



EVENT PLANNING AND SPONSORSHIP WORKSHOP



WORKSHOP 1:

SUCCESSFUL NONPROFIT EVENTS

Session Topics

Starting Out

An overview of the important elements common to all successful events. Here we do goal casting and discuss strategies for building fundraising events that bring in sponsors, sell tickets and connect guests with your organization's mission. These are all integral to crafting a successful event!

Superstar Event Committees

Effective committees & honorees are key to succeeding with your event as they help solicit donations, sell sponsorships and boost ticket sales. Learn the strategies necessary to identify and recruit amazing committee members and honorees and pick up the leadership skills you need to keep them happy and engaged.

Giving Volunteers

Volunteers are awesome! Statistics show that people who volunteer are 87% more likely to donate and support your organization in the future. That's why it is crucial to recruit the right type of volunteers and manage them properly. This session reveals the best way to recruit, organize, and lead your volunteers to ensure a long-lasting healthy relationship that will bond them to your mission.

Falling in Love

You've spent months of hard work and countless resources putting together your fundraising event, and now its Showtime! Here you will learn the secrets to crafting engaging and meaningful stage programs that create guest bonds which can lead the way to post-event new donor cultivation.

Keeping the Love

They fell in love with your organization during the event, now is the time to turn guests into donors with a clearly defined post-event cultivation plan. This session details effective paths for long-term engagement and stewardship for event guests.



WORKSHOP 2:

NONPROFIT SPONSORSHIPS – YES YOU CAN!

Session Topics

The Myth of Sponsorship Dollars

Do you know where sponsorship dollars come from? This session reveals the business side of event sponsorships and how businesses make their sponsorship purchasing decisions. Understanding this is a real game changer!

Choosing Sponsorship Levels & Perks

Look beyond the same old Gold, Silver, and Bronze sponsorship levels! Discover the secrets to assessing what your organization has to offer, choosing sponsor pricing levels, and creating packages of perks worthy of sponsoring.

Creating an Irresistible Sponsorship Deck

All nonprofit organizations are chasing the same sponsorship dollars. Learn how to stand out from the crowd with attention-grabbing, professional-quality sponsor materials that your organization can create with simple online tools.

Prospecting and Outreach

From hot prospects to cold calls, you need to identify potential sponsors in order to give them your sponsorship sales pitch. This session takes the “scary” out of soliciting sponsorships with strategies for ranking sponsor prospects and how to connect with them to pitch your sponsorship.

Sponsor Cultivation & Stewardship

Engagement and follow-through are key to creating long-term relationships with sponsoring businesses. This session outlines strategies that will build strong relationship bonds with sponsors and help bring them on board to sponsor future events.





WHAT PEOPLE ARE SAYING ABOUT THE TRAINING WORKSHOPS...



I've been in fundraising and event planning for over 10 years and AJ's workshop was the most impactful workshop I've ever attended."

Marian Ragsdale, Habitat for Humanity of Greater Greensboro



Your presentation on sponsorships was outstanding! I'm eager to put this information and the materials you shared with us to good use. I feel that I now have some great tools that will help me further our mission."

Patricia F. Smith, co-founder, Art Bus Express



Thank you so much for sharing your strategies. It completely changed my perspective of what we do and how we do it. Now, I am approaching it with a greater focus on fundraising and cultivation."

S. Wilson, Development Director, New West Symphony



I truly walked away with incredible information and more questions that I hadn't thought of or considered until your workshop."

Laura Paine-Willis, Westlake Sunrise Rotary Club



You have an incredible skill of connecting with people and the information was invaluable for me. The "mind shift" you created in the room among the entire group was a very powerful thing!"

Susan Seats, Conejo Compassionate Coalition



"I am so happy I took the time to take this workshop. The information will surely help my Kiwanis Club look at the value of sponsors when we are planning our future fundraisers. Thank you AJ!"

Craig Bratlien, Kiwanis Clubs of La Jolla and Scripps Ranch



"A.J. Steinberg of Queen Bee Fundraising can make complicated situations easy to digest and crystal clear. I can't wait to sign up for her next webinar or workshop!"

Sydney Siegel, nonprofit volunteer



"She is, without question, the best at what she does."

Michel Shane, Board Member, Emily Shane Foundation



About the Presenter

A.J. Steinberg, CFRE and Queen Bee Fundraising

Event planning expert and fundraising strategist A.J. Steinberg has created outstanding fundraising events since 1999 with her Los Angeles-based event production company. She has produced over 100 events and raised millions of dollars for organizations Cystic Fibrosis, Jane Goodall's Roots and Shoots, and Union Rescue Mission.

In 2015, A.J. launched Queen Bee Fundraising to share the art of nonprofit event planning with organizations worldwide. Through consulting, webinars, workshops and speaking engagements, A.J. is on a mission to make her successful event planning strategies and resources available to all nonprofits, no matter their size or location.

A.J. has earned the reputation as a leader in event-based fundraising and is a recognized topic expert and contributor to respected nonprofit resources such as AFP International, CharityHowTo.Com, CharityChannel, Lorman, Bloomerang, and the Nonprofit Academy. Her presentation topics include event planning, event sponsorships, guest engagement, generational giving, and volunteer management.

For more information and to book these workshops contact A.J. at **AJ@QueenBeeFundraising.com**

