

Introduction to Fundraising Events 101

or

Getting back to basics in a challenging economy!

Has the 24/7 consistent bombardment from the media driven your organization and/or your volunteers into believing that successful fundraising events are no longer achievable? Does it feel like raising funds in today's new economy is even more impossible to raise?

Do you feel your organization's experience has been using and abusing your volunteers because planning and carrying out fundraising events has seemed to be daunting and like groping in the dark and to what purpose?

And what IS the successful fundraiser, and how can I achieve it, especially in this double-digit unemployment our economy currently is experiencing and how do I find it?

Are you concerned that all the doomsayers out there are keeping your organization from providing for the public good?

Larry D. Leal, Certified Fund Raising Manager and owner of Casino Las Vegas Productions has seen and done it all.

In 1998, Larry founded the Lorenzo Theater Foundation, dedicated to the restoration of the Lorenzo Theater. Larry was told again and again that no one would support such an idea. He was told that no one would provide any funds toward this endeavor; however, the Lorenzo Theater Foundation was in fact formed. After meeting with the local town and County leaders, and earning his Certificate in Fund Raising Management from Indiana University's Center on Philanthropy, Larry spent the next four years working with many volunteers and was able to 1) motivate a community to get behind this effort and support it monetarily, 2) get the Theater listed as a State of California Historic Resource in 2001, and 3) in 2002 Alameda County re-zoned the Lorenzo Theater from a C-1 Retail to an HP District, making the Lorenzo Theater the first Historic Preservation District in Alameda County.

Larry, an avid networker, belongs to the Association of Fundraising Professionals, Yosemite branch, Gold Star Networking Clubs and the Modesto Chamber of Commerce. He is currently presenting, what he calls, "Introduction to Fundraising Events 101" to charitable organizations, service clubs and/or school PTA's, supporter clubs and any other organizations that strive to raise funds for their good works. "I believe that there are just too many good organizations out there that need either to be reminded how to hold a successful event or really are in the dark...and groping, looking for advice and support in their personal trek's to put on a successful fundraiser blindfolded" he says. "I'm available any time to help and educate fellow fund-raisers, especially when they don't know that a friend is actually out there to help" he also says.

Larry would love to come speak to your organization and share his expertise. From pre-event planning and goal setting, through post event debriefing, he can speak to these and many more issues, in the time allowed, anywhere from 10 minutes to an hour.

You can connect with Larry, either by calling Casino Las Vegas Productions at 209-545-4843, or by email at lealla@sbcglobal.net.