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### Event Audit

### April 26, 2012 First Annual Conservation Awareness and Fundraising Forum

#### SUMMARY

##### Event Objectives

- Fill auditorium to capacity (385 people) to maximize opportunity to cultivate new supporters and steward current supporters
- Obtain contact information for as many new supporters would fill auditorium to capacity
- Steward 400 current supporters in St. Louis Region by inviting them to event
- Provide Board members with opportunity to introduce 10 people in their circles to FCER mission
- Generate sufficient funds via underwriting to pay for event
- Fund target was uncertain because first time for event, but general thought was that \$10,000 raised would be success.
- Launch rebrand and get new image out before event (very tight timeframe)
- Create credibility by affiliating ourselves publically with major St. Louis institutions
- Develop volunteer base

##### Event Results

- Event was booked to capacity (385 people) but 20% did not show.
- Generated 295 new contacts
- Cultivated 242 new potential supporters and stewarded 92 current supporters.
- Stewarded all St. Louis area donors (via save-the-date, invite, personal touch and/or attendance)
- Generated 74 new donors
- Covered 80% of event expenses with underwriting
- Raised \$17,925.48 (\$9,722.10 from new donors)
- Widespread name and rebrand recognition achieved through public radio PSAs and other media promotion
- Achieved the support of St. Louis' large institutions including MoBot, Zoo, Academy of Science and UMSL/Whitney R. Harris

##### Results Analysis: Quantifiable Measures

Objective	Achieved	Detail
Fill auditorium/obtain contact information for 300 new supporters	95%	Obtained contact information on 295 new individuals.
Steward 400 current supporters in	100%	All St. Louis area supporters touched with invite



St. Louis area		
Have each board member bring 10 people to FCER mission	50%	Board members brought a total of 55 individuals to the event.
Generate sufficient underwriting to pay for event	80%	Event cost was \$23,716.12 (exclusive of Laurie and Kate's time). Event underwriting (in kind and cash) was \$19,702.00.
Raise funds	210%	Anticipated fundraising was \$10,000; actual was over \$21,000 (\$17,000 net after payment of remaining event expenses)
Institutional support	100%	Achieved support of Zoo, Academy of Science, UMSL, and MoBot
Rebranding	100%	Accomplished rebranding on 3 month timeline instead of typical 12 month timeline

### **CULTIVATION and STEWARDSHIP**

#### **Summary:**

480 people registered for the event; 295 were new to FCER; 185 were current supporters.

334 people attended the event; 242 were new to FCER; 92 were current supporters

#### **Registration Numbers**

Total number that completed registration process	480
Total registered and expected to attend	380
Total registered at door (admitted, but not all registered)	15
Total registered but wait listed (not admitted)	18
Total registered but then revoked (after email bump)	67

#### **Registered but No Show**

Total no shows (despite active registration)	91
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#### **New Contacts**

Total number that completed registration process	480
Total new contacts	295
Total current contacts	185



### Attendance Numbers

Total attended	334
New supporters	242
Current supporters	92

### Invitations and Promotion Sent

Printed	1600
Academy of Science	13,000
Whitney R. Harris	7,000
Other unknown (contacted 30 local organizations; put on 7 online calendars; press releases sent to 15 media outlets)	

### Registration Sources: Registrants identified how they were invited

Total number that completed registration process	480
Academy of Science	106
From a friend	62
Other (with no specification)	62
FCER Invite (email 14; direct mail 29)	43
Janet Dittrich and Fulton School (donating kids)	20
Whitney R. Harris/UMSL	11
Misc. (WFM/Media/Flyer/FGG/Gateway parrot/no source)	33
Board/Staff/Volunteers	
Kate Danna	34
Laurie Waller	26
Cindy Waller	16
Carol Weisman	17
Maggie Eisenberger	15
Dee Dee Simon	12
Critti Oliver	7
Tom Newmark	7
Gonz/Anne Fernandez	4
Peter Raven	4
Michael Salsich	1



## Registration Method

Online	571
Snail mail	20
At door	30 approx.

## INCOME and EXPENSES

### Summary:

Pre-Event expenses (in kind and out of pocket):	(\$23,716.12 ) <sup>1</sup>
Post-Event expenses:	TBD
Event underwriting (in kind and cash):	\$19,702.00
Total donations (exclusive of underwriting):	\$21,939.60
Total profit:	<b><u>\$17,925.48</u></b>

### Staff Time and Cost (pre event):

Cindy:	193 (@\$18.75 per hour = \$3,618.75)
Kate:	200 (@\$25 per hour = \$5,000)
Laurie:	250 (@\$40 per hour = \$10,000)
Total:	643 hours = \$18,618.75

### Staff Time and Cost (post event): TBD

**Volunteer Time:** 100 (Dee Dee)

### Cash Underwriting Breakdown

Total underwriting	\$14,800
Underwriting from Board	\$8750
Underwriting from current supporters (non-board)	\$6050

<sup>1</sup> Includes Cindy's time. Does not include Laurie and Kate's time.



