

CHANGE THE WORLD



WITH A GIVING HEART

National Philanthropy Day®

IDEA SHEET

The following is a compilation of ideas submitted from chapter leaders. If you have guidance and tips you don't see here, please email paffairs@afpnet.org, and we'll add your idea to the list.

Organization

- Use both AFP members and community members on the committee.
- Involve new members on the committee.
- Assign responsibilities at the first meeting, meet one week later to outline procedures and timetables.
- Develop pricing policy: who pays for meals and education classes.
- Document all procedures.
- Have frequent update meetings, preferably following chapter meetings.

Preparation for NPD

- Publish calendar, budget, etc. to membership well in advance of event.
- Advertise early and often.
- Develop good public relations plan that provides pre-event coverage.
- Publicize nomination process for awards and event itself. (i.e. in a newspaper ad, highlight members of AFP. This can add value to AFP membership.)
- Spend the whole year getting to know the media so they will recognize the importance of NPD and provide coverage.
- Establish close contact with local society editor.
- Don't print the program until the last minute. (One chapter had gotten it all laid out, then printed it too soon. Three organizations and their honorees were thereby omitted when they bought tables at the last minute.
- Recognize the list of past awardees on the back of the program and on invitations.
- Offer photographs of volunteers being recognized by individual organizations.

Structure and/or Schedule of NPD event

- Timed agenda for speakers
- Let organizations honor up to five volunteers of the year. List each in printed program and have master of ceremonies recognize each group's honorees, asking them to stand when he calls organization's name.

- Video acceptance by top award winner
- Ask honorees to answer specific question beforehand and use as basis of remarks.
- Take photos during reception and before event – send copies as good will gesture.
- Presentation of Grant awards by the local community foundation.
- Script program from start to finish with set times.

Sponsors

- If you have other cosponsoring organizations, ensure the focus isn't too much on AFP.
- Sponsors - bought into the event and contributed to the day's success.
- Co-hosting with local community foundation can relieve much pressure in execution of event. Also giving greater exposure to National Philanthropy Day.
- To cut expenses on printing, obtain a sponsor.
- Pushing ticket sales can boost attendance and make a profit, especially if you have joint sponsors.
- Include vendor booths.
- Having vendor tables can bring in money and allow attendees to check out Donor Recognition items and area consultants.

Speakers/Awardees

- Well-known awardees attract crowds!
- Use a TV personality (local station) as Master of Ceremonies for the awards. (Their poise, comfort in front of a microphone, quality of their speaking voice, and local high profile can really add to the event. Plus, it helps to get local coverage).
- Outstanding Business Leader in community
- Outstanding Youth in Philanthropy
- Outstanding Community Service Award
- Unsung Hero Award - for someone not in the limelight or on the committee -- perhaps not even associated with your organization. This award honors that individual or organization that participates behind the scenes in donating volunteer time and/or materials, encouraging philanthropy for the organization, and is truly dedicated to the cause of the nonprofit that benefits from their attention.
- Best Nonprofit Media Coverage Award
- Keep nominations for two or more years.

General

- Encourage organizations to select their own Organization Partner in Philanthropy to be recognized at the event. These organizations will often buy their own tables or seats.
- Always invite all previous award winners and some will help underwrite event.
- Table discounts
- Accurate RSVP system for both members and guests.
- Host a poster/essay contest.
- Advertise through members' organization's newsletters or magazines.
- Encourage Nonprofits to recognize their volunteer/donors.
- Encourage members to invite their organization's board members.

Innovative Ideas

- Have a string quartet play prior to program's beginning. Show an inspirational and motivating video about how to live life to fullest at the end of the program.
- Sell corporate and community agency tables (this doubled attendance for one chapter).
- Make job descriptions and notebooks with tabs for each committee member. Each notebook had previous years' information pertinent to their job responsibility. Other chapters may appreciate the job descriptions in the Philanthropy Day guidebook.
- Keep records of all activities, prepare final report and pass on to future committee members.
- Take photos and distribute news release in a timely manner.
- NPD proclamation from local government.
- Slides - produce slide show at minimal expenses instead of investing the funds on a video.
- Give each honoree a question to answer instead of them making an acceptance speech (questions are given ahead of time).
- Using student photographers can lower costs and provide another focus for youth in philanthropy.
- Ask local college media center students to videotape event. (One chapter had a producer put a four-minute segment on a "Sunday Focus" program.)

Don't forget to...

- Choose your committee chair carefully - don't assume they believe in brevity.
- Recruit excellent committee chairs who can work independently.
- Plan, plan, plan.
- The more people involved in planning, the more interest and participation.
- Develop a time line with suggested deadlines.
- Put out invitations early; same for lining up sponsors
- Watch budget!
- Control timing to allow award winners to speak.
- Keep award presentations brief and meaningful.
- Scripted program from start to finish with set times
- Prior advance planning can never be far enough in advance, or thorough enough in rechecking. Coach your guest speaker so they can better target their remarks to the audience.
- Make sure committee chair does not try to do it all.
- DELEGATE
- Be patient.
- **HAVE FUN!**