



**COURAGEOUS
COMMUNICATION**

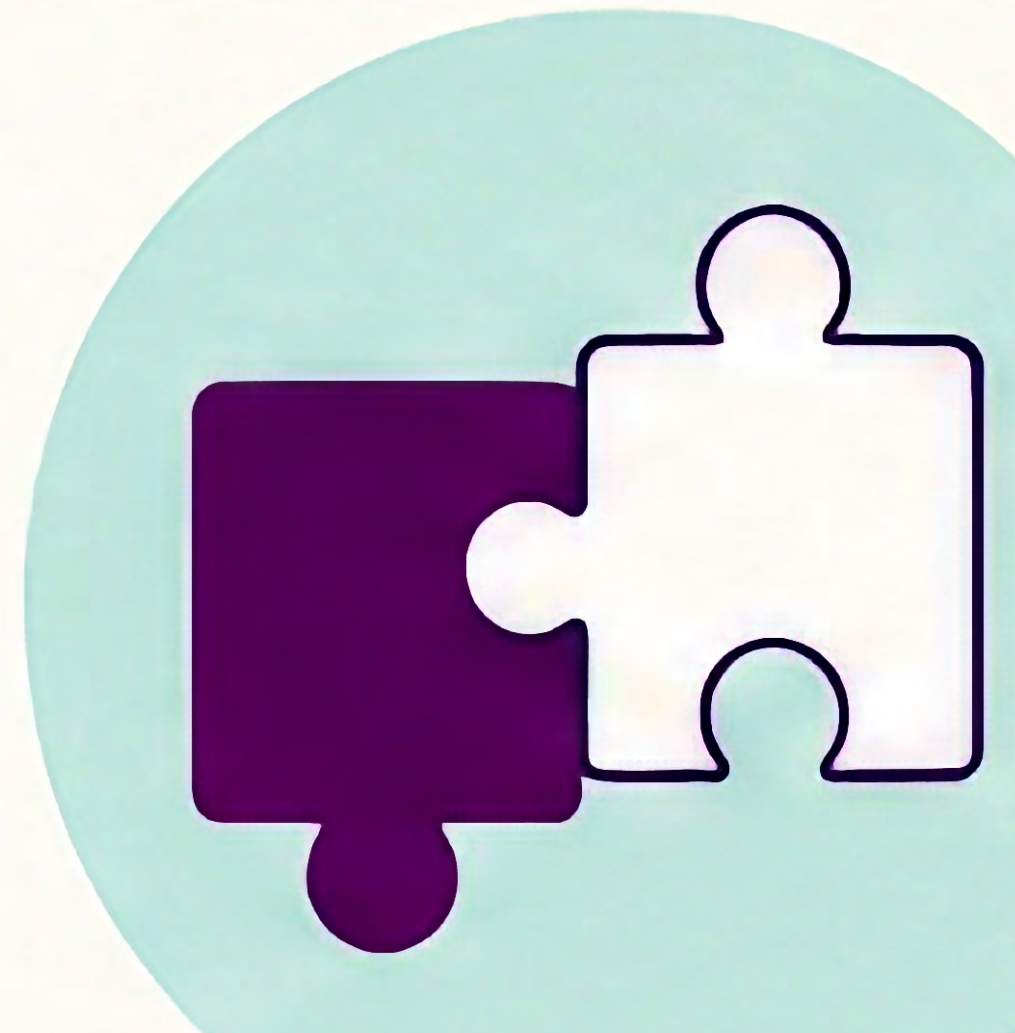
WHAT HAPPENS AFTER: TURNING EVENT GUESTS INTO DONORS

Your event isn't the finish line.
It's a starting point in
your donor's story.



EVENTS CAN'T LIVE IN ISOLATION

Events are often planned,
executed, and over—
but not connected to
the bigger picture.



THE DONOR FLOW FRAMEWORK



AWARE

I know
you exist.

INTEREST

I like what
you're doing.

CONNECT

This matters
to me
personally.

ACT

I'm ready to do
something.

