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EXCELLENCE

2022 NACE EXPERIENCE CONFERENCE



How to Profit from Non-Profits

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Agenda

- Who am I?
 - Why am I here?
 - What to say when a Non-Profit calls
 - The steps to take to get involved in Benefit Events
 - *Why should* you do Benefit Events?
 - When should you *NOT* do Benefit Events?
 - How to make Benefit Events a large percentage of your business
 - Questions
- 



Learning Objectives

During this session, you will learn to:

- 1. Know what to say when answering a call from a non-profit**
- 2. Provide value to non-profit events**
- 3. Start charging full price for fundraising events**



Geoffrey Sandler

- **Husband to Karen**
- **Dad to Ryan and Jenna**
- **Grandpa to Liliana**
- **Best friend of Cooper**
- **Son, Brother, Uncle, Nephew**
- **Green Bay Packer Fan & Owner!**
- **Wisconsin Badger Fan**
- **Friend and Neighbor**
- **Trusted Confidant**
- **Procrastinator**



Geoffrey Sandler

- **Wedding DJ**
- **Club DJ**
- **Bar Mitzvah DJ**
- **Event Emcee**
- **Auctioneer**
- **Benefit Auction Specialist**
- **Chocolate Fountain Attendant**
- **Photo Booth Attendant**
- **Blackjack Dealer**
- **Roadie**
- **Salesman**
- **Consultant**
- **Problem Solver**
- **Teacher**
- **Student**
- **Friend**
- **Boss**
- **Mentor**
- **Janitor**



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Why am I here?

- To share my expertise and knowledge
- To give you the tools to be an expert
- To make a difference in this industry and this world

How to answer the call

- Ring Ring
 - “Celebrations Entertainment, how can I help you?”
- “Yea, we’re having a fundraiser and we’ll give you amazing exposure in exchange for your services?”
 - What do you say?

Profit – Feed Your Soul!

“Always leave the campground cleaner
than it was when you got there”

-Grandpa Jack

Doing good things while I'm here – Leaving it a better place
Giving back to community not only makes you feel good, but it
should also be your social and community responsibility.



Barry Alvarez

Why do you do it?

How to answer the call

- Ring Ring
 - “Celebrations Entertainment, how can I help you?”
- “Yea, we’re having a fundraiser and we’ll give you amazing exposure in exchange for your services?”
 - What I say...



The next steps...

- Check your calendar to make sure you're available
- **DO SOME RESEARCH ON THE NON-PROFIT!!!**
- Attend a meeting with the committee
 - Be prepared to ask questions and listen!
 - Show compassion and passion
 - Transfer excitement
 - Ask for the sale
 - Follow through with promises
 - Attend follow-up committee meetings
 - Perform the event above expectations!

Profit – You're an Expert!

You have established yourself as the expert and everyone on that committee will talk about.

Eventually, they will all refer you and likely use you for an event of their own.



Committee Meetings

- **Credibility**
- **Respect**
- **Captive audience**
 - **Suggest items to make the event better**
 - **Help with timeline**
 - **Help with room layout**
 - **Help with order of live auction items and game suggestions**
 - **Create connections with other industry vendors that are needed**
 - **Build partnerships with vendors that can refer you in the future**

A photograph of an orange tree with many ripe, bright orange fruits hanging from the branches. The leaves are green and dense. The image is split diagonally from the bottom left to the top right, with the white background of the text on the right side.

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**Why
should
you do the
event?**



PROFIT – Building Your Network

- CFOs
- CEOs
- Executive Directors
- Bank Presidents
- Corporate Administrators
- Board Presidents and Members
- HR Directors
- Event Planners from Large Corporations

Profit – New Relationships

In our line of work, these are *really good* people to know

- It's very good to “know the right people”
- When they plan their own events...
- When they plan their work event...
...they will think of **YOU!**

A photograph of an orange tree with many ripe, bright orange fruits hanging from the branches. The leaves are green and dense. The image is split diagonally, with the top right portion being white and containing text.

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PROFIT New Revenue Sources

You have now built new business and personal relationships that will provide years of events and financial profit!

A photograph of an orange tree with many ripe, bright orange fruits hanging from the branches. The leaves are green and dense. The image is split diagonally from the bottom left to the top right, with the white background of the slide on the right side.

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**When
should
you NOT
do the
event?**



I don't take every event

- I have to meet with that committee before I say yes.
- I have to know that they have a committee of motivated people working on the event.
- After one meeting, you will know whether you want to accept the event or not.
- If I decide against helping them on this event, I make sure to leave them with some ideas, suggestions, and hints on how to make it as successful as possible... Because...



Review

- You would like to help your community and start doing or do more benefit events
- You know what to say when the phone rings
- You have scheduled the meetings with the committee
- You have all fallen in love with each other and you are committed to working together
- You are on the committee
- Now what?

**How are
you going
to do it?**

**“How are they
going to fit
your massive
price into their
budget and
plan for the
evening?”**



SPONSORSHIPS



SPONSORSHIPS



PROFIT – Strengthen Connections

- Call all your current corporate clients on behalf of every fundraiser you do – to be a sponsor.
- For every sponsorship they do, you will throw in an extra bonus for their birthday party, employee appreciation event, or any fundraiser that **THEY** will be hosting.
 - **DON'T** give them free stuff, but for us, we might throw in some uplights or an extra hour of photobooth.



