



# How to Create Mission Moments that Drive Revenue

Melissa Macyauski & Kacie Sassano

# Get To Know Us



**Kacie Sassano**

For over almost two decades Kacie has focused her career on assisting nonprofits to share their mission and story with the public in a compelling and engaging manner. From national organizations, to world class museums, and K-12 schools, Kacie has worked to help organizations see their value and worthiness in their communities and beyond. Her work has resulted in significant fundraising increases, minimized deficits, growing enrollments and impactful marketing plans.



**Melissa Macyauski**

Melissa has dedicated over ten years to organizing successful fundraising events across multiple markets in both national and local nonprofits. Her attention to detail and strategic messaging ensure that donors see the impact of their gift throughout the event experience. The results of her dedication has led to increased revenue, lowered expenses and an event experience that encourages donors to dive deeper within the organization for a lasting mission based relationship.

**Together we have raised over \$7M in just 5 years through mission moments!**



Welcome to:  
Mission  
Moment 101

- What's a mission moment?
- How do they impact your event?

# Mission Moments Drive Revenue

- Set the stage or the table
- Make sure guests “meet the mission” before they even enter the door
- Delivery is the key





# Mission Driven Marketing

- Create a polished and playful theme
- Carry mission throughout big & small details
- Most importantly make the ask



**Know It, Now Apply It!**

**Raise**<sup>®</sup>  
2021

# Go Serve. Go Lead. Go Inspire Hope.

- Marketing materials
- GO hats & student speech
- GO dartboards



"There are 330 other students just like me that want to GO and are ready to GO."



We're ready to go. The only question now is, are you?

# Take it Virtual

- Pivoting like a pro
- Meet donors where they are
- Remind guests why they love the event & your organization
- Find new opportunities



**LEAD**  
GUARDIANS OF HOPE

**HOW TO WATCH**  
THE 28TH ANNUAL GUARDIANS OF HOPE LIVESTREAM EVENT

**FRIDAY, MARCH 5, 2021**  
7:00 PM CST

STREAM TO YOUR TV	VIEW ON A COMPUTER OR TABLET
 <ol style="list-style-type: none"><li>1 USE YOUR SMART TV OR PREFERRED STREAMING DEVICE (APPLE TV, ROKU, AMAZON FIRE STICK) TO ACCESS THE YOUTUBE APP.</li><li>2 SEARCH <b>HOLYTRINITYCHI</b> TO ACCESS OUR YOUTUBE CHANNEL.</li><li>3 CLICK ON THE GUARDIANS OF HOPE LIVE VIDEO FEATURED ON OUR CHANNEL.</li></ol>	 <ol style="list-style-type: none"><li>1 GO TO <a href="https://www.youtube.com">YOUTUBE.COM</a> OR YOUR YOUTUBE APP.</li><li>2 SEARCH <b>HOLYTRINITYCHI</b> TO ACCESS OUR YOUTUBE CHANNEL.</li><li>3 CLICK ON THE GUARDIANS OF HOPE LIVE VIDEO FEATURED ON OUR CHANNEL.</li><li>4 YOU CAN ALSO ACCESS OUR LIVE PROGRAM AT OUR WEBSITE: <a href="https://www.holytrinity-hs.org/guardians">HOLYTRINITY-HS.ORG/GUARDIANS</a></li></ol>

 **HAVE YOUR SMARTPHONE READY TOO!**  
YOU WILL NEED AN ADDITIONAL DEVICE TO BID AND DONATE DURING OUR PROGRAM. AND YOU WON'T WANT TO MISS OUR TEXT REMINDERS TO MAKE SURE YOU DON'T MISS OUT ON ANY PART OF THE NIGHT!

**NEED HELP SETTING UP YOUR VIEWING PARTY?**  
WE'RE HERE TO HELP! CALL **MATT SWANSON** IN THE DEVELOPMENT OFFICE AT **773-278-4212 X3043** WITH ANY QUESTIONS ON HOW TO WATCH. STREAMING SUPPORT IS AVAILABLE BEFORE AND DURING THE EVENT.

“ We will lead lives of service and leadership. And we will be change makers in our community, city and country.”





# Tips To Take With You

1. Plan and simply, make the ask!
2. Don't leave a stone unturned
3. Never forget checkout
4. Send a personalized thank you
5. Follow up, follow up, follow up!



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2021

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QUESTIONS?

What **moment** can  
we help you create?



FOLLOW US ON SOCIAL

**#RAISE2021**



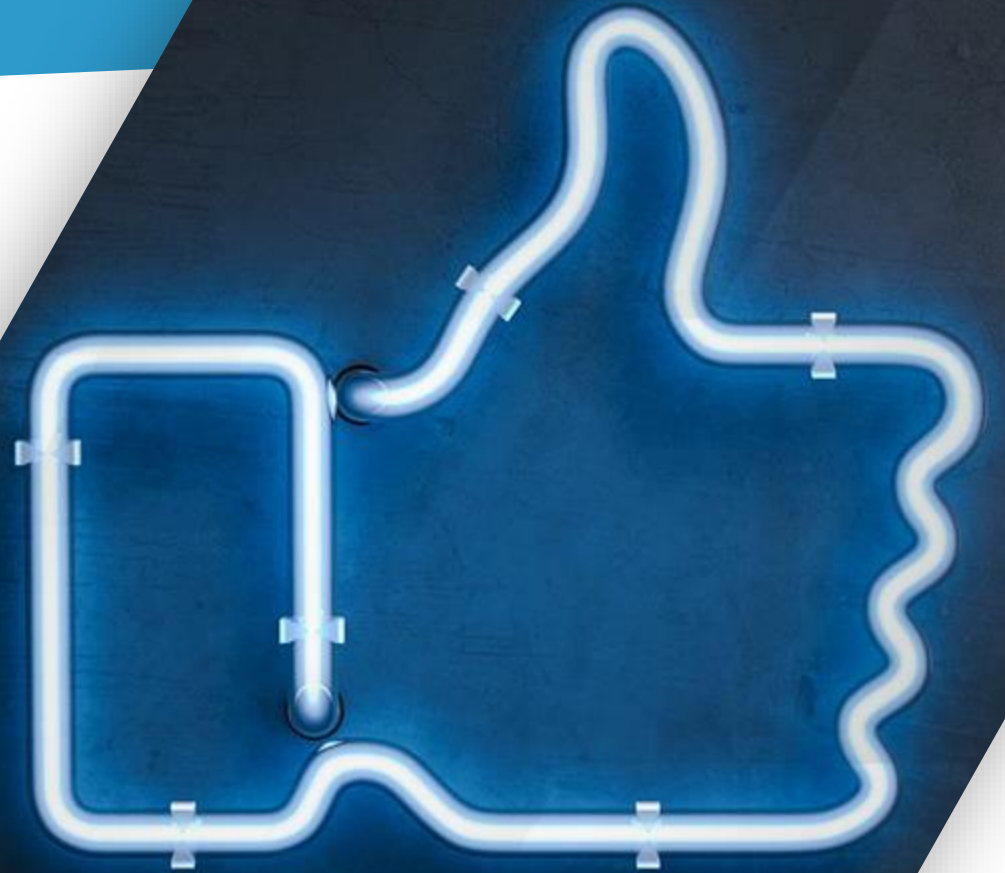
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