I'M MARYANNE DERSCH

I help nonprofit leaders
get to yes by creating
stronger, more human
donor relationships—
without chasing, convincing,
or pushing.



FREE RESOURCE

GRAB THE DONOR FLOW EVENT PLANNER

Use this 2-page planner to map your event's purpose, people, and next step.



**DONOR FLOW EVENT PLANNER**
Plan the event as one step in a bigger donor relationship.

Events create moments. Donor Flow creates movement.
Use this planner before your next event to clarify its job, its audience, and the next step.

1. EVENT OVERVIEW
Event: _____ Date: _____
Owner: _____ Goal: _____

2. WHAT JOB DOES THIS EVENT HAVE? CHOOSE ONE PRIMARY JOB
☐ Build Awareness — "I know you exist." ☐ Build Connection — "This matters to me."
☐ Build Interest — "I'm curious." ☐ Create Action — "I'm ready to do something."
The event should have one PRIMARY job, even if it supports other stages too.

3. WHO SHOULD BE IN THE ROOM? MATCH PEOPLE TO PURPOSE

- Where are most attendees in Donor Flow right now?

- Why are they likely to attend: the cause, the activity, or the person who invited them?

- Are they ready for the job this event is designed to do?

- If this is an Act event, are we intentionally cultivating who is in the room?

**DONOR FLOW EVENT PLANNER**
Design what happens next — before the event begins.

4. DESIGN THE NEXT STEP SYSTEMATIZE TO STABILIZE
If this event works, what is the most natural next step?

Is that next opportunity already scheduled?

Is it easy and low-risk enough for someone at this stage to say yes?

Who owns the invitation and follow-up?

5. DURING THE EVENT: NOTICE MOVEMENT

☐ Asks questions
☐ Tells a personal story
☐ Stays after / lingers

☐ Asks how to help
☐ Requests a tour / meeting
☐ Shows clear emotional engagement

How will your team capture those signals?

6. FOLLOW UP BY STAGE

AWARE → INTEREST
Help them learn more.

INTEREST → CONNECT
Invite deeper experience.

CONNECT → ACT
Invite meaningful action.

7. MY EVENT MOVEMENT PLAN

Primary stage: _____ People I want in the room: _____
Next step: _____ Already scheduled for: _____
Follow-up owner: _____ First follow-up happens: _____

WANT HELP MAPPING YOUR EVENT?
Book a Donor Flow Call at courageouscommunication.com **Book your call →**

EVERY EVENT HAS A JOB



Build awareness



Build interest



Build connection



Create action

KNOW THE JOB BEFORE YOU PLAN THE EVENT.

EVENTS CAN SERVE DIFFERENT STAGES



AWARENESS EVENTS

Help people
discover your
organization.



INTEREST EVENTS

Create curiosity
and spark
engagement.



CONNECTION EVENTS

Deepen the
relationship and
make it personal.



ACTION EVENTS

Give connected
people a reason
to act now.