Generosity Breeds Generosity

- **Have the non-profit select another non-profit to share the money with – this gives you added attendance potential and a wider audience. HUGE!**
- **Ask a TV or radio personality to be the guest emcee – they will share the information on social media and maybe even talk about it on the air!**
- **Have your company be a sponsor of something! This shows you are committed to their event.**

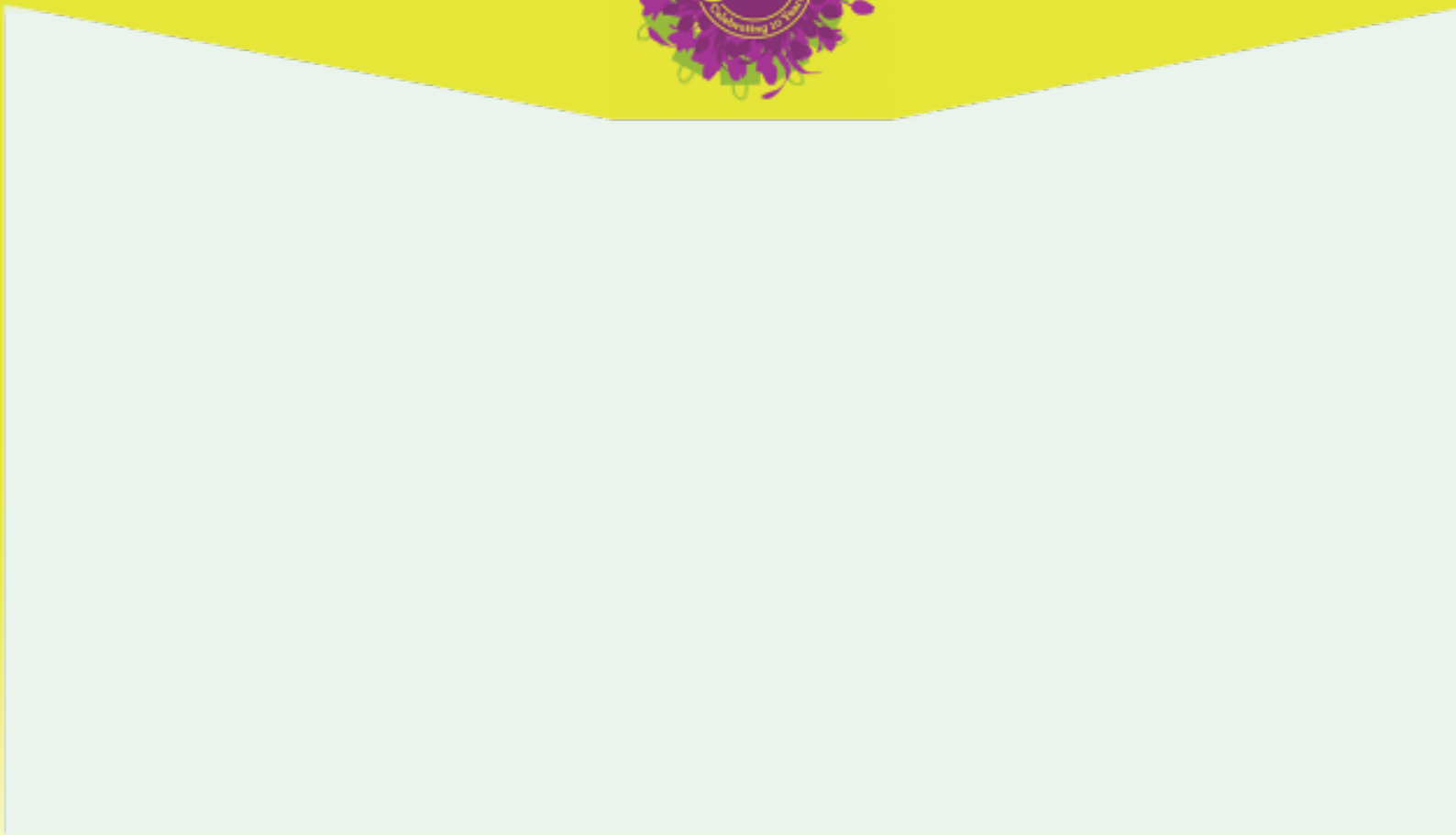


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Profit –

Be the Expert

Build Relationships

Build Your Business

Recognition = Awards = Business



Final Review

- Giving back to your community is a social responsibility
- Doing good things while I'm here – leaving it a better place
- Building relationships is key to a successful business
- More people will see you, know you, like you, and trust you
- Being an “event professional” for fundraising groups give you added credibility
- Puts your service and talents in front of people who may never get to see you and who you would likely never meet
- Give you “sponsorship” opportunities without spending any money or giving you tax deductions
- Allows you to meet people whom you may NEVER know otherwise
- Opens up new revenue sources and opportunities: Event Services, Corporate Events, Weddings, Other Benefit Events



Q&A



Continue the Conversation



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