

*Master Your Event Strategy*  
CREATING MOMENTUM FOR YOUR EVENT

BUILDING COMMUNITY BEYOND FUNDRAISING  
EVENT STRATEGIES FOR SUCCESS



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Event Strategies For Success®

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## *An Important Note*

The information and strategies provided in this guide, and on the Event Strategies For Success® website, are intended for general informational purposes only and should not be construed as a guarantee of future results.

While these suggestions have yielded positive outcomes for many organizations, they should be considered as part of a comprehensive fundraising strategy that is tailored to the specific needs and goals of each organization.

It is essential for organization leadership and board members to actively engage in the fundraising process and take ownership of their organization's financial success.

Implementing the suggestions provided can enhance your fundraising efforts, but it is not a substitute for strategic planning, dedicated leadership, and a commitment to achieving organizational goals.

Please seek legal counsel, or enlist the services of a professional accountant, if you have any specific questions or concerns regarding your organization's fundraising activities.

Event Strategies For Success®

# *Event Strategies For Success*

Event Strategies For Success® partners with established regional nonprofits, cultural institutions, and membership organizations to design and lead signature fundraising events that raise \$500K-\$1M+ — with strategy, execution, and results you can repeat year after year.

Whether you're building your first major event or elevating one that's plateaued, we provide the strategic leadership that helps you move from 'figuring it out as we go' to 'we have a system that performs — consistently.

At the helm of Event Strategies For Success® is Monique Brizz-Walker, our founder and a seasoned expert in the field. With nearly three decades of experience collaborating with some of New York City's leading organizations. Her expertise lies in orchestrating events that not only engage prospects and donors but also foster strategic alliances with corporations and stakeholders, solidifying each organization's presence in the philanthropic arena.

We lead with quiet confidence, thoughtful partnership, and a commitment to making your event feel as good as it performs.

EVENTSTRATEGIES4SUCCESS.COM

# HERE'S 'WHAT I KNOW FOR SURE'

When planning fundraising events, things are rarely as straightforward as they may appear.

My colleagues and I encounter challenges most people don't anticipate.

However, navigating these problems becomes more intuitive with experience.



# CREATING MOMENTUM FOR YOUR EVENT



## Always Educate, Excite, Inspire

1. **PEOPLE MATTER** - build an army to expand your reach.
2. **REWARD EARLY DONORS** by providing them with access to exclusive updates about the event.
3. Find ways to **include your STAFF** for the are your best ambassadors.
4. Create an **INTEGRATED MARKETING** approach. Social media alone is NOT enough.

# #1 - AUDIENCE, COMMUNITY, TRIBE



An important reason behind hosting events is to **GROW** your organization **BEYOND FUNDRAISING.**

Your **TARGET AUDIENCE**, with time and cultivation, will become part of your community.

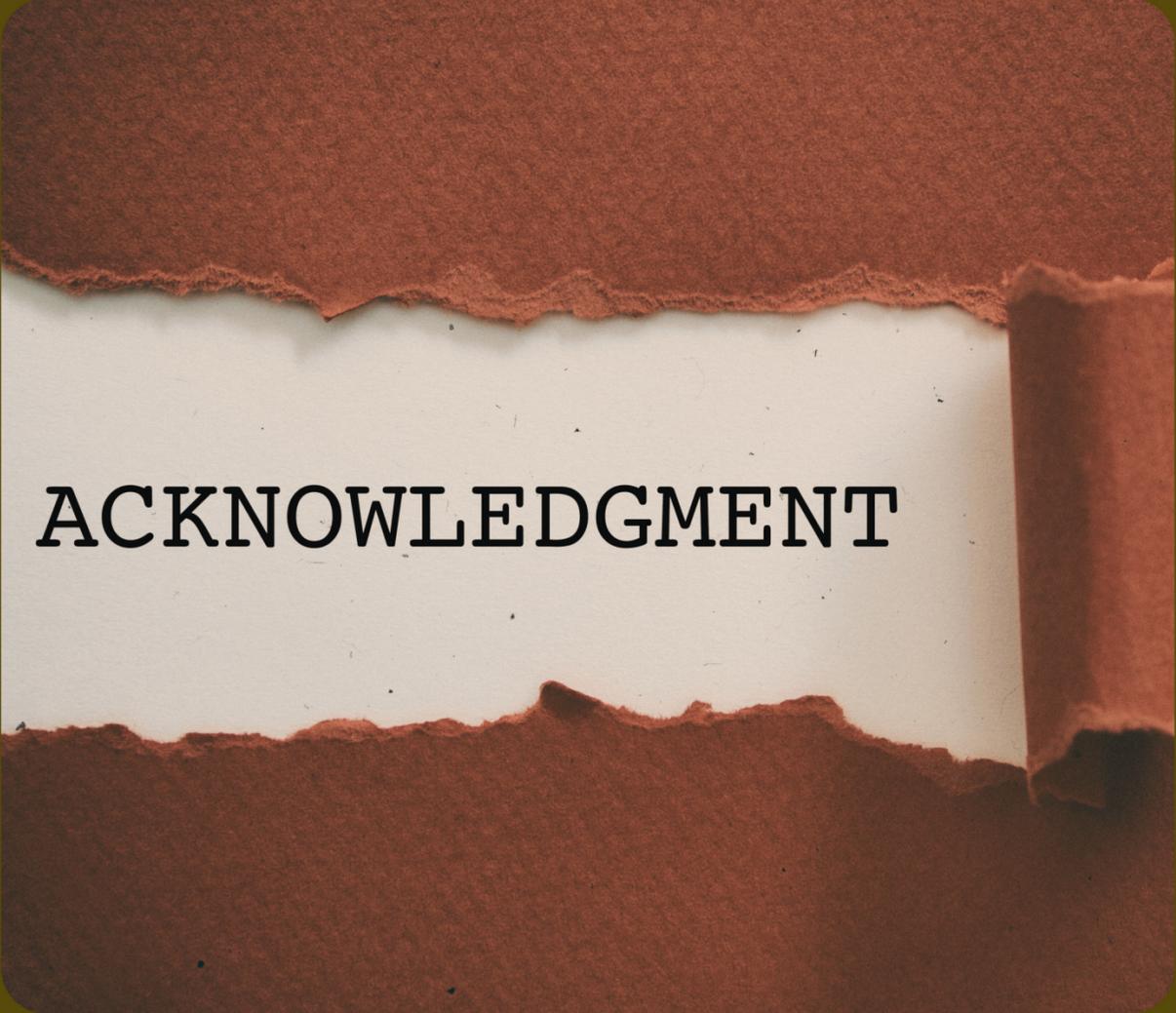
When your **COMMUNITY** shares your **VALUES**, they will become your **TRIBE!**

