



Using Marketing and Fundraising Techniques to Create a Profitable Event

May 16, 2024

Rhonda Chisenhall Vice President of Community Development

Meet our Staff - Rhonda Chisenhall



Rhonda Chisenhall is the Vice President for Community Development for Northern Kentucky Community Action Commission. She graduated with a Bachelor of Arts degree in Communications from Western Kentucky University. After graduating, Rhonda worked for the American Cancer Society for 25 years, holding various fundraising and leadership positions for the organization. She brought her skills to Community Action in 2016, and has been directing the agency's senior programming, volunteer coordination, the marketing efforts, and the fundraising strategy since then. She lives in Hebron, KY and enjoys visiting her son in Macon, GA in her free time.

Using Marketing and Fundraising Techniques to Create a Profitable Event

DO 
AMAZING!
Fundraising!
Marketing!
Recruiting!



In part two of this session you will learn how to establish a fundraising event for your agency, how to utilize grassroots marketing, social media marketing, and broadcast marketing, volunteer recruitment, and sponsorship solicitation to create and sustain a profitable event for your organization.

Learning Objectives

At the end of this training, you will know how:

Establish a Fundraising Event for your organization

Utilize marketing techniques

Utilize fundraising techniques

Utilize volunteer recruitment techniques

Getting Started - Planning



Events – Where to start

Establish A Clear Objective

Specific

Measurable

Attainable

Realistic

Time-Related

Events – Where to start

Event Type

What do you hope to accomplish?

- Cultivate major donors
- Court monthly donors to grow investments
- Specific program needs
- Thank long time investors
- Celebrate the impact of their work
- Small targeted event or large scale event



Events – Where to start

Set Date and location

- Venue based on what's popular in your community
- Check community calendar to see what else is going on before confirming your date

Set your Goal and Budget

- Determine Sponsorship Levels and Goal
- Ticket sales/Attendee Goal
- Revenue Enhancers
- Expense ratio



Next Steps



Events – What's next

Sponsorship Solicitation

- Contacts of volunteers
- Board members and their circle of influence
- Vendors of the agency
- Regular donors
- Community Partners
- Community Leaders

Events – What's Next

Coordinate Staff for the event

Internal Staff

Volunteer Recruitment

- Board Members
- Community Leaders
- Families/Clients
- Those passionate about your mission
- Success Stories

Promoting your event



Events – How to get the word out

Marketing & Knowing Your Demographics

- Word of mouth
- Social Media - FB, Insta, TikTok, etc
- Traditional Media
 - print newspaper, magazine
- Non-Traditional Media
 - streaming, online ads, You Tube
- Commuter Ads on buses or trains
- Grassroots marketing
 - flyers, posters, yard signs
- Web page
- QR Codes
 - free sites online or included in Adobe package

Social Media Examples

Convey imagery that fits with your brand and appeals to the audience you want to reach.



northernkentuckycac

Follow

Message

+👤

...

866 posts

491 followers

145 following

Northern Kentucky Community Action Commission - NKCAC

Helping Northern Kentucky families to thrive!

🔗 linktr.ee/nkcac

Followed by [inspiredfashn40](#)



...



...



...



...

Social Media Examples

Convey imagery that fits with your brand and appeals to the audience you want to reach.

HAPPY & HEALTHY IN NKY
Northern Kentucky Community Action Commission is committed to keeping families in Northern Kentucky mentally, physically, and financially healthy through our wide range of programs including:

- EMPLOYMENT ASSISTANCE
- FINANCIAL EMPOWERMENT
- VOLUNTEER OPPORTUNITIES
- QUALITY PRESCHOOL EDUCATION
- SAFE AND AFFORDABLE HOUSING
- HEALTH CARE ENROLLMENT
- EMERGENCY SERVICES
- PARENTING ASSISTANCE
- CHILD ABUSE PREVENTION
- WEATHERIZATION
- EDUCATION/JOB SKILLS TRAINING

For more information, contact Drew Kelsay at dkelsay@nkcac.org

CAC

THE FATHERHOOD PROGRAM
BECOME THE BEST PARENT YOU CAN BE!
FOR EVERY FATHER/FATHER FIGURE YOU REFER THAT SIGNS UP AND ATTENDS CLASSES, YOU WILL RECEIVE A \$25 GIFT CARD!

