



Using Fundraising Events Strategically to Maximize Impact & ROI



Habitat for Humanity[®]

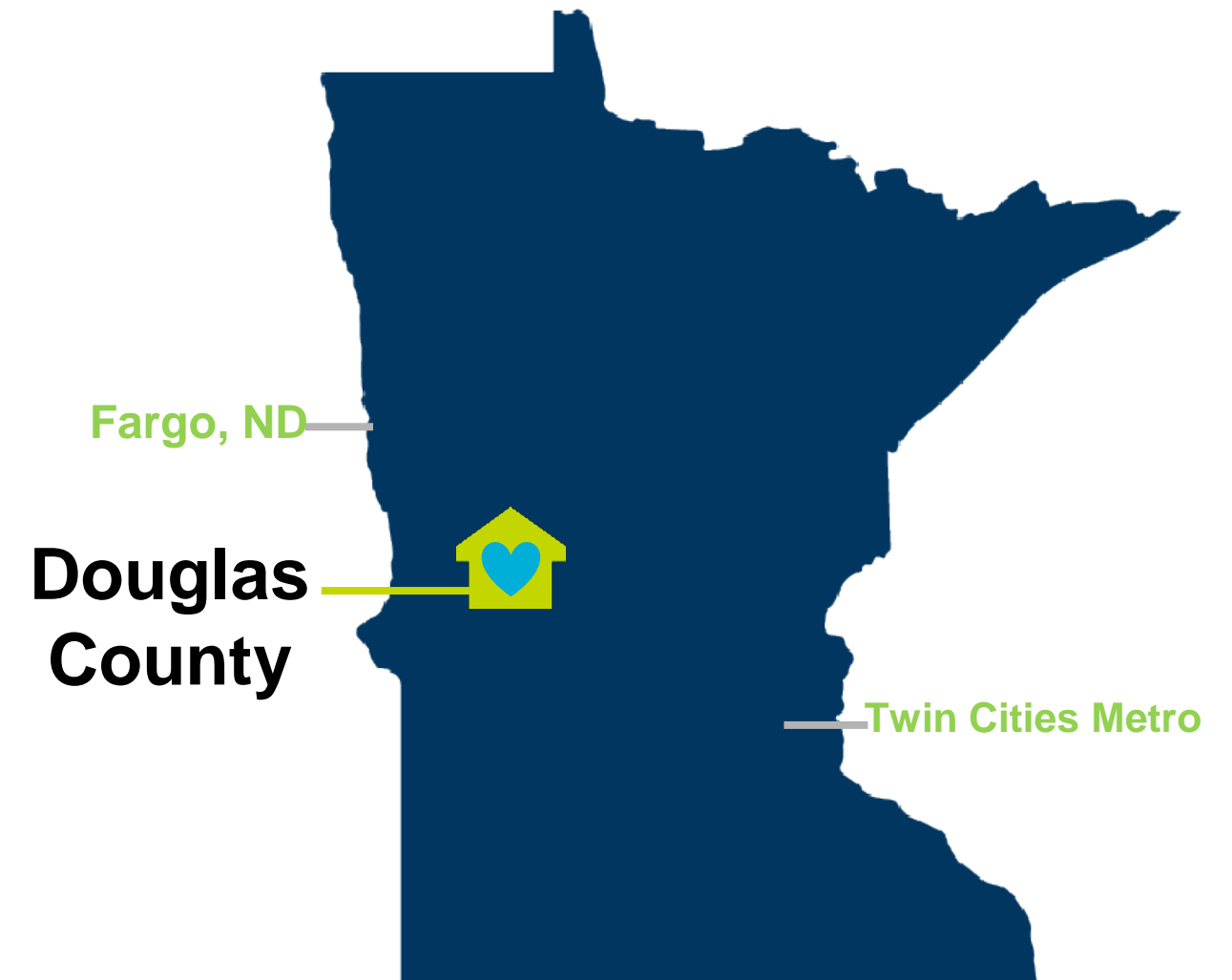
of Douglas County, Minnesota



Lori Anderson
Executive Director



Christine Reilly
Director of Development



- Douglas County, MN
- Population: 39,953
- GSA: Small Affiliate
- USDA 502 Eligible

