



Go Micro

Tiny Event/Big Impact

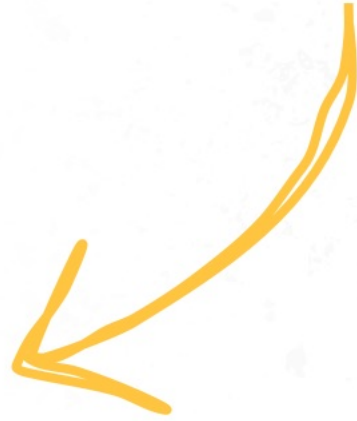
Lisa L. Stueckemann, MNA, CFRE & Founder, Fundraising Rebel

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**FUNDRAISING
REBEL**



Tampa, FL



lisa@fundraisingrebel.org

FundraisingRebel.org



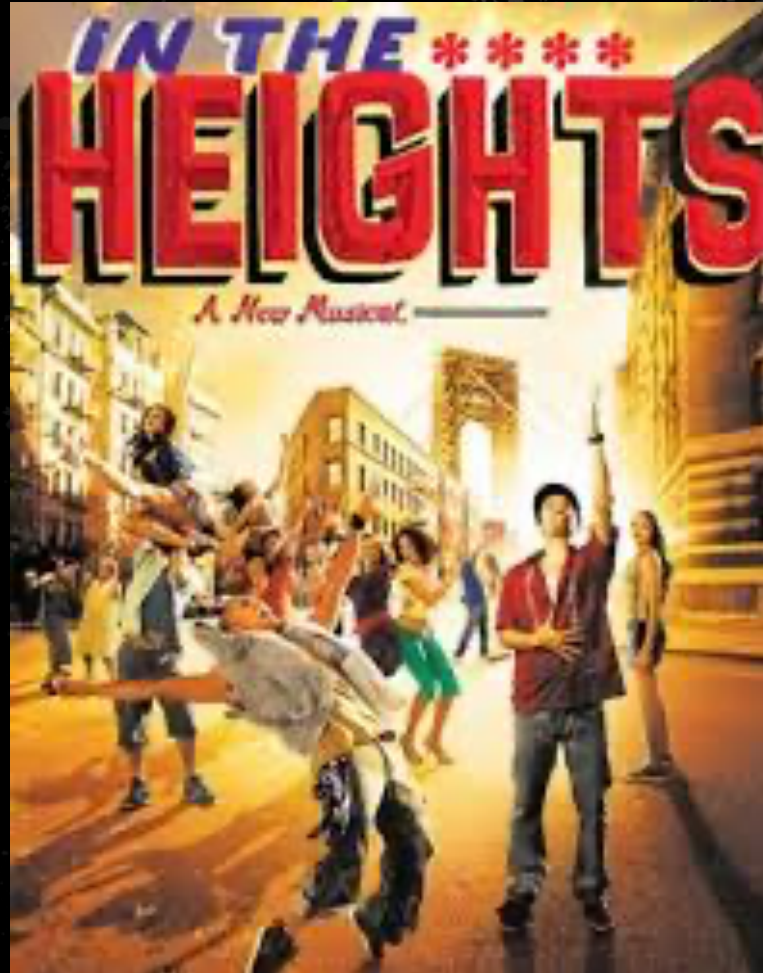
**Available
on Amazon**



Meaningful donor experiences are the answer
to the problems in the nonprofit sector.
Fundraising rebels will lead the way.



Share your Favorite Factory or Backstage Tour



Lisa's Favorite Definition of Fundraising:

Fundraising brings together society's greatest needs with a donor's desire to change the world.

veritusgroup.com



What's In It for the Donor?

- The chance to see their specific injustice made right.
- The opportunity to interact with someone who cares about what they deeply care about.
- A way to be a part of a community with a shared purpose.
- A way to reduce the stress in their lives.
- An increase in the purpose and significance of their life.
- Joy!



LinkedIn March 23, 2024

**Kill Your Gala: Why Galas
Hinder Fundraising Growth at
Small/Medium Nonprofits
by Armando Zumaya**



<https://www.linkedin.com/pulse/kill-your-gala-why-galas-hinder-fundraising-growth-armando-zumaya-e4ehc/?trackingId=Ax3HFjnrSOSqR9CbcT%2BLaQ%3D%3D>

Today's Galas are Problematic*

- The ROI is terrible.
- Trying to keep up with the Joneses. Peer pressure makes us do crazy things.
- We are not able to differentiate anymore.
- The hamster wheel keeps spinning. So much time. So much effort.
- We are stuck in contracts and calendars. No flexibility.
- Negative impact on donor attrition rates.
- Have we taught our donors to behave badly?



