



# Icebreaker Question:

What does transformational change mean to your organization? Do your events currently advance your mission towards that change?

*Please share with at least 2 other attendees*



# Does Your Pre-Pandemic Event Strategy Still Compete?

CCS FUNDRAISING | NOVEMBER 3, 2022



# PRESENTERS



PATRICK GOTHAM

Senior Director

CCS Fundraising



CHARLOTTE ENNEN

Director

CCS Fundraising

# TODAY'S AGENDA

01 About CCS

02 Attendee Pulse Check

03 Get Ready for Change!

04 Philanthropic Landscape

05 Case Studies

06 Lessons Learned

07 Self Assessment

08 Questions



# OUR MISSION

CCS partners with nonprofits for  
*transformational* change.

# ABOUT CCS

75  
YEARS

CCS is the most recommended strategic fundraising consulting firm

500+  
PROFESSIONAL STAFF

CCS has the largest and most experienced staff among leading firms

17  
OFFICES

Throughout the United States and across the globe

10X  
RETURN

Our client partners experience five to more than ten times return on their investment

90%  
REPEAT OR REFERRALS

Ninety percent of our business comes from repeat business or referrals

\$15  
BILLION

CCS directly manages more than \$15 billion in cumulative campaign goals each year

# OUR SERVICES



FUNDRAISING  
CAMPAIGNS



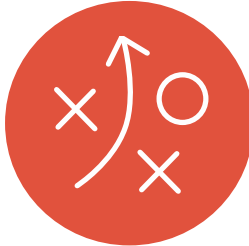
INTERIM DEVELOPMENT  
MANAGEMENT



DATA ANALYTICS,  
SYSTEMS, & RESEARCH



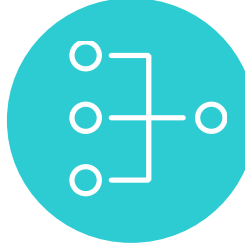
ASSESSMENTS  
& AUDITS



STRATEGIC  
PLANNING



TRAINING & LEADERSHIP  
DEVELOPMENT



SYSTEMS  
PROJECTS



FEASIBILITY  
STUDIES

# OUR EXPERIENCE



Attendee Pulse Check

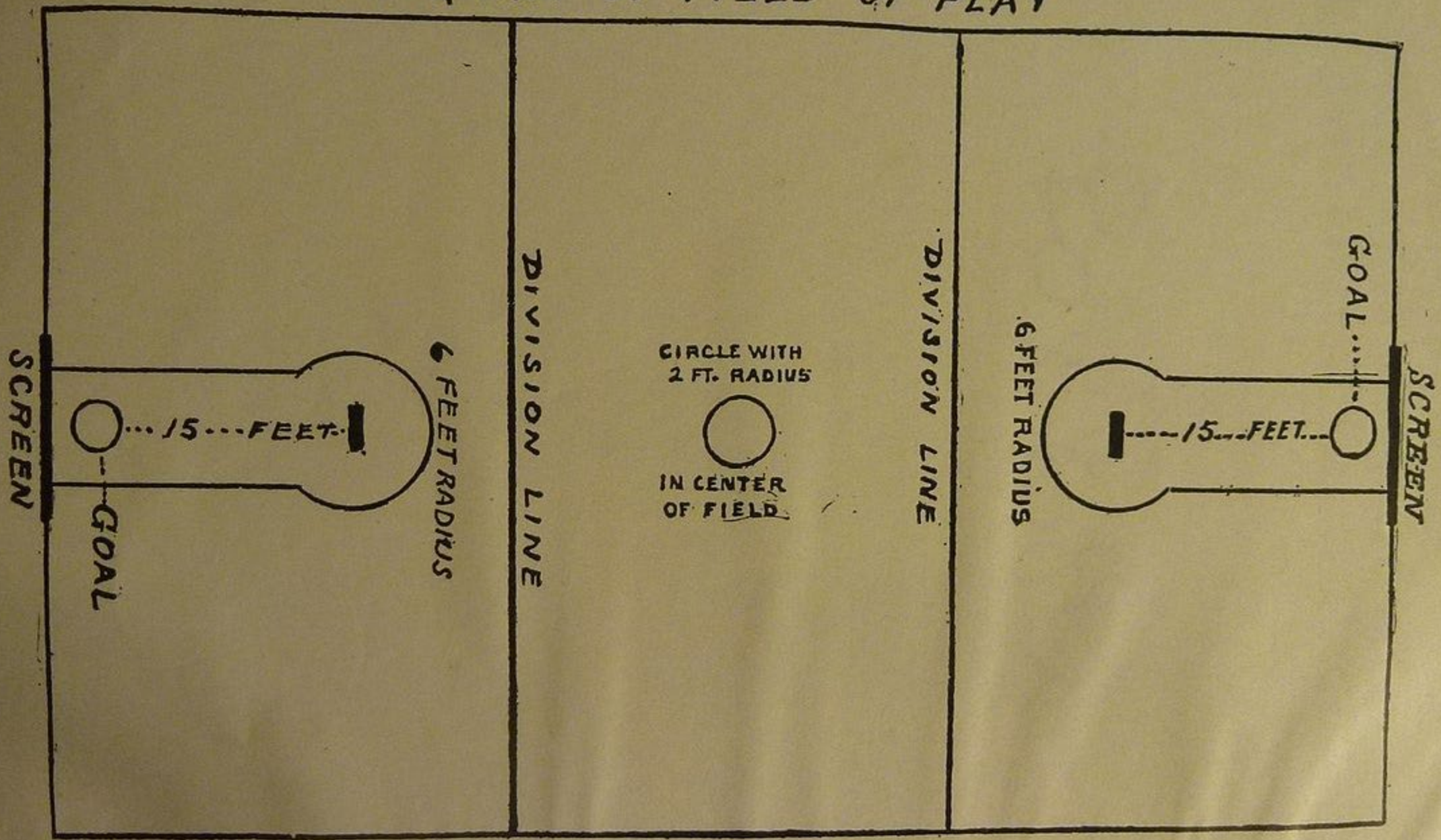
# PULSE CHECK

Join at [www.kahoot.it](http://www.kahoot.it) or with the Kahoot! app!



Let's Get Ready for Change!

