

Nonprofit Event Consulting Packages

Strategic Event Audit *\$1,250*

It's a fact – producing fundraising events is a lot of stress and many nonprofits are facing *event burnout*. This is no surprise since organizations spend countless hours and resources on these gatherings only to have them fall short of their goals with poor attendance and low ROI.

Is your organization facing this? Do you want to improve your event's engagement and profitability? Do you want to produce events that make disgruntled board members proud and are less stress on your staff?

The good news is that *successful events are possible for every organization*. You just need to take the right steps to assess your past events and realign your vision to confidently move forward crafting events that will resonate with guests, sponsors, and boards.

The first step is to dive into a **Strategic Event Audit** after each fundraising event to determine its overall success in reaching your goals. This strategic audit assesses your events strengths, weaknesses, and opportunities to enhance future events' immediate and long-term viability and potential.

In this audit we utilize surveys and event budget analysis. The surveys of staff, board, and guests will assess key components of your event including pre-event staff and volunteer workload, guest and volunteer experiences, and long-term stewardship results. The budget review will look at event expenses and sources of revenue to give an overall picture of your event's fiscal health and viability.

The feedback and analysis from these surveys and budget review will enable your organization to reimagine future fundraising events to maximize their profitability, engagement, and long-term positive fiscal impact.

Plus ...along with the **Strategic Event Audit** you will receive access to our extensive library of hundreds of timelines, templates, protocols and tutorials to help you improve every step of the event planning process including sponsorship worksheets, sample committee agendas and useful tips, and protocols to run your events like a pro.

Crafting the Event **\$4,750**

All of the Strategic Event Audit *plus...*

- Identifying the perfect event for your demographic
- Creating a sponsorship and marketing plan
- Sequencing the event and stage program
- Post-event engagement protocols

Level 2:

Full-service Event Production C **\$8,750**

All of the previous package *plus...*

- Written marketing and sponsorship materials
- Venue, catering, and vendor management
- Volunteer recruitment and support
- Scripting of the stage program and Ask
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Onsite Event Management **\$18,500** *plus travel and staffing expenses*

All of the previous package *plus...*

- AJ and staff onsite for set-up, running, and breakdown of event