

Event Planning: An Important Piece of Your Overall Development Strategy

- I. The View From 30,000 Feet
 - A. Christian Fundraising – Instruction from Elisha & A Poor Widow (2 Kings 4)
 - 1. Important Lessons
 - 2. Key Questions
 - B. Communicating the Message

- II. Some Perspective: An “Important Piece” but *only* a Piece of Your Overall Strategy
 - A. Realistic Expectations
 - 1. A Percentage of the Overall Goal
 - 2. Doing it the Hard Way

 - B. True Benefits
 - 1. Good for the School Community
 - 2. Good for Attracting Outside Dollars
 - 3. Good for Raising the Visibility of the School within the Greater Community

- III. Important Considerations
 - A. Which?
 - B. When?
 - C. How Many?

- IV. Keys to Success
 - A. Strategic Planning
 - B. Sponsorships
 - C. Expressing Appreciation