# DIAGRAM OF FIELD OF PLAY



AT LEAST 3 FEET FROM WALL



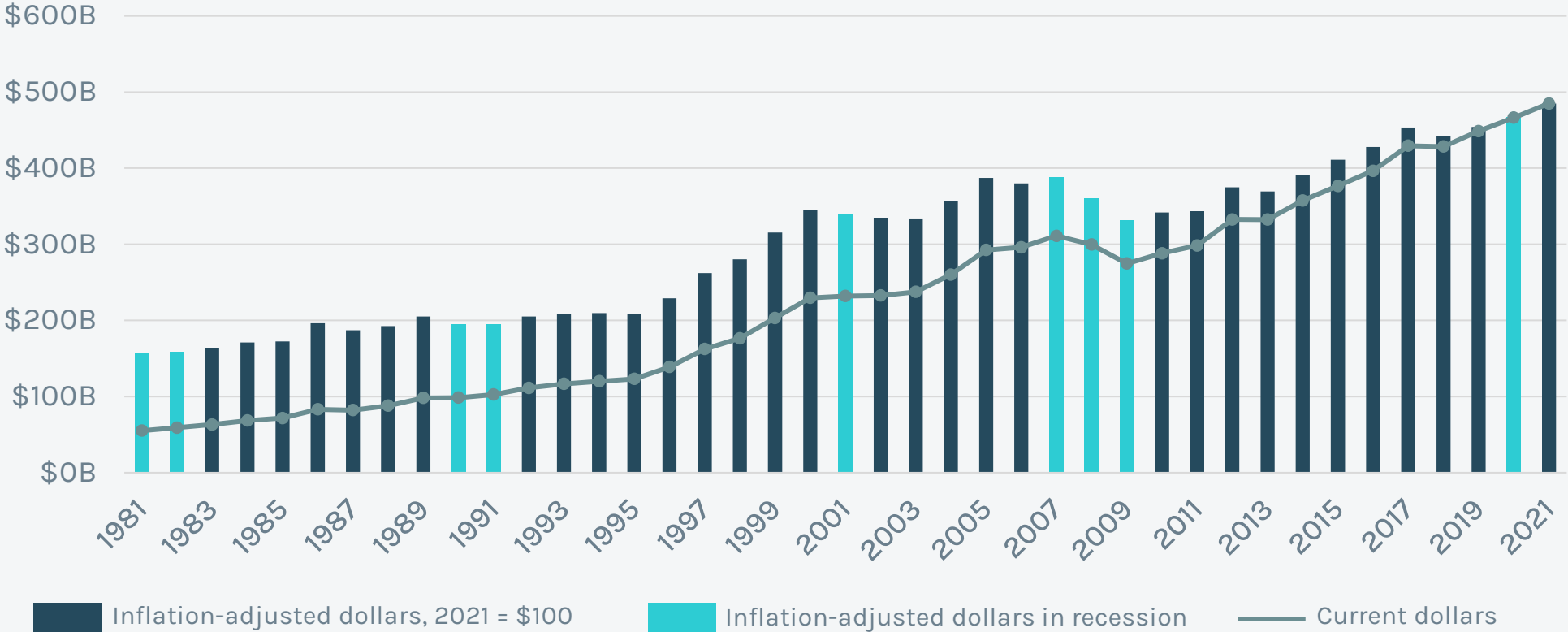
# ENTER: COVID-19 PANDEMIC





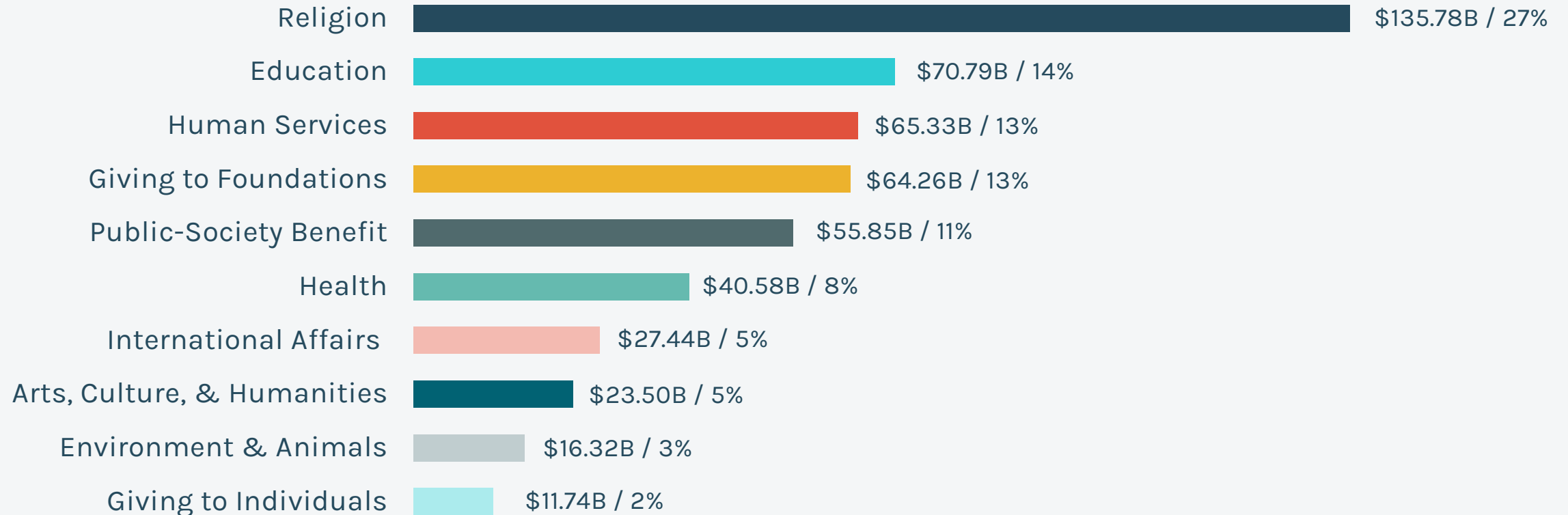
# GIVING REMAINED STRONG AT \$484.85B

TOTAL GIVING, 1981-2021



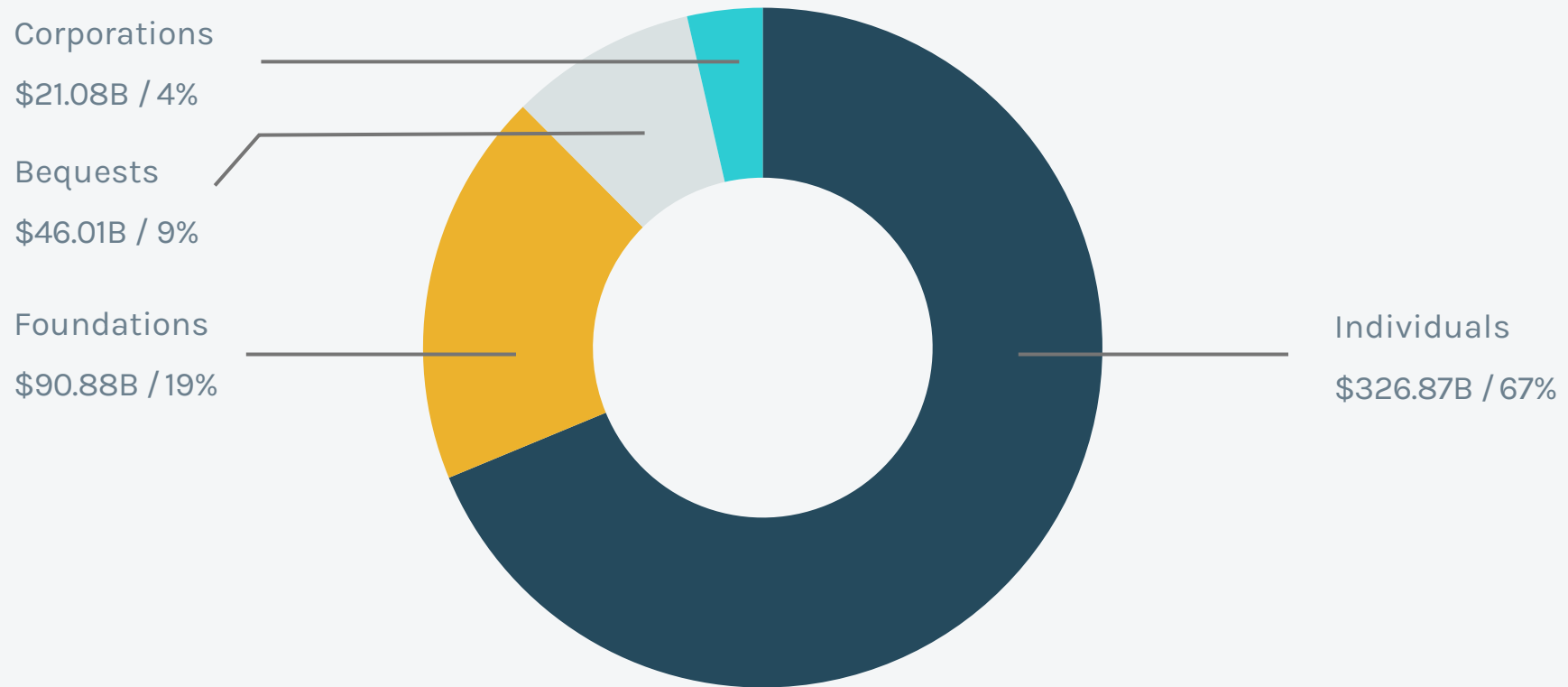
# GIVING GREW IN 6 OUT OF 10 SECTORS

## GIVING BY RECIPIENT TYPE



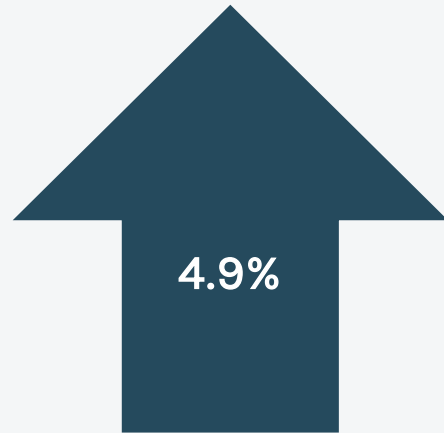
# INDIVIDUALS CONTRIBUTE MAJORITY

US PHILANTHROPY | GIVING BY SOURCE



# GIVING BY INDIVIDUALS

## CONTINUED GROWTH OF GIVING BY INDIVIDUALS

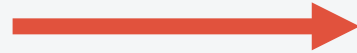


