

The National NeedleArts Association

TNNA Cares

**Charitable Event
Planning Guide**

©2007 The National NeedleArts Association
P O. Box 3388, 1100-H Brandywine Blvd.
Zanesville, OH 43702-3388
phone 800-889-8662 • fax 740-452-2552
email tnna.info@Offinger.com • web www.TNNA.org

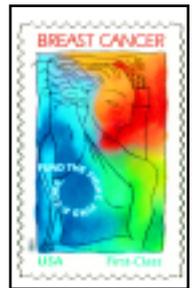
TNNA Cares

Throughout the last several years, we've come to appreciate that many TNNA members, as well as needlearts enthusiasts as a group, support a number of worthwhile charities, both local and national. With this in mind, the association has expanded our charitable outreach efforts under TNNA Cares, to encourage projects, events, and programs promoting health and well being through the needlearts.

A little background . . .



In 2004, TNNA launched a major community outreach initiative called Stitch to WIN Against Breast Cancer. The campaign's goals were to . . . through the needlearts . . . help generate awareness of the Breast Cancer Research Stamp while raising funds for a charitable organization serving the needs of those touched by Breast Cancer. (The current STWABC partner is Living Beyond Breast Cancer, LBBC.org.)



To date, the campaign has raised over \$70,000 and reached millions of people through stitching projects and events across the country. TNNA members, as well as members of national guilds (The Crochet Guild of America, The Knitting Guild of America, The Embroiderers' Guild of America and the American Needlepoint Guild) came together to support the cause.



A unique website, OnePixelataTime.org, was launched in 2006 to expand the campaign and continue to spread awareness of the stamp and the joy of the needlearts. 80% of the net proceeds benefit LBBC.

The U.S. Post Office offers the Breast Cancer Research Stamp for 55 cents, a portion of which goes directly to breast cancer research and education initiatives. This stamp has raised over \$53 Million to date and has recently been renewed by the USPS for another four years. We continue to encourage you to use and promote the stamp whenever possible.

Because we have many examples of successful events held in conjunction with Stitch to WIN Against Breast Cancer, we often refer to them as examples throughout this booklet. These concepts, obviously, may be adapted for any number of charities or causes.

We encourage you to reach out to your community in support of the cause or organization that most fits your spirit and your store. . . We hope this booklet helps you to focus your goals and resources, minimize your efforts and maximize your success.

Table of Contents

The healing nature of the needlearts has always been widely acknowledged. It just makes sense, then, that stitching has become a natural way to support charities and bring comfort to people in times of crisis. Browse the internet and you will undoubtedly find a number of projects and programs you might participate in. . . or you might just want to do something of your own.

This booklet, along with the accompanying *TNNA Cares* Charitable Event Scheduling Guide (which may be downloaded from TNNA.org), is designed to help you in your efforts, regardless of which cause you choose to embrace.

1. Holding Your own Successful Event	4
2. Working with partners, sponsors and volunteers	6
3. Making a Plan	8
4. Estimating Budgets	13
5. Marketing your Event	14
6. Scheduling	15

For further assistance or information,
please contact TNNA at TNNA.info@offinger.com or call 1-800-889-8662.

1. Holding your own Successful Event

Holding a successful event, whether it be a fundraiser, a promotional program or just a get-together, is really very simple. Start by asking . . . and answering . . . those age old questions of “why”, “who”, “what”, “where”, “when” and “how”.

A. Determine **why** you’re having the event, **who** will benefit and **what** you want to accomplish through your efforts.

Questions to ask:

What is the message I want to send?

What message holds value for existing and/or new customers? Do I want to educate my customers, as well as engage them?

Who do I want to support?

Do any of my customers support specific charities? What is the organization’s history, goals and programs? Are they certified as non-profit? How much of their funds support directly programming?

What is my fundraising goal . . . if I have one?

How much do we think we can raise — realistically? What will we do to raise money? NOTE: Suggestions are endless. You will find some throughout this booklet. Is the amount really important?

What kind of theme do I want . . . if any?

How can I add some “pizazz” to the event? What approach works best for the type of event and the fundraising “vehicle” we’ve chosen? What theme can carry well through merchandising and marketing?

Who do I want to reach with my message?

Who are my customers? Who and where are my potential customers? Is this event primarily intended to engage existing customers or bring in new customers?

What’s in it for my business?

Although a primary goal of any charitable event is often to raise funds and awareness, the other major goal is to benefit your business as we fortify the NeedleArts industry.

