

# Maximizing the Benefits of Events All Year Long

Though it often feels like getting through an event is a major hurdle, it's really what happens after the event that makes all the work worthwhile. Don't let all that hard work go to waste! Here are some strategies for making sure what happens after your event keeps your donors engaged all year long.

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## WITHIN ONE WEEK

- Process all the gifts within 48 hours maximum - same day if possible
- Thank you letters
- Facebook post with pictures/speakers highlighted
- Email to attendees
- Cards to participants/committee members
- Thank you calls to major donors and first-time donors
  - \$5,000+ = Executive Director
  - \$1,000+ = Development staff/Board member
  - \$100+ = Development staff/Board member
  - First-time donors = Development staff/Board member

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## WITHIN ONE MONTH

- Internal Staff Debrief
- Committee Debrief
- Follow up with Honoree
- Donor Development Committee follow up on high level gifts

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## WITHIN THREE MONTHS

- Donors invited for a tour
- Schedule next year's event!
- Sponsor report
  - Create a 1-2 page recap of event with benefits highlighted
  - Save a program from the event and send it in the packet
  - Be sure to reach out to decision makers and "table wranglers" in sending thank you's
  - Set a Google alert: [www.google.com/alerts](http://www.google.com/alerts)
  - Ask about next year and creative benefits they'd like to see a part of the event