Giving by individuals totaled an estimated \$326.87 billion, rising 4.9% in 2021.

# FUTURE OF FUNDRAISING

FOCUS ON BUILDING RELATIONSHIPS

Events-based  
Fundraising



Relationship-based  
Fundraising

# Case Studies & Lessons Learned

# CASE STUDIES



## FENWAY HEALTH

*Fenway Health advocates for and delivers innovative, equitable, accessible health care, supportive services, and transformative research and education. We center LGBTQIA+ people, BIPOC individuals, and other underserved communities to enable our local, national, and global neighbors to flourish.*

**14 Fundraising Staff**



## Revolutionary Spaces

## REVOLUTIONARY SPACES

*Revolutionary Spaces brings people together to explore the American struggle to create and sustain a free society, singularly evoked by Boston's Old South Meeting House and Old State House.*

**2 Fundraising Staff**



## TUFTS MEDICAL CENTER

*Our most important mission is to provide the best care we can to all our patients.*

**18 Fundraising Staff**





**Revolutionary  
Spaces**

**Tufts**Medicine  
Tufts Medical Center



01

Be Strategic

02

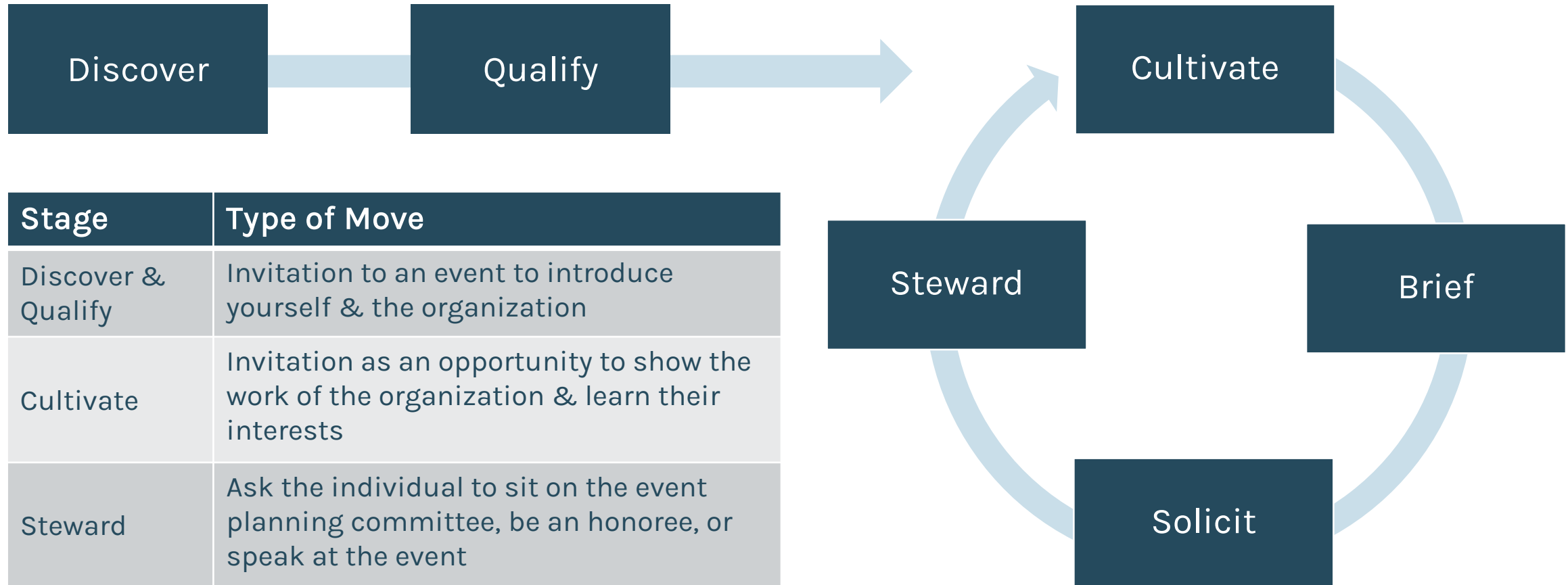
Advance Your Mission

03

Get Creative!