Your own event should:

- be based on something for which you personally have a passion
- energize your staff and current customers
- reach and teach new stitchers
- make more people aware of who you are and what you do
- highlight your company in a positive light
- create long term relationships leading to future growth
- raise awareness of breast cancer and engage others in the fight
- create opportunities for media appeal in your community and across the country

B. Decide where to hold your event.

There is no doubt you ultimately want to draw customers to your shop. However, it is often easier and more beneficial to take your store to them! Obviously, your location must accommodate your event.

In store programs:

- enhance customer loyalty
- create reasons for infrequent customers to stop by
- entice customers to engage in another project . . . for a special purpose
- bring some new customers into the shop



in your store . . .

Off site programs also create additional opportunities:



in a car dealership . . .

- be seen and “experienced” by people in a non-retail/non-intimidating environment — people who would not otherwise come into the store
- accommodate more participants in a larger space
- “touch” potential new customers in one of their “own environments”
- draw valuable media attention

at a community event . . .



In addition, public spaces are often available for free, or at minimal fees. One of your event partners may have just the perfect space . . . or you may ask for a booth at a community festival or show. Because you are raising funds for a worthwhile cause, any applicable fees are usually waived.

Karen Kendricks-Hand (City Knits, Detroit MI) incorporated a Stitch to WIN fundraiser into her Knit Fest 2005. Rather than having the event in her store, she decided to take it to the people. Appreciating that the annual (and very successful) Comerica TasteFest would draw people who might also be interested in needlearts, she set up her exhibit on the streets of New Center Park. She raised funds by offering people a chance to learn to knit or crochet or, for more advanced stitchers, to “Stitch an Inch” on a special project: “Community Cast-On”, a performance art knitting project.



The performance project “A Knitting Circle”, conceived by Lisa Whiting, BFA, (CCS 2005) and assistant manager of City Knits, engaged eight knitters and 16 hands simultaneously knitting around a 16 foot circle to create a giant tubular soft sculpture. The piece used yarn donated by Cascade Yarns and Addi Turbo deluxe circular needles courtesy of Skacel Collection.



C. Determine when to hold your event . . . and for how long?

You may choose to hold a one-time event or create an on-going project. A one day event may conflict with other community events and may leave you at the whim of the weather. On-going programs are usually in-store and give you more time to raise money. These types of programs, however, generally have less public media draw.

Obviously, as your event committee comes together, these issues will be re-addressed and may be altered.

2. Working with Beneficiary Agencies, Partners, Sponsors and volunteers

A. Determine how you're going to accomplish all this!

Collaborating with others expands your circle of influence and reduces your individual expenses and demands.

Your initial concept for your event is the vision that will engage others to participate. A successful event, however, can't be accomplished by a single person, but rather requires a team of committed partners, each contributing time and resources.

It's important to get "buy in" from your team members to keep them invested, engaged and enthusiastic!

When choosing your partners, keep in mind the following:

- What each partner is able to provide (financial support, teachers, materials and supplies, information distribution, etc.)
- Each partner's "needs" and how they fit into the overall program
- Each partner's "community" of stakeholders and target markets

Your partners can include:

The Beneficiary Agency

If you're planning to raise funds for a charity (whether it be national or local), it's important that you contact them to ask for their participation. Depending on their size, resources and goals, they may be able to offer you assistance, as well as materials for your event. Not only does this legitimize your efforts, it also connects you with your charitable partner's community. Make sure you receive a copy of their 501 c(3) certificate and any information about how to handle donations (Payee, addresses, etc.).

Your own staff

Don't forget to include your employees in developing and implementing your event. This type of outreach program helps create a more cohesive workforce and enhance each employee's sense of satisfaction.

NeedleArts partners/volunteers

Your volunteers are vital to the success of your event. Identify customers, friends, and local guilds, who share your love of the NeedleArts. You will need volunteers to assist in developing as well as running your event. Depending on the type of event you're planning, you may also need assistance with teaching, event program direction and photography.



retailers volunteer with their customers



TKGA's Bra-vo project raised eyebrows and funds at one of their shows

Consider offering guilds the opportunity to showcase themselves with a table or special display.

Don't forget to thank your volunteers with a note and a small gift.

Community partners

There are a number of other businesses and organizations that may want to participate in your event . . . or allow you to participate in theirs. Each partner presents new opportunities!

These may include:

Local

other retail stores, malls, retirement communities, schools, hospitals, business complexes, churches/synagogues, local charities, arts affiliated groups, your hair dresser, restaurants, gift shops, book shops, libraries, mobile mammography businesses, women's organizations, breast cancer treatment centers, business associations, book groups, gardening groups, social sororities, youth organizations, country clubs, county fairs and festivals . . . wherever you have maximum exposure . . .

Contact your local Convention & Visitors Bureau to identify community events that would support the cause.