Underwriting from new supporters	\$0
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### **In-Kind Underwriting**

Total in-kind underwriting	\$4,902
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### **Expenses**

Total expenses	\$23,716.12 <sup>2</sup>
Out of pocket (includes admin. asst. time)	\$18,814.12
In-kind (donated services)	\$4,902.00

### **Donation Breakdown: Timing**

Total donations	\$21,989.60
Pre event (13)	\$2,490
At event (101)	\$17,849.60
Matching donations (not yet received) (2)	\$1,250
After event (1)	\$400

### **Donation Breakdown: New vs. Current Supporters**

Total donations (124)	\$21,989.60
New supporters (74)	\$9,722.10
Current supporters (50)	\$12,267.50

### **Donation Breakdown: Board and Staff v. Non-Board and Staff Donations**

Total donations	\$21,989.60
Donations: board	\$3650
Donations: staff	\$1400
Donations: non-board and staff	\$16,939.60

<sup>2</sup> Includes Cindy's time. Does not include Laurie and Kate's time.



### Donation Breakdown: Giving Levels

Total donations	\$21,989.60
> \$99 (55 gifts--42 new; 13 current)	\$2280
\$100-\$249 (43 gifts--22 new; 21 current)	\$4470
\$250-499 (11 gifts--5 new; 6 current)	\$2907.50
\$500-999 (8 gifts--4 new; 4 current)	\$3632.10
>\$1000 (7 gifts--3 new; 4 current)	\$8700

### Follow-up Letters Sent to Non-Donating Registrants (whether attending or not)

Follow-up letter to attending non-donors	82-----donations TBD
Follow-up letter to no-shows	98-----donations TBD

## POST-EVENT FOLLOW UP: THE KEY TO MAKING THE MOST OF THE EVENT

### Follow-Up Performed

Keynote Speaker (Peter and Pat Raven)	Costa Rican chocolates and thank you note from board chair; photo collage
Ask Speaker (Tom and Terry Newmark)	Costa Rican chocolates and President note
Event chairperson (Dee Dee Simon)	Costa Rican chocolates and President note
Institutional Supporters (4+)	Personal visit from Laurie; Costa Rican chocolates and President note; personalized email to each person at institution
Underwriters	Thank you call, note and copy of program
Ambassadors (11)	Thank you call from Laurie and personalized note in connection with their donation
Volunteers (21)	Personalized email from Laurie
Forever Forest Group (6)	Personalized email from Laurie to each kid
Registrants: Attending Donors (current supporters) (50)	Thank you calls and thank you letters (modified from general letter)
Registrants: Attending Donors (new supporters) (74)	Thank you calls and thank you letter
Registrants: Attending Non-Donors (82)	Thank you solicitation letter
Registrants: Wait Listed (18)	Sorry you were wait listed letter
Registrants: No shows (98)	No show letter



## **EVENT STRENGTHS and WEAKNESSES**

### ***Strengths:***

- Polished, professional event created excellent image of FCER and built trust with attendees
- Created trust and relationships with major institutional supporters in St. Louis. Laid foundation for future support.
- Heavy promotion of event made FCER name heard widely in St. Louis region and resulted in good attendance
- Mandatory online registration process meant capture of complete and clean contact information for 295 new individuals
- Effective use of nametags (with FCER Supporter designation) and explanation of this designation in Laurie's introduction reinforced stewardship opportunity for current supporters
- Soft ask resulted in donations from 74 new donors and raised over \$17,000

### ***Weaknesses:***

- Event committee was understaffed and event consequently required too much staff time. More volunteers and/or outsourcing needed.
- Expenses not entirely covered by underwriting. More underwriting needed (especially from non-Board sources)
- Information presented was somewhat technical for a broader audience--may want to limit this in the future.
- "Free" event meant a large number of no-shows (20% registered guests did not attend)
- Zoo location meant expensive catering
- High printing/postage costs for STD/invite mailings, but low number of mailed in response cards.
- Post-Event PR planning (getting reporters actually at event)
- Extensive time needed for follow-up. More Board volunteers needed