

## EVENTS 101

### Presenter

**Samantha Swaim** of Swaim Strategies



Samantha has been in nonprofit fundraising and event production for over 20 years. She is an ally to nonprofits and an advocate for their mission and their dreams. She uses events as a tool to better support the people working so hard to improve their community.

### What Will You Learn From EVENTS 101 Workshop?

Fundraising events are not the easiest way for an organization to raise money, and they certainly shouldn't be the only fundraising an organization does. But when an event and an audience match, the fundraising potential can be huge. Events can be a dynamic and engaging way to engage new audiences, major donors and key constituents in an organization's story and the impact of their work.

You will learn:

- Current giving trends
- Reasons why people give
- Use of sponsorships
- How to design an event for your purpose and audience
- Picking the right revenue activities for the event
- Key focus areas for planning to reduce workload and increase revenue
- Working with volunteers

### Who Should Attend?

Staff and volunteers of non-profit organizations that regularly use or are interested in using events to raise money and increase support and would like to increase the effectiveness and the efficiency.

**Date & Time:** Monday, May 9, 2016, 1:30-4:30 PM. (Lunch 12 – 1:30 PM)

**Location:** The auditorium of Columbia Learning Center - 375 S. 18th St, St. Helens, OR 97051

**Fee(s):** Registration including lunch.

- Member of Non-Profit organization      \$35 (*\$25 before May 1*)
- General public                                      \$45 (*\$35 before May 1*)

The workshop will be limited to a maximum of 40 attendees.

Go to [www.columbiacultural.org/pressreleases.html](http://www.columbiacultural.org/pressreleases.html) to download the registration form, fill it out, and send it with a payable check to **Columbia County Cultural Coalition** to

Mary Ann Guess, 230 Strand Street, St. Helens, OR 97051

This workshop is sponsored by Columbia County Cultural Coalition (CCCC).

For more information, please contact

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