

**Fail Fest:**

Not getting the word out early enough

Having supporters spread the word and get them to understand what to do

Haven't been able to find outside community members to be supporters - only have people who benefit from the program

Location of their event - put up a playhouse outside of a large sponsor but people avoided it.

Not having a specific goal - people don't want to donate to a general cause

Not segmenting donor base

Creating messaging ahead of time

Multiple events on Facebook - understand how you're messaging

If you do a kick off event - make sure you are collecting donor data

Prepare and alert your donors this is coming

Post large donations during busy times so people see the success. May have impeded donations from coming in "they already raised so much they don't need any more"

**Praise Party:**

Getting feedback from GiveGab in designing the profile

Keeping it simple

Empowering board members to be competent P2P fundraisers - provide templated stories for them to use and share. Increased confidence in those who were uncomfortable soliciting donations.

Getting a match

Look at other organizations and what they are doing

Look at your email analytics

Segment donor list and see who staff member/board member had closest relationship with and have the email come from them

Host a party - opportunity to have a personal conversation with those donors

Plan Plan Plan Plan Plan Plan Plan for this!!

Implement into your development strategy

Manage your entry ways by which your donors give so you can track all of it

Host a kick up a party and ask to be the only ones in the restaurant - did tabling and invited everyone from email and donor lists. Had food trucks. Planned around a prize and won it!

Wrap Party - all animal groups pulled together to do a party. Raised some extra money. But it was distracting, bc we would have rather been fundraising instead of hosting an event.

What is the goal of the event? Is it to steward donors? Is it to get donors? Depending on the goal and audience plan the timing of the event accordingly. For a stewardship goal, planning on doing it two weeks after the event.

These are your teammates - not competitors. Talk to them, learn from them and adjust according to your organization.