MODULE 4

PROGRAM SUCCESS

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OBJECTIVES FOR MODULE 4

Module 4: Program Success helps you to develop and implement an effective program for your actual banquet. A strong and efficient program takes attendees by the hand and leads them through a step-by-step process that helps them understand:

- Your mission and why it’s important
- What the organization does to advance that mission
- The impact your efforts are having and any significant accomplishments
- How you are moving forward from here
- Exactly how their financial support will help

Objectives for this session:

✓ Understand the key expectations of your banquet attendees
✓ Realize the importance of a strong, well-executed program
✓ Keep your program focused on your mission and avoid distractions
✓ Walk through each of the components of a successful banquet program
✓ Develop a banquet agenda, ensuring that all your logistics are covered
✓ Plan a winning VIP reception for Underwriters and Table Sponsors
✓ Know what to include in your banquet’s printed program
✓ Understand how the flow of your program is important to the success of your banquet – and the realization of your organization’s mission
BANQUET PROGRAM FOUNDATIONS

Three expectations attendees have at a banquet

1. Fun and fellowship
2. Learn about your mission
3. Giving financially to your organization

Why it is important to have a strong, effective program

- Mission will come across clearly
- You and organization are on display for potential donors
- Create pattern of trust before financial appeal
- Program shows confidence of organization in your own mission
- Makes the financial appeal easy
- The main entry point process for newcomers to your organization

Keep your program focused on the “main thing”

- This is your mission’s banquet – protect it from distractions
- Ask about everything: “Does it help the end goal of raising funds?”
- All videos, speakers, music should keep “Focus & Flow”

Common distractions to avoid

- Awards
- Recognizing pastors/politicians/yourselves
- Live singing
- Plays
• Announcements about other activities
• Silent auctions
• Raffles
• Emphasizing volunteer opportunities
• Speaker marketing materials on the tables

Why to complete your banquet in two hours
• Most common complaint for ANY event or activity
• Running over undermines the giving atmosphere
• Respect people’s time and they will repay you
• Being on time relaxes the financial appeal

How to stay on time
• Start on time – get music playing and people praying
• Have a time keeper with you and at your side
• Be realistic in making schedule (include prayers, applause, laughter, walking on stage, etc.)
• Be in charge – and stay in charge – throughout the banquet
• Speakers and emcees have nothing to lose by going over … you do!
• If people aren’t there, they cannot catch the full vision
BANQUET PROGRAM COMPONENTS

1. Be there early to meet and greet people as they arrive
2. Opening prayer
3. Set the tone by establishing confident leadership and high expectations
4. Dinner
5. Transition into program
6. Introduction of executive director, establishing credibility and authority
7. Organization report
8. Testimonial that provides strong emotional connection
9. Summarize report and emotional connection to demonstrate mission in action
10. Keynote speaker
11. Appeal 1: one-time gifts
12. Appeal 2: monthly/quarterly pledges
13. Wrap-up and closing prayer
14. Stay after to meet and greet attendees as they depart
1. Be there early to meet & greet people as they arrive

2. Opening prayer

3. Set the tone by establishing confident leadership and high expectations
   - Start promptly on time
   - Take to the stage confidently with a smile
   - Welcome and thank attendees for coming
   - Name of organization and mission
   - Lots of exciting news to share tonight, you won’t want to miss a minute
   - Two opportunities to invest
   - Enjoy your dinner

4. Dinner
   - Instrumental music in background
   - No announcements or talking from stage
5. Transition into program
   • Take attendees from their meals and conversation and into your mission
   • Music is very effective
   • Short and simple slideshow can be used

6. Introduction of Executive Director, establishing credibility and authority
   • Short intro from emcee
   • How they first got involved
   • Cite one or two victories accomplished under their leadership

7. Organization report
   • We’ll cover in-depth during Module 5: Visioncasting Success

8. Testimonial that provides strong emotional connection
   • Video is far more controllable
   • Rehearse several times if live (refer to Banquet Success timeline in Module 1: Planning Success)
   • Make sure it emotionally conveys what you do
• Ensure that it is appropriate for the audience

• It must be a success story with a happy ending

• What to do if you are not a pregnancy center and don’t have the same kind of tangible “results” testimonials

9. Summarize report and emotional connection to demonstrate mission in action

• What you (the audience) have accomplished over the last year

• What you will do to move the mission forward from here (tie in with your “Big Announcement”)

• Emotional appeal/short story

• Later tonight you will have two opportunities to invest and make this a reality

10. Keynote speaker

• Choose someone who can speak well and convey a simple message

• Watch a demo before booking person

• Provide speaker with information about your organization

• Ask speaker to customize message to your mission, positioning, and “Big Announcement” (from Module 1: Planning Success)

• Tell speaker they have less time, but schedule them for more time
• Be prepared for them to go off-topic
• If their talk is a “home-run,” consider that a bonus – not a must
• If their talk bombs, don’t panic – and be prepared to re-take control

