

A newsletter tailored to Brookings nonprofits. What do we need to know more about? What successes can we share? The Information X-Change by Brookings Area United Way will explore a new topic each month ranging from board management to donor relationships, event planning, marketing, and more!

Ed. 3.23



information



## Brookings Council of Nonprofits

*See time correction below!*



Hear live local examples, challenges, and tips for event planning at the next Brookings Council of Nonprofits meeting!

**March 24, 2023 9 am**  
**908 Hope Drive** (behind First Lutheran Church)

Hear from local event expert, Ashley Biggar, from the Swiftel Center! Learn about ways to partner with the Swiftel Center on your next event, important tips to remember for event planning, and more.

*\*Our previous email stated that BCN would be at 8:15am. The corrected time is 9am.*

## Event Planning

Event planning can be a great benefit for your nonprofit. Well-planned events can grow brand awareness, deepen donor relationships, recruit new volunteers, and raise funds. Events can lead to long-term success for your nonprofit.





## Resources

Event planning for nonprofits can include project management software, donors, volunteers, sponsorships, and more. Check out the resources for how to plan a memorable event!

[Check out United Way's Event Planning Supersystem >](#)

**READ: 9 steps to plan an event**

**LISTEN: Impactful Donor Events**

**READ: 5 Best Practices of Corporate Sponsorships**

**WATCH: An event-plan roadmap and how to use project management software**

**DEEP READ: Confessions of an Event Planner (start on pg. 231)**

*Check out the book preview about nonprofit events. Want the whole book? Ask for an interlibrary loan with the Brookings Public Library!*



### Organization Tip

Are you overwhelmed trying to keep track of everything while planning an event? Try a free online project management software like [Asana](#), [Trello](#), [monday.com](#), and more!



### "Try This"

Looking to dip into event fundraising but don't have a lot of time? Reach out to businesses like Applebees or Pizza Ranch and sign up for one of their dining fundraiser nights! You provide the marketing and volunteers and they provide the tasty food!

**NEXT MONTH'S TOPIC: FUNDRAISING**