Introductions

- **Name**
- **Affiliate**
- **Special event experience**
- **How do you measure ROI?**
- **What do you hope to learn?**





Point of Entry Branded Event

One hour inspiring introductory event, free to attend, signature event

Professional sound/technology

Message – tells story and inspires action

Table host invites guests to attend

Specific ask











Music while guests fill out pledge cards, give online

Sponsors, list annual in-kind donors and team build

Timely follow-up to donors



Sponsorships

| Benefits | \$750 | \$1,500 | \$2,500 | \$5,000 | \$10,000 |
|---|---|---|---|---|---|
| Recognition in Summer Newsletter, Annual Report, on social media platforms, and sponsor level recognition in event program. |  |  |  |  |  |
| Company logo displayed at singular table at both events. | | |  |  |  |
| Showcase your :30 second company-made video at event. | | | |  |  |
| One full-day team build (up to 16 people), partnership feature story in quarterly print newsletter and listed as presenting sponsor of the event. | | | | |  (only one available) |

Hard Hat Sponsorships

Sponsoring the Hard Hat Event is a great way to showcase your partnership with Habitat for Humanity and demonstrate your commitment to social responsibility.

Marketing

2nd Wednesday in May

Same location

Breakfast & Happy Hour

Save the date in newsletter & postcards

Website, e-news

Radio programs

Two page feature in local paper

Photo Booth

Participants share on social media




The poster features a blue roof graphic at the top. On the left, a blue circle contains a white hard hat icon. In the center, the text reads "18th Annual Hard Hat Breakfast" in bold black font, followed by "May 15, 2024" and "6:15 - 8:00 am". Below this, the location "Broadway Ballroom, 115 30th Ave E, Alexandria" is listed. A green oval on the right says "Your seat is saved!". At the bottom, a blue banner lists "*Inspiring program", "*Breakfast buffet", and "*Networking", with a green bar below it stating "If you are no longer able to attend, please contact us at 320-762-4255". The Habitat for Humanity of Douglas County Minnesota logo is at the top center.




This block contains a QR code with a blue hard hat icon in the center. To the right of the QR code, the text "18th Annual Hard Hat Event" is displayed. At the bottom, the Habitat for Humanity of Douglas County, Minnesota logo is shown.



**Habitat for Humanity**
of Douglas County, Minnesota

DONATE



1 Choose your gift.

I want to help change lives with my gift of \$ _____

2 Select your giving method.

ONE-TIME GIFT

☐ My check is enclosed.
☐ I gave online.
☐ My gift is via Donor Advised Funds or Stock.
☐ I wish to remain anonymous.

MONTHLY, RECURRING GIFT

☐ My first donation is enclosed, via check.
☐ I scheduled my monthly donation online.

3 Please print clearly:

Name: _____
Address: _____
City, State, ZIP: _____
Email: _____
Phone: _____

Call 320-762-4255 with questions.

Habitat is a 501(c)(3) charitable organization.
We do not sell or share our donor list.
Your tax deductible donation is an
unrestricted gift, unless otherwise noted.

Platinum
Transparency
2024

Candid.