11. Appeal 1: one-time gifts
   • We’ll cover in depth during Module 6: Appeal Success

12. Appeal 2: monthly/quarterly pledges
   • We’ll cover in depth during Module 6: Appeal Success

13. Wrap-up and closing prayer

14. Stay after to meet and greet attendees as they depart
BANQUET PROGRAM AGENDA

Key points

- Know how early you can arrive at the facility
- Organize everything the night before
- Leave time to get yourself ready
- Leave time for the “surprise”

Sample agenda

6:00  VIP reception begins for Underwriters and Table Sponsors
6:30  Main doors open and seating begins as guests arrive
     Background music begins (instrumental)
     Dimmed lighting
6:55  Emcee announces 5 minutes to start
6:58  Lights dim and brighten, off and on
     Inspiring music plays loudly
7:01  Emcee gives welcoming remarks
     Introduce pastor for opening prayer
7:05  Dinner begins
     Soft background music
7:25  Emcee directs attention to stage for slideshow/video
     Stage lights and room lights dim
     Slideshow/video begins
     Lights come back after slideshow
7:28  Emcee introduces Executive Director
7:58  Emcee introduces guest speaker
8:00  Guest Speaker

8:40  Executive Director comes on briskly as people are clapping
  First financial Appeal (one-time gifts)

8:50  Appeal song 1 (after one-time gift appeal) ~1 MINUTE

8:51  Second financial Appeal (ongoing pledges)

8:55  Appeal song 2 (after ongoing pledge appeal) ~ 50 SECONDS

8:56  Emcee introduces pastor for closing prayer

8:59  Emcee closes banquet, reminds people about where to put gifts
  Lights come up as guests leave
  Fun and exciting closing song plays

Roles and responsibilities during program

• Delegate a speaker runner

• Greeters and hostesses at the front

• Have time keeper at your side – especially at VIP reception

• Executive Director and emcee should sit at the same table

• Executive Director is NOT the first contact for volunteers

• Tech person you can trust for music and any multimedia

• Designated light volunteer during the program

Greet and seat efficiently so you can start on time

• Seating boards placed at entrance of facility

• Underwriters, Table Sponsors, and Table Hosts mixed in with each other
  in alphabetical order

• Table name (last name only) on left side with table number on right
• Seating boards exclude “General Seating”

• **Example:**
  - ✓ Smith 16
  - ✓ Wilson 58
  - ✓ Young 4, 5

• Table layout is done numerically

• Assign names to table based on level of sponsorship

• Table name and number sign placed on each table

• Underwriters/Table Sponsors/Table Hosts and their guests walk in and sit down

• Greeters are there to assist if needed
VIP RECEIPTION

Who

- Underwriters
- Table Sponsors
- Speaker
- Staff
- Board of Directors
- Pastors
- Media

What

- Keep it simple
- Get food trays and refreshments donated
- Delegate decorating to 2 or 3 ladies
- Designate a place with your sign/logo to do media interviews and for your guests take photos in front of with the speaker

When

- 6:00pm – 6:50pm before the banquet (length is flexible)

Where

- The same facility as your banquet but in a separate room from the main banquet hall with some privacy
WHAT TO INCLUDE IN YOUR PRINTED PROGRAM

Front cover

- Organization name
- Fundraising banquet
- Date
- Theme/banquet name if you have one

Inside left

- Underwriters
- Table Sponsors, listed by level of Sponsorship – from highest to lowest (example names: Champion, Benefactor, Advocate, Supporter, Friend)
- Can include picture and short bio of speaker if there is room

Inside right

- Organization name
- Fundraising banquet
- Theme/banquet name if you have one
- Schedule of Events:
  - Welcome: (NAME), Master of Ceremonies
  - Opening Prayer: (NAME), pastor of (CHURCH)
  - Pledge of Allegiance: (NAME), (IDENTIFYING INFO)
  - Dinner
✓ Organization Report: (NAME), Executive Director of (ORGANIZATION)

✓ Keynote Presentation: (SPEAKER NAME), (IDENTIFYING INFO)

✓ Financial Appeals: (NAME), Executive Director of (ORGANIZATION)

✓ Closing Prayer: (NAME), pastor of (CHURCH)

• Special thanks to vendors that helped/contributed

Back cover

• Organization name, address, phone, web site address, e-mail address

• Mission statement

• Board of Directors

• Staff (name and title)

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MODULE 4 “TO-DO” CHECKLIST

- Pray for wisdom about what your banquet program should include – and not include
- Understand the key expectations of your banquet attendees and make a plan to address those expectations
- Review the importance of a strong, well-executed program and share it with your banquet team
- Keep your program focused on your mission and avoid distractions
- Walk through each of the components of a successful banquet program and develop your banquet program
- Develop a detailed banquet agenda, ensuring that all your logistics are covered
- Plan a VIP reception for Underwriters and Table Sponsors
- Start to plan your banquet’s printed program
- Make sure that every aspect of your banquet program ties back to your mission – the “main thing”
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