What if we tried a new approach?

**A meaningful experience that helps
the donor see where something
wrong in the world is made right.**

**That can be planned in a week.
With an incredible ROI...**





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What's different about a Micro Event?

- The Location
- The Guest List
- The Invitation
- The Program
- The Ask



The Location*

- Create a meaningful experience for the donor.
- Bring the donor to the scene, like a backstage tour. :)
- Ideally, a space you use regularly.
- Conference room, lobby, tent.



An Elegant Dinner in Apartment #8



The Guest List

- Decide how much you would like to raise.
- Divide the goal by the number of guests you can fit in your space.
- Check your database to find donors who have written checks of that size. You are looking for proven donors.
- Invite 3-5x the number of guests that you can accommodate in your space.



The Invitation

- Critical.
- First class.
- What's the hook?
- Include a note on the back from you or your executive director.
- Use real stamps.
- Hand-address the envelope.



Please join us for an elegant progressive dinner
including mocktails in apartment #10
as well as a plated dinner and dessert in #8



SHEPHERD'S VILLAGE

MARCH | 23 | 2023

6:30 - 8:30 PM | BUSINESS ATTIRE

3025 Los Altos Drive Apt. 10
Belleair Bluffs, Florida 33770

Please RSVP by Monday, March 13th to Candice Ross via
Candice@shepherdsvillage.com or 727-504-2589.

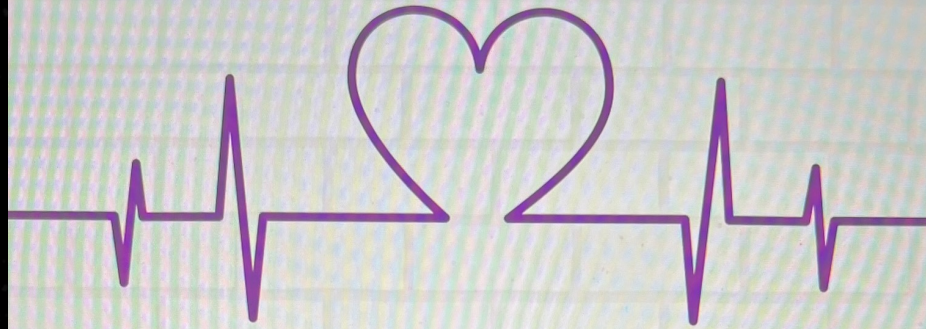


Together we help single mothers and their
children face their future with confidence.





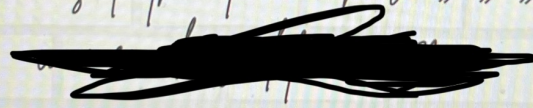
YOU ARE INVITED INTO THE HEART OF NEW LIFE SOLUTIONS



join us for an

Elegant Dinner

inside the clinic where ###



March 25, 2022 | 5:00 to 8:00 PM

A Woman's Place Medical Clinic

8001 66 Street N, Pinellas Park, FL 33781



Help us reach our goal of \$70,000
to upgrade all 4 medical clinics

RSVP TO HEATHER KRAH AT 727.216.1410 EXT 401



Program*

- A clear, organized, time-bound, controlled program that leads to the ask.
- Include a tour, panel, testimony, &/or Q & A. Recreate the scene of the work.
- Organizational update.
- Homegrown celebrities.
- Storytelling.
- Powerful ask.
- Practice.



The Ask

- A Softball!
- Your guests will be ready for it.
- Restricted vs. unrestricted.
- Who should “Make the ask”?
- Which vehicle is best?



Micro Events

- Simple.
- Affordable.
- Flexible.
- Low Risk/High Reward.
- Meaningful.



What to Think About Before Planning a Micro Event

- Write out the mission of your organization.
- Name the injustice/villain you are up against.
- Note where the work happens.
- Consider the gritty stuff.
- List five people who have been impacted by your organization.
- Name your favorite donor story.
- Ask yourself, who needs encouragement?



Q & A



**Let's
connect.**



FundraisingRebel.org

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