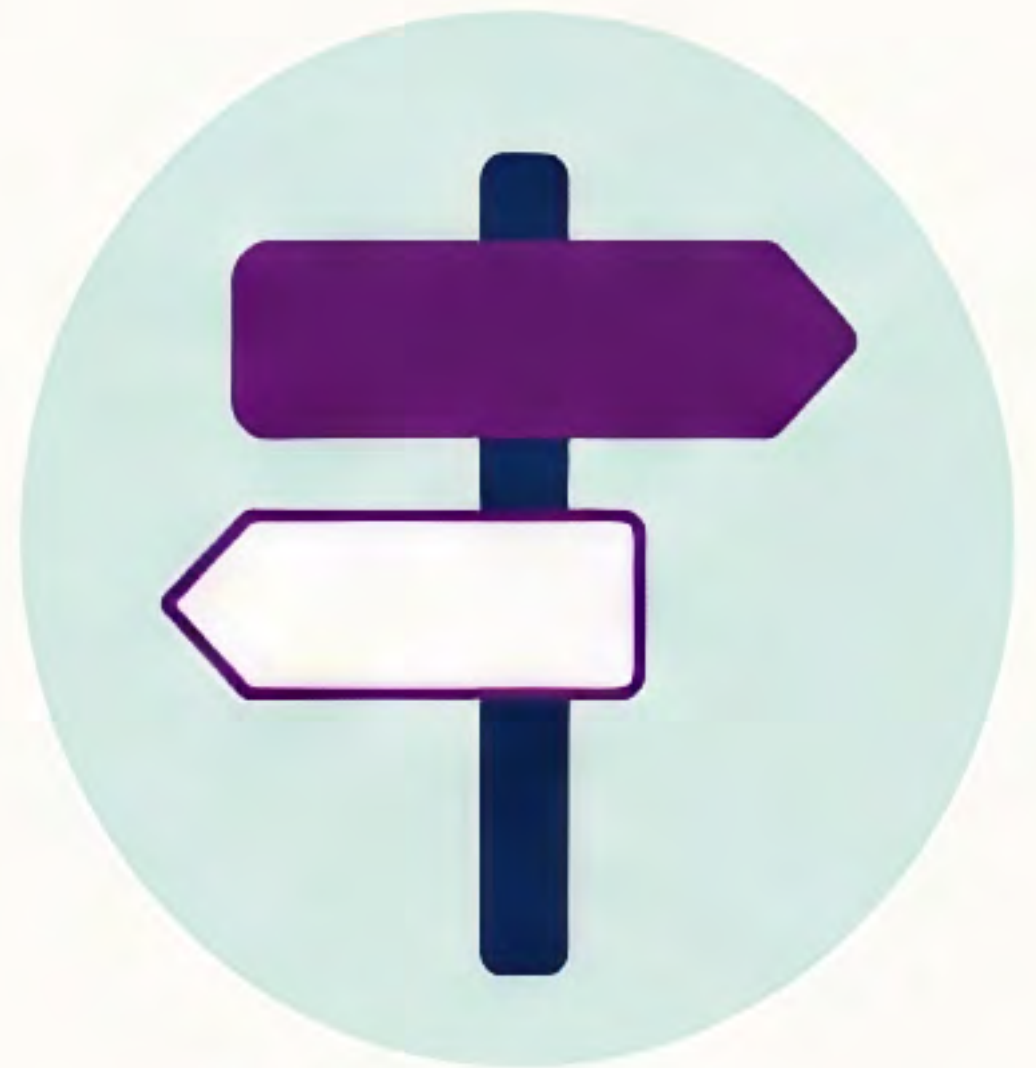
NOT EVERY EVENT HAS TO DO IT ALL

Different events.

Different goals.

Different audiences.

One donor journey.



INTEREST EVENTS: PEOPLE MAY COME FOR THE PERSON, NOT THE CAUSE.

That's okay.

It's simply where
they entered
Donor Flow.



CONNECTION IS WHERE PEOPLE FEEL IMPORTANT.

Big events create energy.
Small experiences
create connection.



ACTION EVENTS: PUT THE RIGHT PEOPLE IN THE ROOM.

If the goal is
Connect → Act,
make sure your
audience is ready
to act.



BUILD EVENTS INTO DONOR FLOW



STEP 1

MATCH THE PEOPLE TO THE PURPOSE.

Different events.

Different audiences.

Different expectations.

Different results.



STEP 2

DESIGN THE NEXT STEP BEFORE THE EVENT.

Have connection
opportunities ready
so momentum has
somewhere to go.



STEP 3

USE THE EVENT TO IDENTIFY MOVEMENT.

Look for signals.
Ask questions.
Notice who
leans in.



STEP 4

FOLLOW UP ACCORDING TO WHERE THEY ARE.

Stage-appropriate
follow-up turns
event energy into
real relationship.



EVENTS CREATE MOMENTS. DONOR FLOW CREATES MOVEMENT.

Don't just plan the event.
Plan where people go next.



LET'S LOOK AT YOUR EVENT TOGETHER.

BOOK A DONOR FLOW CALL



Clarify your event's job in Donor Flow



Make sure the right people are in the room



Map the next best step



Turn event energy into donor movement



*Scan to book
your call*



calendly.com/maryanne-cc/donor-flow-call-events