

**HOW TO HOST A NON-EVENT FUNDRAISER**

**- 3 Easy Steps to Quickly Fundraise for the Cause -**

**What is a non-event fundraiser?**

A non-event fundraiser is an event that raises money but doesn’t have to really exist. The concept is to save guests and the organization both time and money by not going through the trouble of an actual event.

**Step 1:**

Make a list of everyone you know (friends, family, neighbors, co-workers, etc.). Go big with your list! Whether they buy a ticket or not this is a great op to introduce people to the cause. Send donors@borgenproject.org the names of everyone you sent an invite to and we’ll let you know who donated. The Borgen Project mails donors a Thank you letter and official tax-deduction document, but be sure to send a personal Thank You.

**Step 2:**

Personalize and print out invitations (next page). The template is highlight in yellow where you’ll want to add your name and info. Remove the yellow before sending.

**Step 3:**

Send to your contacts. Follow up via email or phone. Have fun with it! For example, “I’m just calling to make sure you’re not coming to my party.” The beauty of the non-event is it’s a fun way to encourage people to donate without having to feel nervous about asking them to contribute.

**What you’ll need:**

* List of your contacts with addresses (email or Facebook the invitation to those you don’t have an address for).
* Standard Envelopes.
* Stamps.
* Small return envelopes (Write The Borgen Project’s address) are helpful but not required.

**Tips for raising the big bucks:**

* Ask friends to be “Table Captains” at your fundraiser. In this role, they’ll have their own table at the non-event and be responsible for selling 5 seats.
* The more “points of contact” you have with your invites the better. People tend to prioritize things if they keep hearing about it. It’s too easy to open an invite and then forget about it. A good multiple points of contact strategy might look like this:
	+ Before mailing your invite, email/Facebook guests a link to borgenproject.org to let them know that you’re planning a non-event and encourage them to check out the cause. If you don’t have a mailing address for them, this initial email is a good op to ask for it.
	+ Mail invite.
	+ Follow-up fun. Call and email, “Dude, you haven’t RSVP’d to my party, is the check for your ticket in the mail or what?!”

**Example Non-Event Invite on Next Page.**

EXCLUSIVE INVITATION TO THE

“NON-EVENT” OF THE YEAR



**The Borgen Project cordially invites you to…**

**Stay Home and Watch TV.**

We considered throwing the Fundraiser Gala of the year this holiday season, but helping the world’s poor shouldn’t require good people to go through a huge expensive ordeal…

***Take for example:***

 $140: Two tickets to a swank, black-tie fundraiser.

 $120: Tuxedo rental for him.

 $180: Fabulous dress for her.

+$110: Cost of impulsively raising your hand after the auctioneer said, “Do I hear $110?”

 $550: Amount The Borgen Project just saved you by not throwing a black-tie fundraiser.

***Instead, it’s this easy:***

$ : Your self-determined ticket price to the “The Borgen Project’s Non-Event of The Year.”

As an innovative and high profile nonprofit that is downsizing international poverty, we could have thrown an extravagant fundraiser worthy of our cause... but that’s \*so\* not The Borgen Project! Our style is to keep things low-cost but effective… So, instead of our volunteers spending weeks planning the details of a black-tie fundraiser, we’re going to keep the team focused on righting preventable wrongs. And instead of asking you to spend your Friday night in a stiff suit or uncomfortable heels, we’re just asking you to donate a portion of what such a night might have cost you.

***RESERVE YOUR SEAT AT THE BOB SMITH TABLE***

*Bob Smith thinks of you as a worldly, altruistic person and cordially invites you to join him at his table.*

*Be careful when sitting in the nonexistent chair!*

**To Reserve Your Seat at Bob’s Table**

1. Donate online at borgenproject.org/donate

2. Via mail. Mention you’re a guest of Bob Smith on the check and we’ll make sure that Bob knows of your contribution. Mail in checks payable to *“The Borgen Project.”*

The Borgen Project

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*The Borgen Project is 501(c)(3), nonprofit organization. Your contribution is tax-deductible!*

*Learn more at borgenproject.org*