FATHERHOOD PROGRAM
EST. 2021

St. Elizabeth
LUMINA
St. Elizabeth
LUMINA
St. Elizabeth
LUMINA

CERTIFIED?
PLEASE ATTEND OUR WORKSHOP FOR ASSISTANCE AND TO LEARN ABOUT UPCOMING OPPORTUNITIES.

Friday, September 8, 2023
3:30 PM-4:30 PM
Enzweiler Institute (3923 Winston Ave, Covington, KY 41015)

CAC | NORTHERN KENTUCKY Community Action Commission | **COV** | CITY OF COVINGTON Economic Development

CAC
Community Action Commission

PROGRAMS ATTENDING NKY COMMUNITY DAY!
12:00 PM- 2:00 PM THIS AFTERNOON AT TURFWAY PARK RACING AND GAMING
7000 Turfway Rd. Florence, KY 41042

- LINCOLN GRANT SCHOLAR HOUSE
- FATHERHOOD PROGRAM
- FINANCIAL EMPOWERMENT PROGRAM
- YOUTHBUILD PROGRAM
- SENIOR EMPLOYMENT PROGRAM
- EMPLOYMENT ASSISTANCE PROGRAM
- WEATHERIZATION PROGRAM
- NKCAC HUMAN RESOURCES
- EMERGENCY SERVICES
- SENIOR CASE MANAGEMENT
- KYNECT
- HEAD START

Social Media Examples

Convey imagery that fits with your brand and appeals to the audience you want to reach.



APPLY ONLINE AT
WWW.NKCAC.ORG

**HEAD START
EMPLOYMENT
OPPORTUNITIES!**

TEACHERS
PRE-K LEAD,
PRE-K ASSISTANT,
& INFANT/TODDLER




NORTHERN KENTUCKY
Community Action Commission

**ALL NKCAC LOCATIONS
CLOSED
LABOR DAY**

MONDAY
SEPTEMBER 4, 2023




NORTHERN KENTUCKY
Community Action Commission

**AFFORDABLE
HOUSING**

Boone County, Grant County, Kenton County



**HEAD START
EMPLOYMENT OPPORTUNITIES!**

PRE-K LEAD TEACHERS, PRE-K ASSISTANT TEACHERS, &
INFANT/TODDLER TEACHERS

IMMEDIATE OPENINGS. FANTASTIC BENEFITS. WORK LIFE BALANCE.

APPLY ONLINE AT
WWW.NKCAC.ORG




NORTHERN KENTUCKY
Community Action Commission

SENIOR EMPLOYMENT PROGRAM
OFFERING OUR SENIORS A STEPPING
STONE INTO THE WORKFORCE.



What that might look like

Convey imagery that fits with your brand and appeals to the audience you want to reach.