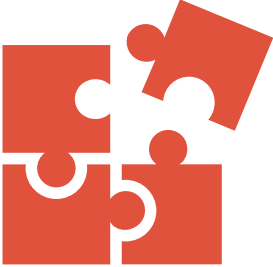
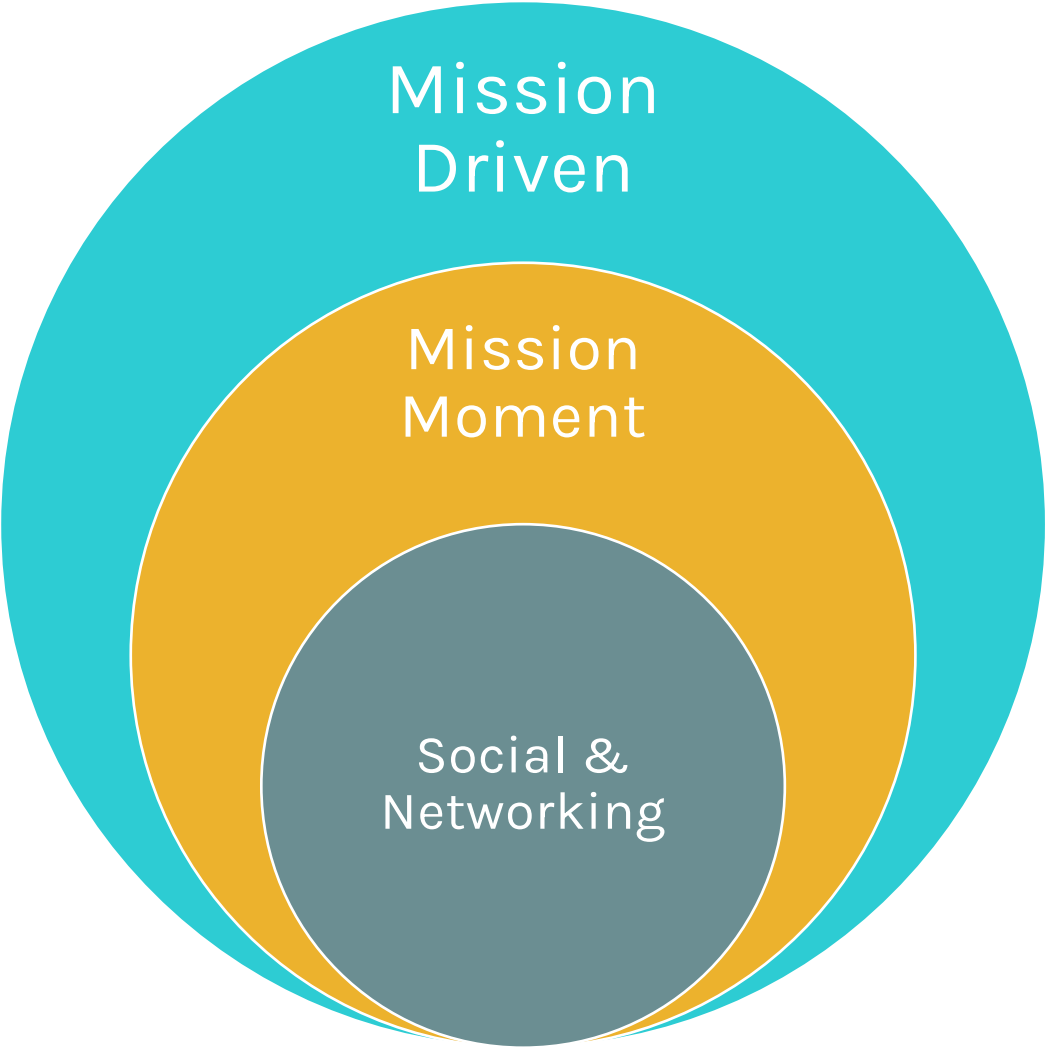
# BE STRATEGIC WITH EVENTS

Where do events fall in your prospect management process?



