natural extension of a powerful message delivered by the keynoter - ALLOW THE SPEAKER TO DO HIS/HER JOB and GIVE THE FINAL APPEAL.

8. DON'T PASS OUT THE PLEDGE CARD UNTIL THE ASK IS COMPLETE

- This is where many attendees get distracted. The keynoter needs to hold the attention of the audience in this moment as he/she fully details the financial commitment.
- Make sure your keynoter covers the pledge card content in detail BEFORE allowing the attendee time to complete their pledge.

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9. CREATE THE OPTIMAL ENVIRONMENT

- Having a painter, musician, or skit on stage during the keynote is distracting.
- An audience can be easily distracted if something else is happening in the room.
- Create the optimal environment that places the focus of your audience ONLY on the keynoter.

10. TAKE A BREATH & ENJOY IT ALL

- This will be a great night, no matter what.
- Enjoy every moment of it & remember what a privilege it is to share with your ministry family all that God has done & will do.
- Know that God is so proud of you.