

# Fundkit

## Mission-centric events and Mission-minded ways to give at an event

It's all about your mission. Make sure everyone that comes to any of your events knows your mission and sees the positive impact you have. Ideally, craft your events around your mission. When working with existing fundraisers, integrate the mission wherever possible. Mission-centric events are a tell-tale sign of an open model of philanthropy versus a closed system of fundraising. Do it right – it matters.

### Let's see how you stack up with this True and False quiz:

**Videos are the best way to convey client success.**

**False**

A video is one way to showcase a client success story but the best way would be to have the client share in person.

**You can integrate your mission into an event like a golf outing.**

**True**

It may be trickier, but it is possible. Share signs along the course that have mission moments and success stories, quotes, statistics, cost of service (i.e. Did you know it costs \$5 for each meal we deliver to home-bound seniors and we deliver 700,000 meals a year?). You could also have a client share at the dinner portion of the golf event.

**Multiple client stories are best.**

**False**

Not necessarily! Sometimes the right individual can share all that needs to be shared about the impact your organization made in their life. Sometimes, if it calls for it, you could have a panel of clients or those impacted by your mission.

**Having a publicly known emcee is an important element.**

**False**

This is not the most important element by any means. Often, the emcee does the best job when they know and love you and the work you do! People aren't coming to the event because of your celebrity emcee; most likely they are coming because they either know of the valuable work you do or a friend invited them.

**Auctions and raffles are fundraising, not philanthropy, and aren't sustainable tools.**

**True**

Auctions and raffles generally don't bring people closer to your mission. While they may be fun activities at an event, it doesn't allow for time for the true mission moments that will connect people to the good work you are doing. And believe it or not, people will donate to your mission just because you ask, not because you provided them with something tangible in return. Remember that line from above about \$5 per meal? Your attendees would rather know that their donation is supporting your good work, not purchasing an auction item they probably don't need.

**Asking people to give a donation after they've paid to attend is acceptable.**

**True**

It is absolutely okay to ask for a gift! If you have a moving program, people will want to respond with a gift when you ask. And often times, people are attending because their employer or friend purchased their ticket, not them!