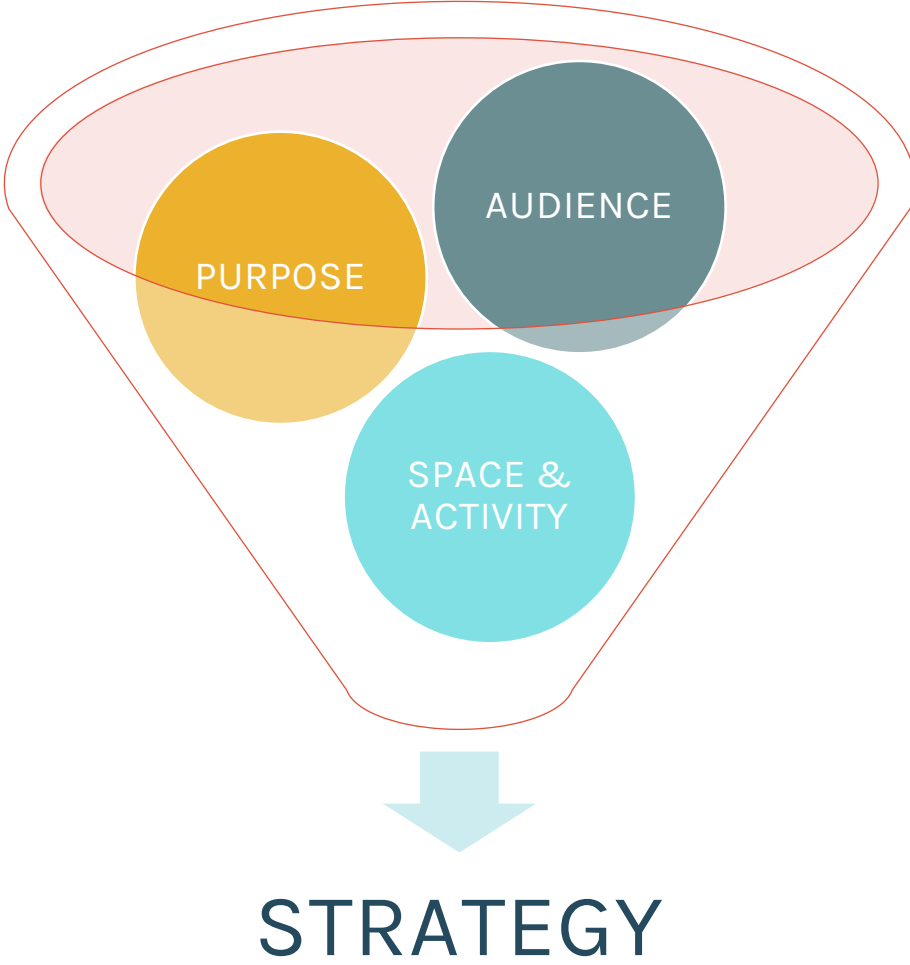
Stage	Type of Move
Discover & Qualify	Invitation to an event to introduce yourself & the organization
Cultivate	Invitation as an opportunity to show the work of the organization & learn their interests
Steward	Ask the individual to sit on the event planning committee, be an honoree, or speak at the event

