

Plan, Flow, Wow: A Masterclass in Revenue-Driving Event Design

BonterraTM

onecause[®]
a BonterraTM company

WELCOME IN!

WE'RE EXCITED TO HAVE YOU JOIN OUR WEBINAR TODAY.

A FEW THINGS FOR YOU:

- **Closed captioning is enabled.**
- **Please use the Q&A early and often – no need to wait until the end.**
- **All webinar registrants will receive a link to the recording of this webinar after the session.**
- **We hope you enjoy today's presentation!**



CORPORATE SOCIAL RESPONSIBILITY

CyberGrants  WeSpire 

FUNDRAISING AND ENGAGEMENT

 everyaction  Network for Good.  GiveGab

 salsa  Mobilize  ActionKit

 DONORTRENDS  DonorDrive

 onecause[™]
a Bonterra™ company

CASE MANAGEMENT

 Social Solutions

are now



Bonterra[™]

For the greatest good.

Our speakers



Kalsey Beach
President,
Do Good Events



Hannah Hegman
VP of Event Strategy & Development,
Do Good Events

Who We Are



Kalsey Beach
Founder & President

Hannah Hegman
*VP of Event Strategy &
Development*

10 Event Managers, 40 Event Specialists

“Do Good Events is dedicated to capturing and executing the vision of our clients through a personalized planning approach. We enhance events that cultivate community and elevate brands through partnership, expertise and innovation.”

Our Clients & Services



FashionFest
A NIGHT TO SIP, SHOP AND SUPPORT
M HEALTH FAIRVIEW
MASONIC CHILDREN'S HOSPITAL

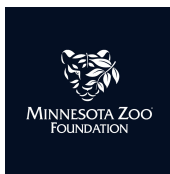


Child Loss FOUNDATION™



UNIVERSITY OF MINNESOTA
FOUNDATION

TEAM WOMEN



SUMMIT ACADEMY OIC



MINNESOTA ZOO



Hands On TWIN CITIES
Be the Change. Volunteer.



Recognition

Winner: ILEA Star Awards 2025 - Best Non-Profit event

Nominee: ILEA Star Awards 2024 - Best Event Logistics

Winner: ILEA Star Awards 2022 – Best Event Logistics

Winner: ILEA Star Awards 2023 – Best Event Logistics

Winner: ILEA Star Awards 2023 – Best Non-Profit Event

Winner: ILEA Star Awards 2023 – Best Team Effort

Winner: ILEA Star Awards 2023 – Best Public Event

Nominee: ILEA Star Awards 2023 – Best Corporate Event

Winner: Best Planner (MN Meetings & Events)

Certified Women-Owned Business

Winner: Most Likely to Succeed (MN Business)

Winner: WaveMaker & Success Through Evolution



2025

Do Good Events Look Back Stats

01



169 Event Days

Celebrating the memories made, connections forged, and the impact we've achieved together!

02



16 Conferences

Incredible opportunities to connect, learn, and make an impact!

03



39 Fundraisers

Inspiring missions backing impact in our community!

04



55 Networking/Socials

Opportunities to connect, collaborate, and build lasting relationships!

05



2,020 Event Staffing Hours

Each hour represents our commitment to making every moment unforgettable!

06



Over \$14,000,000 Raised

This incredible milestone represents the power of teamwork and generosity in action!

Your Community Our Passion

Be Good Partners

Believe in the power of community

Effervescent Achievers

Confident, Passionate, Champions

Creative Idea Generators

A Case for Events

Why Events?

- A bright light in the world
- Bring a community together
- Allow a brand to be experienced
- Allow for gratitude and education
- Give attendees memory moments



Building the Foundation

- How will decisions be made? Who needs to be involved?
- Committee Development
- Three W's
 - When, What, Why, Where
 - Key dates to avoid having your event?
 - le - Citywide or VIP conflicts
 - School closed
 - Competitive Event Dates
 - What is the preferred event format
 - Luncheon vs gala
 - Intimate or community
 - Why are you having an event? What are the primary goals
 - Raise funds
 - Expand the Network
 - Provide Education and Updates



Venue Selection

- Parking Options
- Set-up & Takedown Times
- Payment dates
- Final headcount dates
- Inclusions
- Remove Liaison Fees
- Wifi
- Corkage Fees
- Power
- Early shipping of items
- A tasting
- All spaces (including storage!)
- Anything talked about/promised

Building the Foundation

- How will decisions be made? Who needs to be involved?
- Committee Development
- W's
 - When, Where, What, Why, Who
- Budget Range
 - What cash exists for deposits
 - Where can partnerships be explored



Budgets

Expenses continue to rise 3-5% year over year

- Places not to cut
 - Food (quantity)
 - AV
- Opportunities
 - Food Selection, Bar Options
 - Streamline Decor
 - Look for shared costs
 - Avoid rush fees
 - Accurate printing
 - Review orders for “extras”

Key Partners

- Partners to bring in early in the planning
 - Event Planner
 - Venue
 - Auctioneer
 - AV
 - Catering
 - Specialized Rentals
 - Emcee
- Contracts
 - Multiple people to read them
 - Leverage
 - Key things to look for

Fundraising Strategy

Most Fundraising Events:

- Sponsorships
- Live Auction
- Giving Moment
- Other (silent auction, games, etc)

Success?

- 60 - 70% of your fundraising goal is confirmed before walking in the room
- Event Expenses - target less than 30% of gross, today many are 40%

OneCause Data

- 49% of donors gave more than they did last year



Sponsorship

Why people sponsor/give

- Obligation
- Market Exposure
- Networking
- Do Gooder

Trends in Sponsorship

- Keep it simple
- Curate naming areas
- Consider multi-event sponsorship opportunities
- Conversations to partnership



Live Auction

- Fast Tips
 - 3-5 items
 - Experiences - things I cannot buy
 - Unique to your organization
 - Mission based/Tell a story
 - International travel is down
- Consider starting a fundraising event with the live auction
 - Make sure to have the ask in the first 20-30 minutes
- Pre-Sell your live auction
- Be ready to double if you can



Silent Auction

- 83% of donors that participated in a silent auction would be willing to become an annual donor
- Platforms are worth the spend
- Less is sometimes more
 - But have enough that people are competitive
- 50% starting bid, 15% raise increment
- 50-75 item auctions are trending
- Food & Beverage continues to be top grossing
 - Art is the least



Giving Moment

- Paddle Raise above all else
 - Have other methods of giving available
- Ideas to consider
 - Paddle pick up at the lowest level
 - Giving level with direct impact
- Tip: White Paper, Big Bold Letters



Revenue Games

- Know the gambling laws in your state & county
- Bring it back to the mission
- Make it fun!



Program

- Official program should be 30-45 minutes
- Ask within the first 20-30 minutes
- Authenticity in Storytelling
 - Don't have AI write your testimonial



Volunteers

- Determine the right roles
- Communicate
 - Volunteer handbook
 - Parking
 - What to wear
 - Food & Beverage
 - Maps
 - Run of Show
- Recognition & Management



Execution

- Solid Run of Show
 - With known accountabilities
- Well-timed rehearsals
- Load in and out schedules
 - AV needs 6+ hours
 - Catering plating and clearing needs more than 15 minutes for a full ballroom





Wow Them

Prepare

- Review the attendee list
- You are the host

Engage the 5 senses - First Impressions

Elevate

- Entertainment with music
- Engagements through technology and laughter



Wow Them

Interactive

- Create Community
- Engage with the theme

Your Role:

- Controlled
- Calm
- Confident



DO GOOD

EVENTS

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Questions?

Bonterra

Thank you!

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