

Minnesota Council of Nonprofits 2019 Annual Conference

Help! My Event Isn't Working

2- 3 pm, October 25, 2019

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Success Statement

Creating a success statement helps everyone involved in the event understand its purpose. It helps you evaluate who to involve, how much financial investment to make and which activities are needed.

The questions below are prompts to help you reinvigorate an existing event or build a new one.

1. How has success been defined previously?

2. In order to create a new definition of success, which individuals or groups of your constituents must be involved in defining your success statement? For many people, buy-in from the leading staff member(s) and board is essential. Please identify up to six people or groups that you would involve in building your success statement:
 - 2.1. _____
 - 2.2. _____
 - 2.3. _____
 - 2.4. _____
 - 2.5. _____
 - 2.6. _____

3. Choose elements (or create your own) that you believe are important outcomes:

<input type="checkbox"/> Total funds raised	<input type="checkbox"/> Donors moved to a new channel (such as major giving program)
<input type="checkbox"/> New donors acquired	Newly engaged constituents to cultivate (e.g. new partnerships, foundation contacts, donors)
<input type="checkbox"/> Existing donors retained	<input type="checkbox"/> Other (describe)
<input type="checkbox"/> Average gift increases increases by ____%	
<input type="checkbox"/> Lifetime donor value increases by ____%	

4. Draft a short success statement for your event.