# ADVANCE YOUR MISSION WITH EVENTS



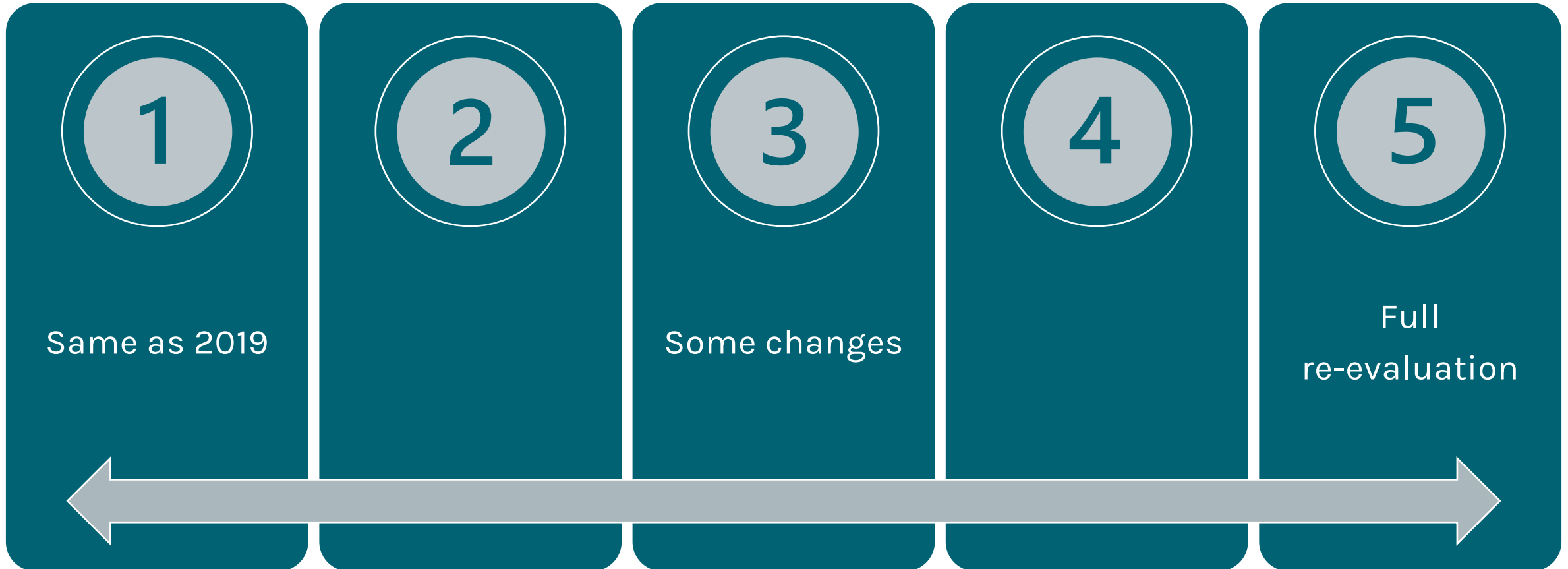
*Do events fit with our mission?*

# GET CREATIVE!

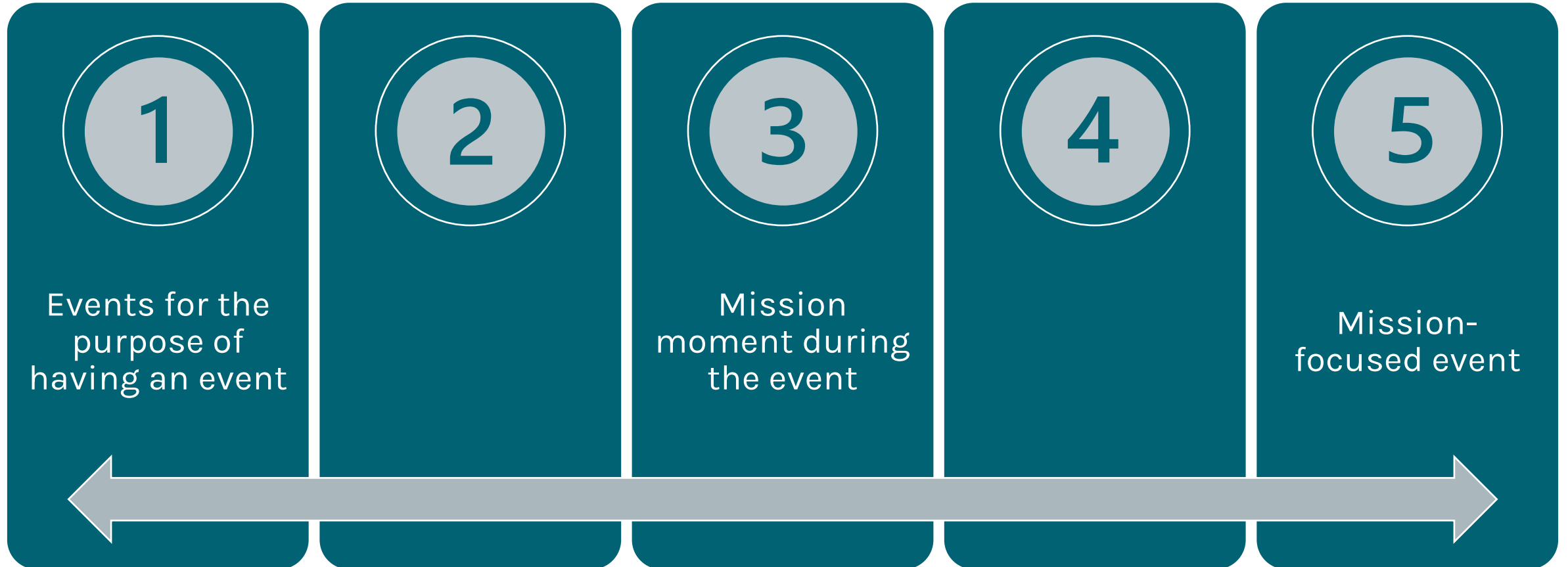


Self-Assessment

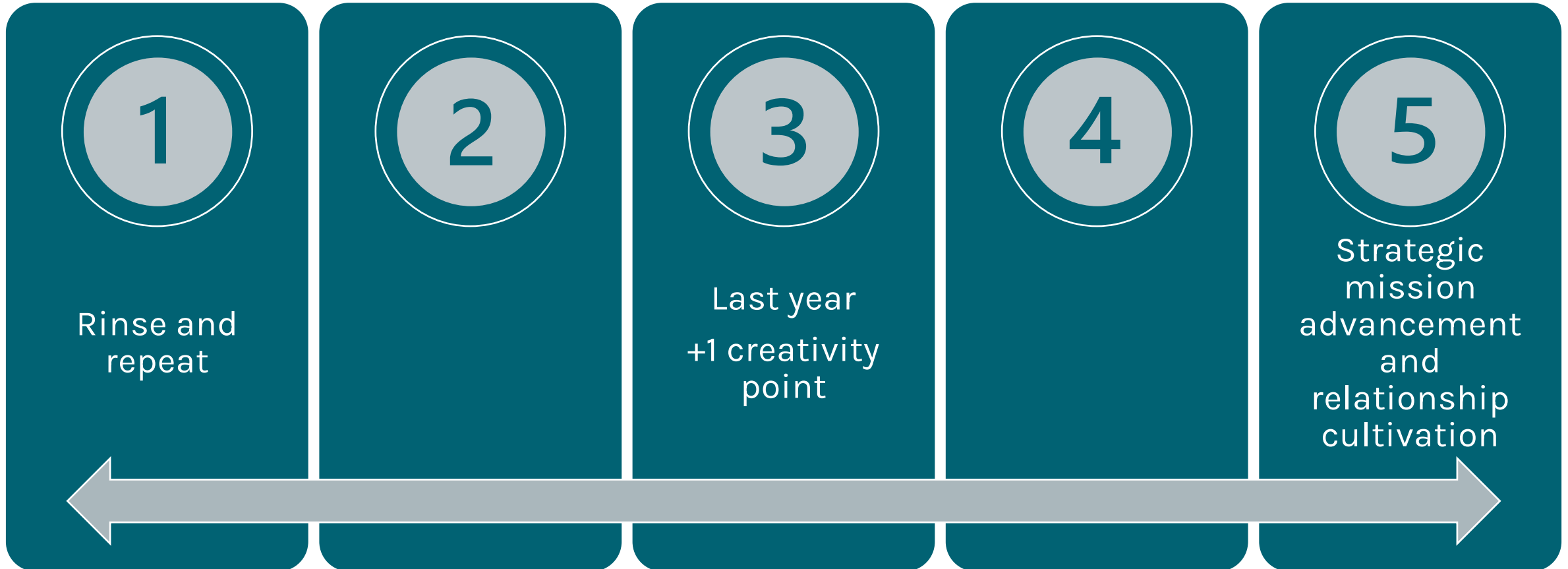
# HAVE WE EVOLVED POST-ENDEMIC?



# DO OUR EVENTS ADVANCE OUR MISSION?



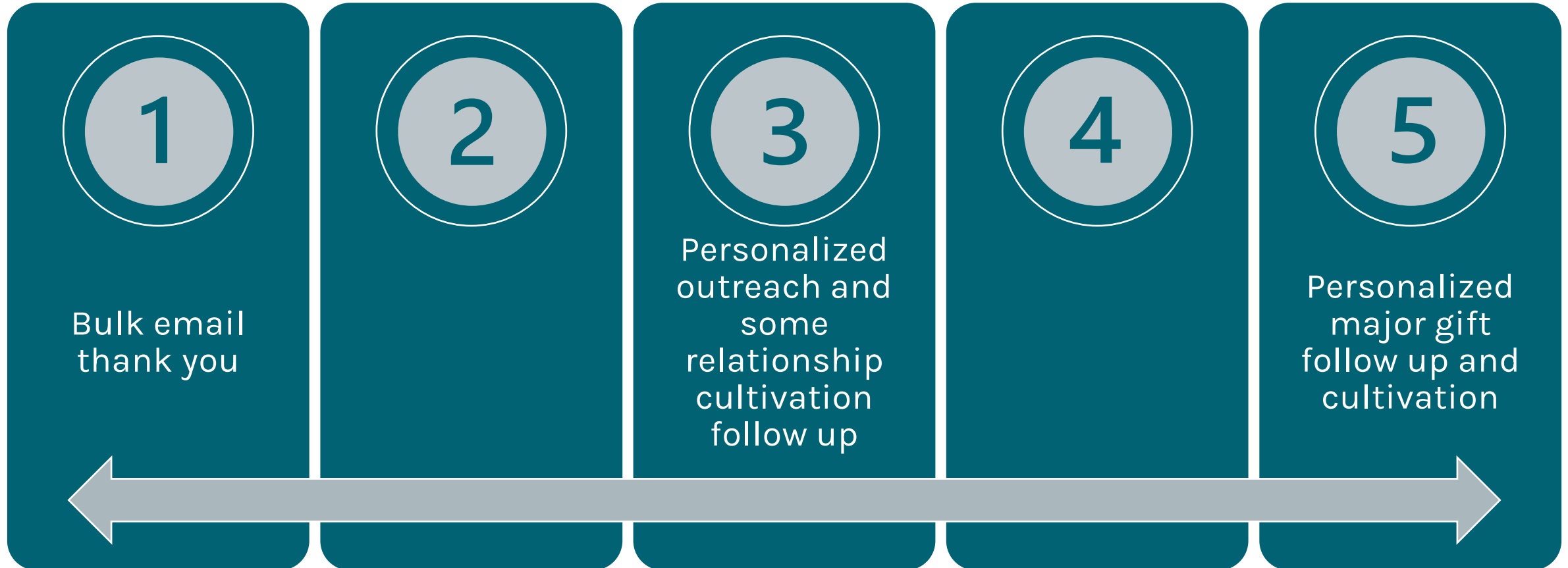
# HOW DO WE DECIDE OUR EVENT STRATEGY?



# WHAT IS THE RELATIONSHIP BETWEEN EVENTS AND MAJOR GIFTS FUNDRAISING?



# WHAT FOLLOW-UP ACTIONS DO WE DO AFTER AN EVENT?



Reflection

# CLOSING THOUGHTS



Were there any ideas that you thought about during the discussion?



Can anyone give an example of an event that would specifically fit their mission?



Any final questions?

*Share your business card if you want us to follow up with the slide deck!*