# REFLECTION PROMPTS

Building community is intentional work:

1. **Who is currently in our "audience"** that we'd like to move into "community"? Name specific people or groups, not abstractions.
2. **What shared values** would turn our community into a tribe? Beyond caring about your mission, what worldview or commitment unites your most loyal supporters?
3. **Are we treating our event like a one-night transaction**, or the beginning of a longer relationship? Be honest about your stewardship plan beyond the thank-you letter.
4. **What would make someone feel like they "belong"** to our organization, not just support it? Think about language, access, involvement, recognition.

## #2 - PERKS AND PRIVILEGES FOR EARLY SUPPORTERS



**ACKNOWLEDGMENT**

You will always have supporters who just “love” everything you do.

So naturally, when you say “we are having an event”, they are among your 1st supporters.

Q: How will you acknowledge “reward” them in an way that is easy to sustain?

A: By providing them with “exclusive” updates the public doesn’t always have access to.

# REFLECTION PROMPTS

Recognition done right feels personal, not transactional:

1. **What do our early supporters care about** most - public recognition, insider access, or direct impact? Don't assume; ask them or look at past behavior.
2. **Are our "exclusive updates" actually valuable**, or are we just adding them to more emails? Quality over frequency.
3. **How can we create a sense of "insider status"** that feels special without being elitist? The goal is appreciation, not hierarchy.
4. **What's one low-lift, high-value perk** we could offer that doesn't require a new budget line? Think creatively about access, not just perks that cost money.

## #3 - ENGAGE STAFF IN THE PROCESS



Every member of your staff has something to contribute.

Donors also notice:

- (1) How you care for your beneficiaries
- (2) How you involve your staff.

