**SECC Fundraising Events Do’s & Don’ts**

**Why hold an event**? Everyone likes a break from day to day activities. Events are a great way to break up the routine and create excitement around the SECC. They can range from simple bake sales to silent auctions, talent shows and more. A few do’s and don’ts are listed below, but please ask your SECC Staff person for further ideas.

**Do:**

* **Promote the event.** Use email, social media, intranet, posters, and word of mouth. Involve your PIO to help stir up excitement.
* **Ensure employees know WHY you are holding an event.** Share if donations will be accepted and whether the funds will benefit the overall campaign (undesignated) or a specific charity. This helps employees understand that event participation is for fun and to build awareness of the campaign, not to substitute for a personal donation.
* **Recognize and thank contributors.** This might include exceptional volunteers, donors, or attending charities (if having a charity fair).
* **Make a fundraising pitch.** Use the event to boost awareness of your campaign with instructions about returning pledge cards or participating through ePledge.
* **Encourage pledging through payroll deduction,** as it allows donors to give more over time than they may be able to give at the event.
* **Offer giving opportunities for people who can’t attend.** Don’t limit yourself to ticket buyers. Include and promote opportunities, such as a drawing or a giving challenge, for those who can’t attend to participate.
* **Reserve space accordingly**. Think about your participants and estimate attendance. Provide enough space for all participants (employees, charities, etc.). Reserve space that is accessible, if needed.
* **Have food**! People love food! It’s a great way to bring people together and make the event social.
* **Put all event proceeds on one event form**. Use the “2019 SECC Event Form” to record **all** money received from the event. There should be **one form** per event.

**Don’t:**

* **Focus only on the money.** Events are team-building opportunities for volunteers that raise awareness and build support for the campaign. Make it FUN!
* **Fail to recognize volunteers and thank participants.** Fundraising is about relationships and people who feel appreciated are more likely to volunteer and give again.
* **Accept a pledge card or ePledge to support an event.** Many events provide goods or services in exchange for donations and may not meet IRS criteria for a 100% tax-deductible donation. If you have questions, ask your SECC Staff person for further guidelines.
* **Use the event towards participation.** Events cannot be counted towards the department/agency’s or university’s participation rate.