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What that might look like

Video

Flyer

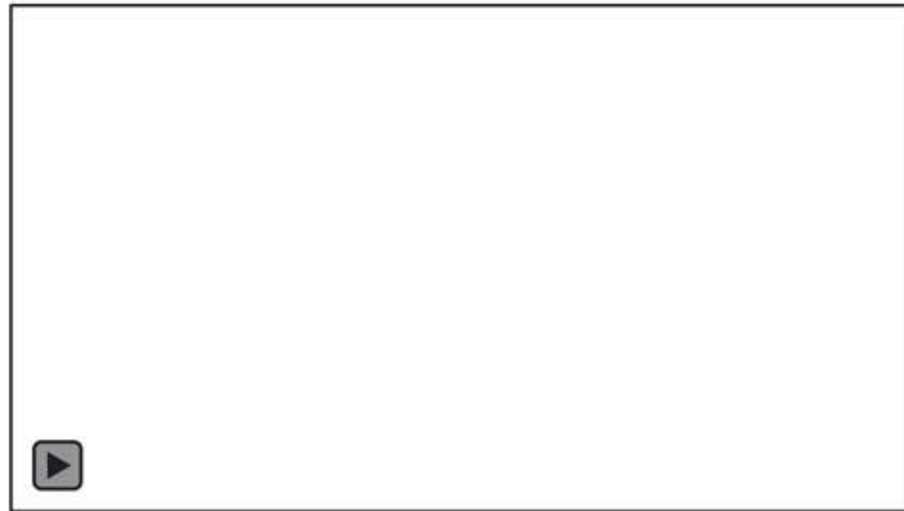
Save the Date

Invitation

Sponsorship Proposal

Website

Social Graphics



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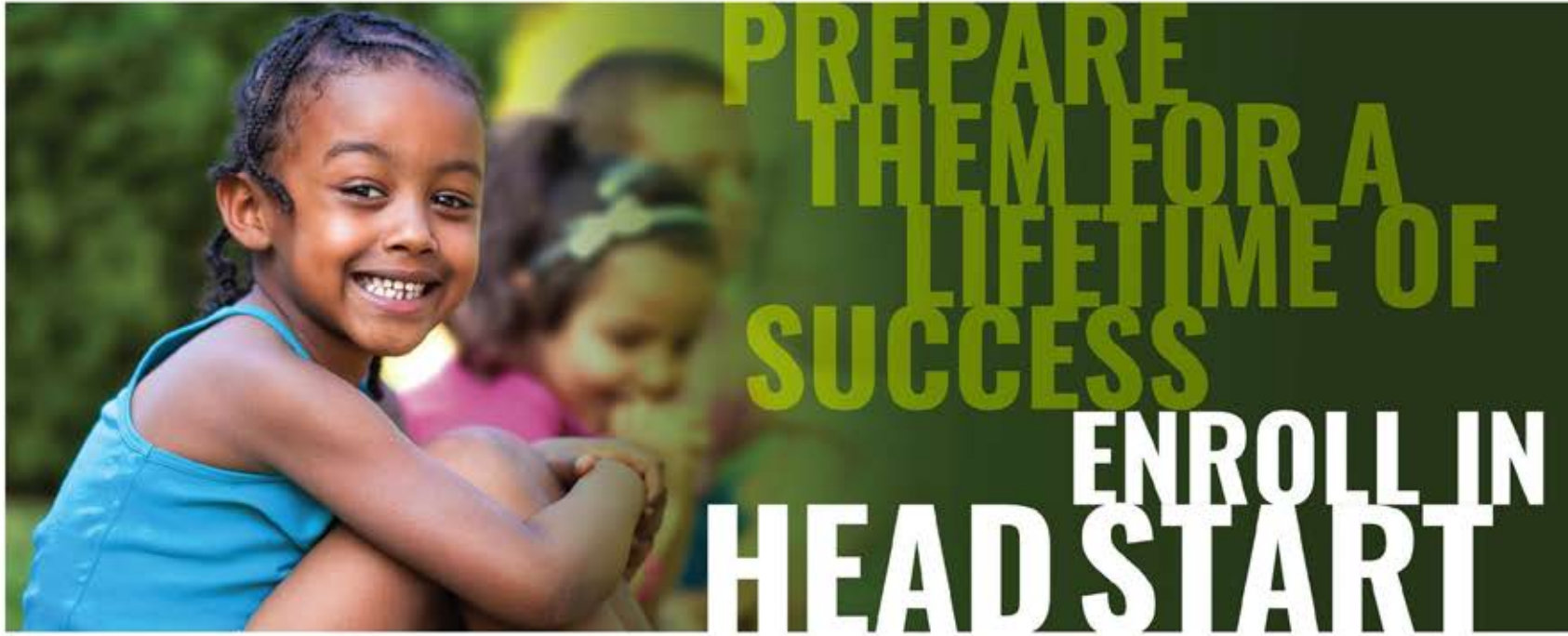
Social Graphics



Examples



Advertisement



Enrolling Students for Fall Classes Now!

