

The Final 30

A Fundraising Health Check

DO GOOD EVENTS

$80 Million Raised
1,500 Events

Winner

- ILEA Star Awards 2025 - Best Non-Profit Event
- ILEA Star Awards 2022 – Best Event Logistics
- ILEA Star Awards 2023 – Best Event Logistics
- ILEA Star Awards 2023 – Best Non-Profit Event
- ILEA Star Awards 2023 – Best Team Effort
- ILEA Star Awards 2023 – Best Public Event
- Best Planner (MN Meetings & Events)
- Most Likely to Succeed (MN Business)
- WaveMaker & Success Through Evolution

Nominee

- ILEA Star Awards 2024 – Best Event Logistics
- ILEA Star Awards 2023 – Best Corporate Event
- ILEA Star Awards 2026 – Best Industry Innovation





Who We Are

14
Years

12
Event Managers

45
Event Specialists



Your Community **Our Passion**

Be Good Partners

Believe in the power of community

Effervescent Achievers

Confident, Passionate, Champions

Creative Idea Generators

Our Clients & Services

































































30 Day Event Health Check

Planning is complete, the foundation is built.

It's time to flow and focus on the meaningful mission elements and enhancing guest experience.

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Personal Introductions

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Logistics

Know Before You Go (KBUG)

- Road closures
- Parking
- Communications 2 weeks and 3 days prior

Run of Show

- Packing List
- Roles

Floorplan

- Accessibility needs
- Emergency exits
- AED

Ask Yourself: What could surprise our guests or our team?



Staff, Volunteers, and Ambassadors

Trends we are seeing:

- Less volunteers
- Many uncommitted

Detailed Instruction for all roles

Staff = Ambassadors

- Define what it means to "host"
- Review attendee list

ASK YOURSELF: WHO OWNS EVERY IMPORTANT JOB?

Print & Communications

Collateral & Printing

- Deadlines
- Install & take down
- What needs to be kept?
- Plan for last minute needs?

Communications

- KBUG - 2 weeks & 3 days prior
- Post event
- Last minute communications



Ask Yourself: Who needs to know what, and when?



Vendor Management

- Payments confirmed
- Load in & out
- Onsite needs - storage, power, etc
- Anything to refine the order?

ASK YOURSELF: DOES EVERYONE KNOW WHEN, WHERE AND HOW THEY'RE ARRIVING?

Catering

- Counts are due
  - Can we get flexibility?
  - What's the plan if your goal isn't met
- Dietary management
- Final catering meeting
- Plan for feeding volunteers & vendors



Ask Yourself: What is our guarantee deadline—and what happens if our number changes?



AV & Program

AV

- Files are organized, transferred, and tested
- Final script review
- Onsite rehearsal and execution plan

Program

- The first 2 minutes has major impact
- 60 minutes max!
- 2 set rehearsals
  - Tech
  - People
- 2 scripts
  - Tech
  - Podium (with pronunciations)

ASK YOURSELF: HAVE WE TIMED IT AND REHEARSED IT?

Live Auction & Giving Moment

- Bid paddle management
- Spotter training
- Scribe and recorder
  - Prepared to write fast
- Engaged auctioneer
- Double down on items, confirm minimum bids
- Where are your major donors in the room?
- Momentum & seed gifts
  - 60-70% pre-committed



Ask Yourself: Who is creating momentum before the ask?

Silent Auction & Revenue Games

Silent Auction

- Numbered & packaged
- Certificates organized
- Transportation
- Security

Games

- Display plans
- Detailed instructions
- Incorporating mission
- Know your gambling laws





ASK YOURSELF: WHAT HAPPENS TO EVERY ITEM BEFORE, DURING AND AFTER THE EVENT?

Registration

- Guest names for sponsors
- Special accommodations
- Who's Who for your organization leaders
- Detailed instructions, scripts, and plan for Help Desk

Confirm:

- Table set up, power, wifi



Ask Yourself: Who can make the call for unexpected guests?

Decision Making

- Plan A, B, C, D……
  - Weather
  - Extra Guests
  - No Shows
  - World News
- Who makes the final call?
- When do you need to bring in leadership?
- Anticipate unsaid needs



Wow

Always Remember…

Little things can make the difference!
Be sure to notice them!

Protect People Doing The Work

Take a deep breath. Things will go wrong and mistakes will happen!



Protect you and your team!

You are doing a great job!

Celebrate the little wins!

This can be stressful work!

DO GOOD EVENTS

Questions?

Reach out, I'd love to hear from you!

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DO GOOD EVENTS

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