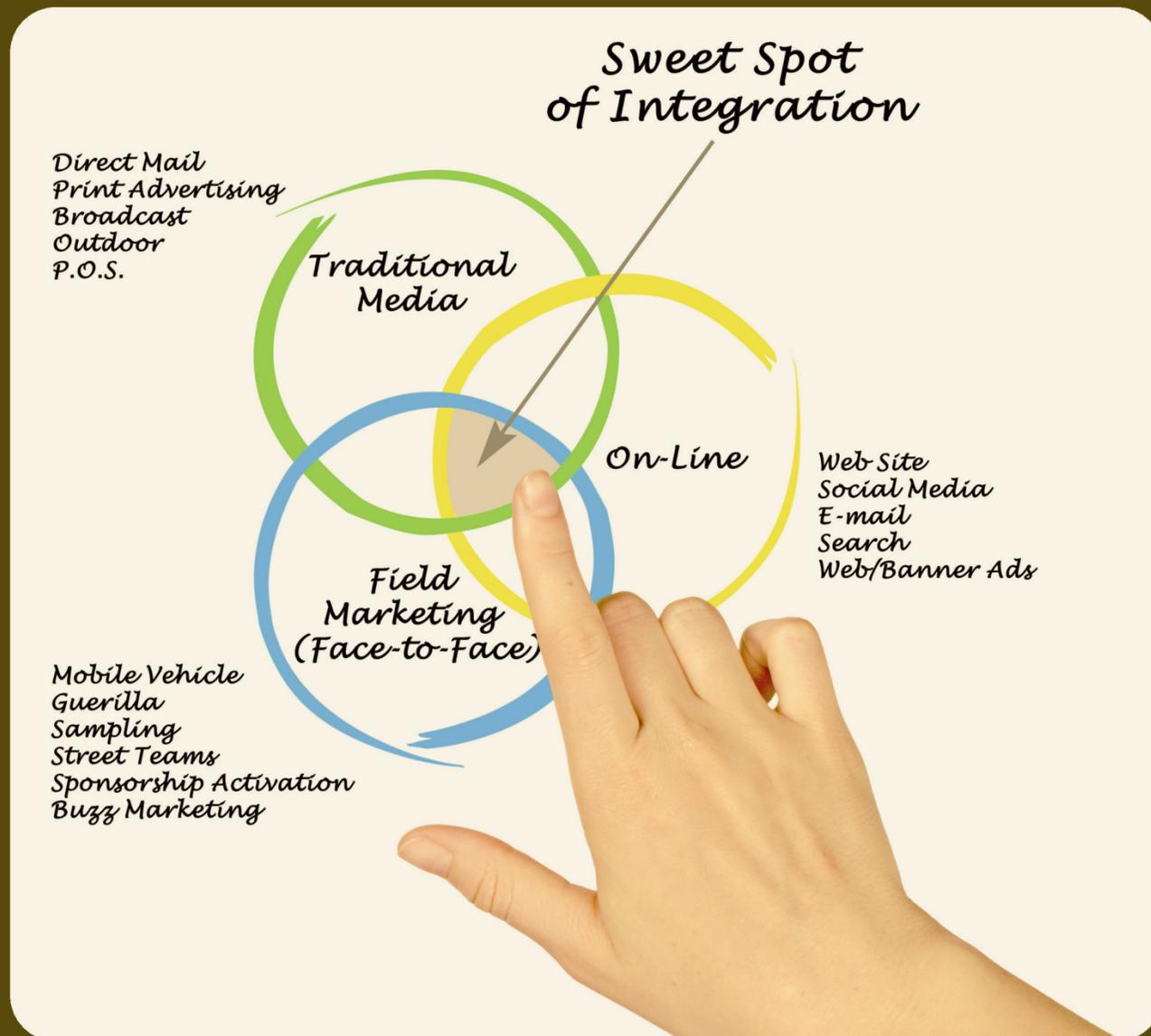
**FIND WAYS** to make them a part **OF** the process.

# REFLECTION PROMPTS

Your team is your most credible ambassador:

1. **Do our staff members actually believe** in this event, or are they going through the motions because leadership said so? If morale is low, address that before you ask for their ambassadorship.
2. **What role could each staff member play** that leverages their strengths, not just their job titles? The finance person might be your best storyteller; the program officer might love event logistics.
3. **Are we asking staff to promote the event** to their networks without giving them the tools, language, or permission to do it authentically? Create social media templates, talking points, or sample posts.
4. **How will we make sure staff feel valued during the event**, not just used as free labor? Recognition matters. So does rest.

# #4 - CREATE AN INTEGRATED MARKETING APPROACH



This may be hard to accept however everyone is not on social media.

Some segments of the community respond to social media & traditional marketing

EMAIL + REGULAR MAIL + ADS

If you ignore these approaches, you could be EXCLUDING your tribe!

# REFLECTION PROMPTS

Meeting people where they are requires knowing where they are:

1. **Do we actually know which channels our target audience uses**, or are we guessing based on what we prefer? Survey your list or look at engagement data.
2. **Are we saying the same thing across all platforms, or tailoring the message** to fit the medium? LinkedIn language ≠ Instagram language ≠ direct mail language.
3. **What's our strategy** for Pinterest, given that it's where our audience actually is? (If you haven't prioritized Pinterest, this is your reminder that 50K monthly views is a serious asset.)
4. **Are we marketing the event itself, or the impact** the event will create? People don't show up for a gala; they show up to be part of something that matters.



# Creating Momentum for Your Event



## A QUICK REVIEW

1. **Remember** your Audience, Community and Tribe!
2. **Always find ways** to thank early supporters.
3. **Engage staff** (and beneficiaries) in the process.
4. When planning your outreach efforts, **consider an integrated marketing approach** to cast a wider net.

# FROM FRAMEWORKS TO TRANSFORMATION

These strategic frameworks help you ask the right questions before you commit to a signature fundraising event. But asking the questions is just the beginning.

**Events Reimagined: Transforming Fundraising Events Through Reflection & Strategic Alignment** (available Fall 2026) is your comprehensive companion for designing events that serve your mission, honor your capacity, and build lasting community.

This isn't a prescriptive manual—it's a strategic tool built on a simple but powerful equation:

**Reflection + Strategic Alignment = Impact**

Whether you're planning your first cultivation dinner or your fifteenth annual gala, *Events Reimagined* invites you to pause, reflect, and make intentional decisions about your signature events.

## **What you'll find in the book:**

- The Equity & Access Lens: a decision-making tool for inclusive, values-aligned events
- Five Strategic Insights: from maximizing impact to curating the right format
- Reflection questions and decision tools for every stage of event planning



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