

EVENT COLLATERAL CHECKLIST

FOR NONPROFITS

TO HELP YOU INCREASE AWARENESS
AND RAISE MORE MONEY

1. Establish the event theme early

This should be done as early in the process as possible. There's no need to wait for the date, time and venue to be finalized. The theme should tie into your mission and get your message out there.

2. Develop a look & feel to bring the theme to life

Think of the event collateral as a cohesive system. The individual pieces must all look like they belong to the same event. Make sure your designer creates graphics that can be adapted to any piece needed over the next few months (digital or print).

3. Create a professional-looking solicitation letter

Make your event seem well established before asking for support. Hammer down the event details and then create stationery with the event branding on it. People will be more apt to join if the event looks like it's been around for a while.

4. Create a matching sponsorship levels & benefits sheet

This sheet is an opportunity to promote your highest sponsorship levels. Give prospective sponsors an apples-to-apples comparison of each level; it should clearly show the added value they get from investing more.

5. Design the save-the-date (print or electronic)

Make sure the save-the-date features the event branding, the event details and the key players that are now serving as main attractions. You can send out the save-the-date as soon as the date is set and the event branding is ready to go!

6. Create a matching ad spec sheet

An ad spec sheet is needed when your event calls for a program book or journal and you have the opportunity to sell ad space. It should list out the honorees and award titles (so that companies can say congratulations in their ads), the exact dimensions for each of the ad sizes, and any requirements for the electronic file submissions.

7. Design the invitation (print or electronic)

In order to avoid your invitation getting lost in a pile of mail, send a hand-stamped envelope that includes some of the event's graphics on it. I advise sending this four weeks prior to the event. Offer a special rate to reward people for buying tickets early.

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8. *Put together the program book*

No matter how many pages your program book includes, save room for an inspiring and noticeable call-to-action. People leave events feeling inspired and ready to help. While their emotions are high, you must give them a way to get involved.

9. *Design event signage for various purposes*

There are three types of signage to consider: wayfinding signage (to help people locate areas within the venue), sponsor recognition signage (to showcase sponsor logos) and event branded signage (featuring the event logo and graphics).

10. *Post web banner ads wherever your audience is online*

Placing web banners on various sites your audience is visiting, including your own, is a great way to spread the news and stay top of mind. Share the who, what, when and where of your event and provide an easy way to register.

11. *Create an event web page/site with details and resources*

The event webpage should answer FAQs, give people the ability to register online, and share up-to-date event information. It's also a fantastic place to highlight the sponsors by showcasing their logos.

12. *Share a PPT presentation*

PPT slides can mirror the event branding and be an easy, affordable way of sharing photos of your organization's work, awardee information, sponsors, presenters, special guests and a call-to-action.

13. *Display table tents along with the centerpieces*

A table tent is a smart way to further brand your event, thank top sponsors and, most importantly, provide a call-to-action. While your attendees are feeling inspired and motivated, ask them to visit your website, get involved or sign up for your newsletter

14. *Don't forget to brand the nametags and bags*

Adding the event title and graphics to the nametag shows an attention to detail that makes your event feel well planned and organized. For events that provide tote bags, it's a great idea to brand these items and send people home with your logo.

15. *Give away actual awards as keepsakes*

If you are honoring people who have furthered your mission, you can have awards made that include the name of the event, the date, the award name, the recipient's name and your organization's logo. Recipients are likely to keep the award on their desk.