THE RECIPE FOR A SUCCESSFUL SPECIAL EVENT

Presenters:
Laurie LaFond, Grassland Bird Trust
Cat Massa, Finger Lakes Land Trust
Michelle Pleim, Westchester Land Trust
LEARNING OBJECTIVES

1. Establish or improve a special event that fits your target audience and region

2. Best practices for building loyal supporters and donors through community engagement

3. Brainstorm creative details to elevate your special event
You know that feeling you get when all your work is done and you can sit back and relax and do nothing at all...?
Yeah, me neither.
someecards
WHY SHOULD YOUR LAND TRUST HOST AN EVENT?
OUR WORKSHOP RECIPE:

1. Learn about the events we put on!
2. Break-out sessions to share & brainstorm
3. Sharing is caring!
4. Q & A
ABOUT “RAISE-A-PINT”

• Casual event; minimal preparation is required
• FLLT partners with a brewery within our operating region
• Current members and prospects from those regions are invited to join (no RSVP required)
• Brewery donates $1 for every beer sold at the event
• FLLT provides promotional materials for guests & spreads our mission by networking
“RAISE-A-PINT” PURPOSE

• Primary purpose is to ENGAGE current and potential members and to BUILD awareness of FLLT’s mission
• Establishes mutually beneficial partnerships with local businesses
• Open to the public!
“RAISE-A-PINT” AUDIENCE

- Current members
- Board members
- Prospects
- General public
- Businesses
How is “RAISE-A-PINT” different?

• Minimal prep time, broadens FLLT’s audience and raises some money
  ➢ Minimum input and maximum output
• Can host several Raise-a-Pint events a year
• Connects FLLT with local populations
• Provides an opportunity to engage current members AND connect with potential members
• Leverages business partnerships
"RAISE-A-PINT" in Pittsford, NY

One of our long-time members using his sign language skills to speak with a community member from the public about FLLT!
“RAISE-A-PINT” in Skaneateles, NY
WESTCHESTER LAND TRUST

Annual Benefit
ABOUT WLT’S ANNUAL BENEFIT

- Cocktail “gala” at a different venue every year
- Highlights recent land protections successes
- Strolling dinner with reserved tables
- Minimum of two honorees
- Several event fundraisers (paddle raise, silent auction, wine pull, closest to the pin, etc.)
ANNUAL BENEFIT PURPOSE

• Raise funds (min $200k-$350k) for land protection
• Meet WLT supporters in person
• Honor land protection heroes of our region
• Spread WLT mission to potential future supporters
ANNUAL BENEFIT AUDIENCE

- Affluent adults in region (Northern Westchester)
- Typical age of attendees 40-70 years old
- Care about conserving open land in a largely suburban/urban landscape
How is the WLT ANNUAL BENEFIT unique?

- Strolling dinner
- Different ticket levels for different experiences
- Provide various fun night-of income streams at various giving levels
  - Prize for the last $100 paddle raise
  - $50 Raffle at the end of the paddle raise
- Weave the mission in wherever we can – centerpieces, auction, fund-a-need, décor, program, slideshow
GBT Special Event Purpose:
Awareness, Education, Fundraising

www.winterraptorfest.com

WINTER RAPTOR FEST

SAVING LAND FOR BIRDS & PEOPLE!

Grassland Bird Trust
WINTER RAPTOR FEST AUDIENCE

- Love Wildlife/Nature
- Families, Conservationists, Professionals
- Critical habitat nearby
- Eco-tourism to economically depressed rural area
WINTER RAPTOR FEST

• WRF Honorary Committee
• Opportunity to meet birds they’re helping to protect
• Many ways to get involved
• Sponsor Recognition/Thanks
• Volunteer party/debriefing
How is the WINTER RAPTOR FEST unique?

- **WILD Encounter** – see birds in “natural” habitats
- Live Bird of Prey programs
- Birding Wagon
- Raptor Photo Booth
LET’S MIX IT UP!

Break-Out Groups:

➢ Marketing/Publicity
➢ Fundraising
➢ Attendee Engagement

*Don’t worry you’ll go to all 3
QUESTIONS?
THANK YOU!

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