
The Common Good's To don't list

Common sense ideas
to help your donors
do more good

3.

Events

Use this list when you start your event planning and make deeper emotional connections with your attendees.



DON'T miss the opportunity to connect deeply with event attendees.

Take the dozens, hundreds or sometimes even thousands of people who have gathered to support and celebrate your cause on an emotional journey, inspiring them with stories about the impact of your work.



DON'T let speeches derail your guests' emotional journey.

Ensure your program is personal and focussed on building connections between your audience and your organization. Your Board President or Presenting Sponsor have a story to tell about why they support your cause. Make sure they tell it.



DON'T let décor and theme hijack your event.

Instead, use elements to highlight donor behaviours you want others to model. At your next gala, set gold napkins for your Monthly donors and seat your Legacy donors at tables with royal purple tablecloths. With their pre-arranged permission, share this recognition publicly during your program.

If you need extra help, email david@cgfundraising.com or call 1 800 991-3318 x101. Visit www.cgfundraising.com/to-dont-lists for more downloadable To Don't Lists.