For more information please call 859.431.4177 or visit our website at www.nkcac.org



Social Media

Agency Pages – Facebook, Twitter, Instagram, LinkedIn, You Tube

<https://www.facebook.com/nkcac>

<https://twitter.com/NKyComAction>

<https://www.instagram.com/northernkentuckycac/>

<https://www.linkedin.com/company/northern-kentucky-community-action-commission>

Implementation



Implementing the Event

Monthly Meetings

Deliver on what you Promised

Marketing Tools

Making it fun

Record Keeping

Recognition

Highlight the mission

Make an ask –

keep people engaged
after



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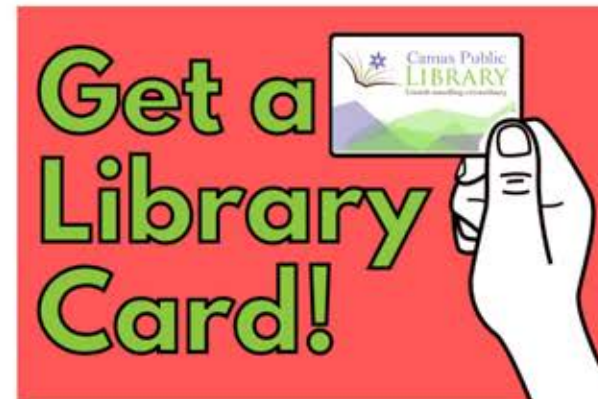
Make an ask –

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 Loomly

Canva

 YouTube



Implementing the Event

Marketing Tools

- Home
- Shorts
- Subscriptions

- Library
- History
- Your videos
- Watch later
- RSVP
- Liked videos

Subscriptions

- Governor Andy B...



Northern Kentucky CAC

@northernkentuckycac7219 40 subscribers · 47 videos

We connect Northern Kentucky: urban to rural, young to old, >

nkcac.org and 3 more links

Customize channel

Manage videos

HOME

VIDEOS

SHORTS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



Videos ▶ Play all



NKCAC's 2023 Shine Bright Gala- Sadie's Story

47 views · 3 months ago



NKCAC's 2023 Shine Bright Gala-Joe's Story

91 views · 4 months ago



Action News Episode 8

301 views · 4 months ago



Action News Episode 7

51 views · 9 months ago



Retired Senior Volunteer Program Transportation...

22 views · 9 months ago

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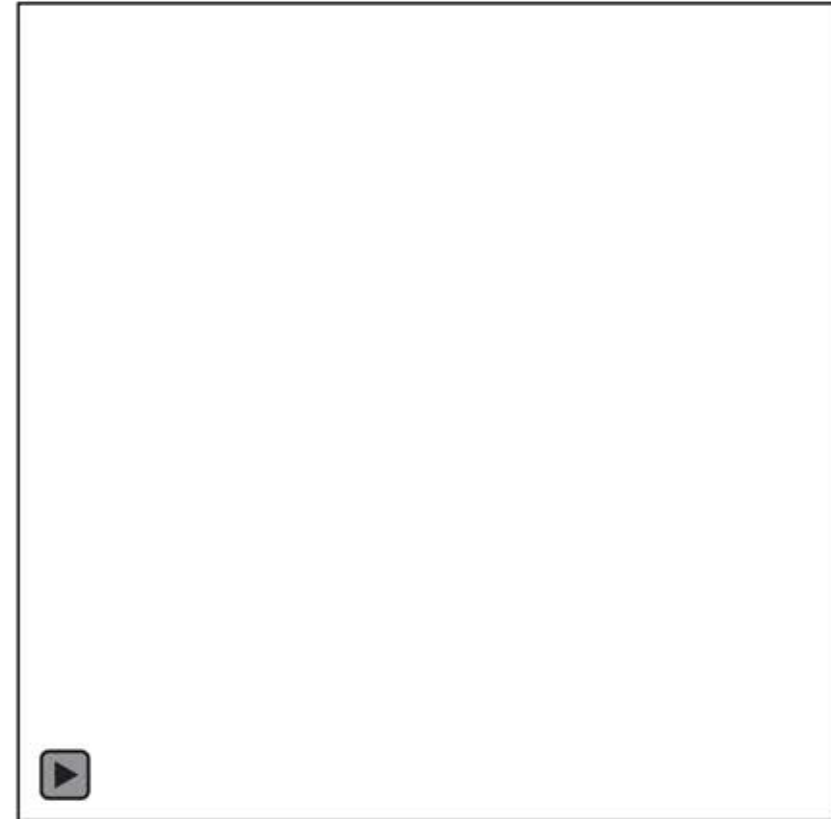
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Humana
Healthy HorizonsSM
in Kentucky



