

## Event Planning

Hosting events for your organization can be a great avenue for fundraising or even simply raising public awareness of who you are and what you offer. Pulling off a successful event – and hopefully drawing new and repeat supporters back to your organization – simply takes a great idea, organization, and good planning. Reaching out to potential partners for help and/or sponsors to underwrite the costs are both good strategies for increasing awareness and your capacity to carry out the event. If the event is being held within a museum or other building that houses collections, plans to protect them during the event should also be considered. Several tips can be found below.

## Planning

- Association of Fundraising Professionals: [“How to Plan a Nonprofit Fundraising Event \(On a Budget\)”](#)
- Kate Smalley, Nonprofit People: [“Tips for Successful Event Planning”](#)
- Pamela Kilzer, Firespring: [“Nonprofit Fundraising: Creating a Checklist to Plan Your Events”](#)
- Rebecca Andruszka, The Muse: [“4 Questions to Ask Before You Plan Your Next Event”](#)
- Minnesota Council of Nonprofits
  - [“Event Planning Basics”](#)
  - [“Time and Money Saving Tips for Planning Meetings and Events”](#)
  - [“Getting Participant Waivers”](#)
  - [“Safety at Events for Families and Children”](#)
- Miranda Paquet, Constant Contact: [“Nonprofit Fundraising, Part 1: How to Plan Your First Successful Event”](#)
- Misty Cato, Nonprofit Expert: [“Planning a Special Event? Here is How...”](#)

## Sponsorships

- Joanne Fritz, The Balance:
  - [“How Even Small Charities Can Get Corporate Sponsorships”](#)
  - [“How to Make Your Nonprofit Attractive to Corporate Sponsors”](#)
- Kaboom: [“Fundraising: Getting Local Businesses to Contribute”](#)
- KnowHow Nonprofit: [“How to Approach Local Businesses for Donations”](#)
- Mazarine Treyz, Guide Star: [“6 Questions to Ask to Get That Corporate Sponsorship”](#)
- Miranda Paquet, Constant Contact: [“Nonprofit Fundraising, Part 3: How to Get Sponsors for Your Event”](#)
- National Council of Nonprofits: [“Corporate Sponsorship”](#)
- Sean Horrigan, Nonprofit Hub: [“The Five Things Corporate Sponsors Want From Nonprofits”](#)

## Protecting Collections

- Connecting to Collections Care
  - [“Protecting Collections During Special Events” Webinar](#) (Presenter: Barbara Heller, Detroit Institute of Arts, and Jenny Wiley Arena, Heritage Preservation)

- ["Seasonal Affective Disorder: Caring for Collections During Seasonal Special Events" Webinar](#)  
(Presenter: Gretchen Anderson, Carnegie Museum of Natural History, and Rebecca Newberry, Science Museum of Minnesota)
- English Heritage: [\*Practical Conservation Guidelines for Successful Hospitality Events in Historic Houses\*](#)