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*