Phil Brown Insurance Agency, Inc.
Specializing in Health, Life, Disability & Other Employee Benefit Plans

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<https://nkcac.org/>

Implementing the Event

Recognition



Northern Kentucky Community Action Commission

June 20 · 🌐



Thank you to attendees vendors, staff, and sponsors ([St. Elizabeth Healthcare](#) and [The City of Covington](#)) who made the Juneteenth Celebration possible. #localevents #Covington #holiday



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Recognition



Implementing the Event

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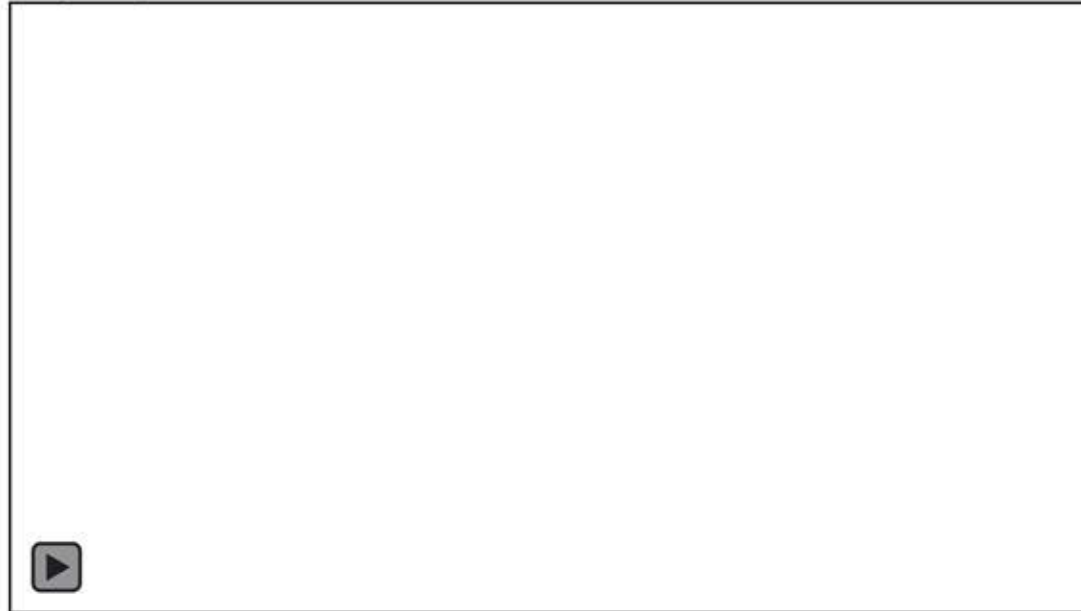
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Evaluation



Evaluating the Event

Wrap Up Meeting

SWOT analysis

Groundwork for next year

Follow up with attendees/donors

Media promotion – Let community know how it went



Evaluating the Event

Media promotion – Let community know how it went

<https://conta.cc/3NIWiQ7>

Evaluating the Event

Media promotion – Let community know how it went





Questions?

Rhonda Chisenhall
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