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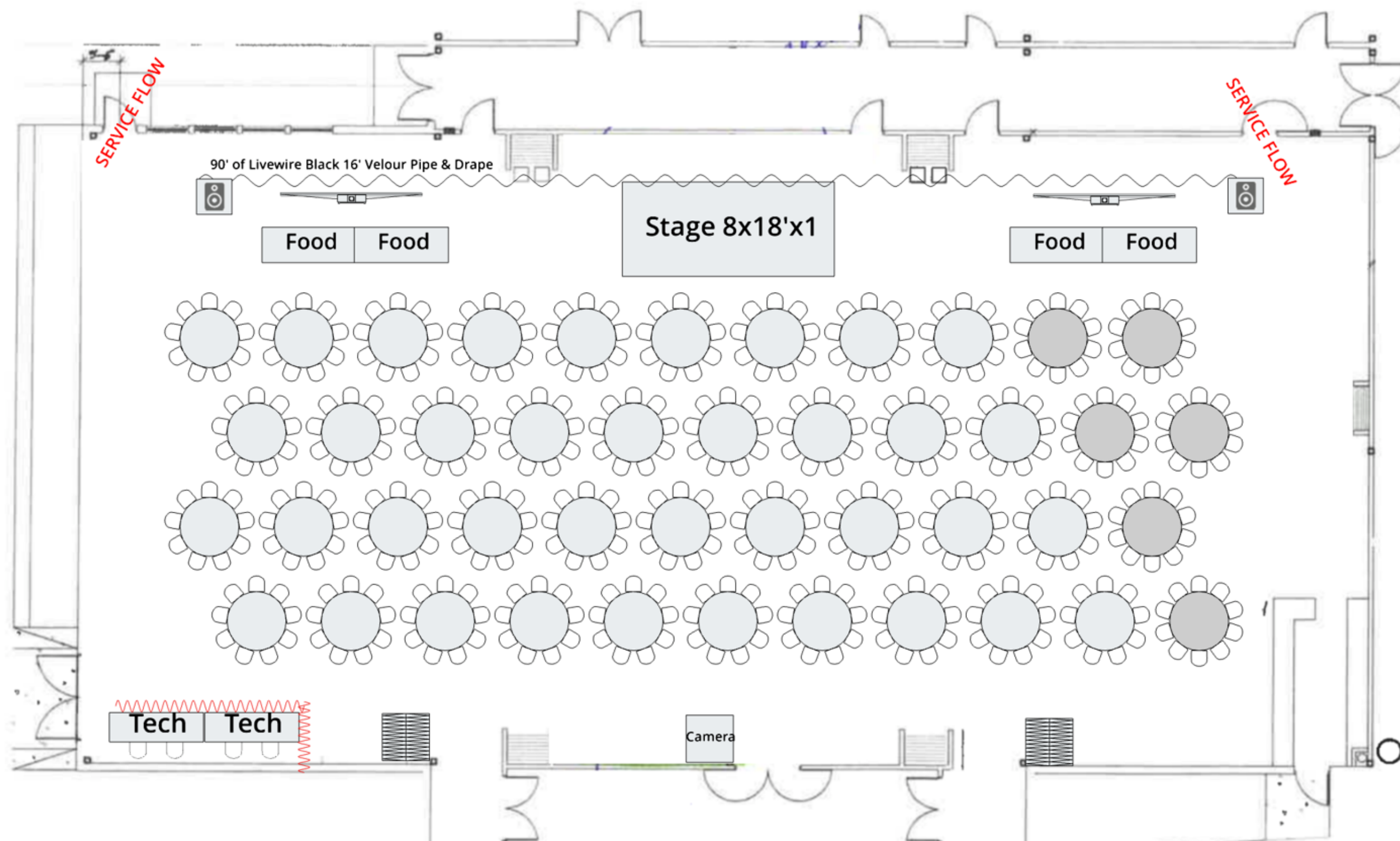
 Beyond the Blueprint

2025 Habitat for Humanity Midwest Regional Conference



Logistics





Project: Habitat for Humanity Douglas County
 Venue: Broadway Ballroom, Alexandria, MN
 Event: May 10, 2023

Livewire Load-In: 7 a.m. May 9, 2023
 Table Drop: 2 p.m., May 9, 2023
 Livewire Strike: Immediately Following Event

Seating for: (402) at (44) Rounds (Mixed Head Count)

Drawn By: Kent Kolstad, Livewire
 Version: 2



Small Group Discussion



Benefits of Special Event

- Raise funds for the mission
- Engage new volunteers and supporters
- Inspire in-kind donations
- Raise awareness
- Build community and shared purpose





Contact us

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Thank you!