Regional/National

Based on research as well as anecdotal information, we know that stitchers also enjoy gardening, food, pets, travel and reading. Regional consumer shows, such as the Flower & Garden Show at Chicago's Navy Pier, draw hundreds of thousands of people who share demographics with the needlearts market.



Chicago's Flower & Garden Show — a great place to teach new stitchers!

National organizations like Girl Scouts, Junior League, and 4-H Clubs often seek community service projects. Local groups can respond quickly and bring with them their network of families and friends.

Media Partners

Local newspapers and tv stations are hungry for stories and events involving local businesses . . . especially those who support an important cause. Approach them as partners, working with them to best reach the public.

Determine which media outlet (TV or radio station, PBS, cable. . . city or neighborhood papers) might be most supportive of your event. Look for partners who “speak” to the same audience as you do. Often these partners will run free public service announcements (PSAs) or give you special rates on advertising. They will also assist you in developing materials for their publications.

Note: You may approach a single outlet that will want to be listed as an exclusive sponsor . . . exclusive of other media outlets. This is fine if they are willing to assist with major promotions. Generally, it’s best to work with a variety of media sponsors, each reaching your audience in a different way.

PBS

Underwriting a show in your local area enables you to highlight your store and your event . . . and is surprisingly inexpensive. Contact your local station and tell them you’re holding a fundraising event. Often, they’ll help craft your message so as to highlight your store and your event.

Cable

We often think of tv advertising as being far beyond our reach. Cable sponsorship, however, can be well within your budget and offer you the opportunity to reach very targeted markets. Your local cable provider will work with you to identify the best times for your “spots” to run and the best “package” to promote your event.

Your cable station may also promote your event with free public service announcements if you buy time as well.

3. Making a Plan

Once you’ve spent a little time going through steps 1 through 4, you’re ready to clearly state your goals and objectives. As an example, the goals and objectives of the Stitch to WIN Against Breast Cancer Campaign were to:

Through the needlearts:

- **Raise awareness of the Breast Cancer Research Stamp**
- **Honor and support those who have been touched by breast cancer**
- **Encourage new stitchers through community events**
- **Raise funds for Living Beyond Breast Cancer(LBBC.org)**

A. Finalize your theme, activities and programming

1) Themes

A variety of innovative themes were created by TNNA retailers and designers who held Stitch to WIN events throughout the campaign.

The Pink Party was the creation of Sallie Leudtke (the collection, NC)) and Judith Carter (Needleworks, AL). They suggest considering a kick-off party with continued fundraising projects to follow.

Using a theme is an effective means to create an inviting atmosphere for the guests. Select food, decorations and favors that are appropriate for the season you plan to have the event, (lemonade for summer, etc.). It shows you care about your purpose and your guests.



- Ask customers to invite friends and family affected by breast cancer to be your honored guests. Recognize them at the event with special pink ribbons to wear.
- Decorate the shop with pink tulle, live pink plants, napkins and paper products, and pink signs advertising the event.
- Have employees and hostesses wear pink attire during the event. Pink visors, aprons, or shirts are effective visuals and identify those who can assist guests.
- Serve pink and white M&M's or jelly beans, sugar cookies iced with pink ribbons, or strawberries dipped in white chocolate.
- Offer pink lemonade, cranberry and sprite punch, raspberry lemonade or raspberry tea.
- Give pink erasers stamped with "Erase Breast Cancer"
- Use pink paper for sales receipts, invoices and gift wrapping

- Give out pens, pencils, notepads or lotion imprinted with event and shop information

Fundraising activities

- Sell specially packaged M&M's to your customers (check our www.shop.mms.com).
- Offer a special promotion of "pink" merchandise during the event. Discount pink thread (or yarn) or canvases containing the color pink.
- Offer a commemorative design and donate a percentage of the sales to LBBC.
- Offer a percentage of all sales to LBBC.
- People love to enter drawings and contests. A selection of pink products in a decorative basket is a wonderful way to draw guests to your event.

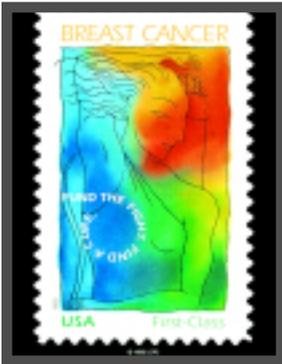
Your theme should be in harmony with your shop's philosophy and culture. A theme that can be easily "visualized" through store merchandising, posters, promotions and communications, helps to excite and engage your audience.

2) Fundraising Activities

There is also a vast array of projects and products to help raise funds for the cause. Depending on your situation, you may choose to use multiple tactics or focus on a single project. Brainstorm with your volunteers . . . chances are they've got some great, unique ideas.

As an example:

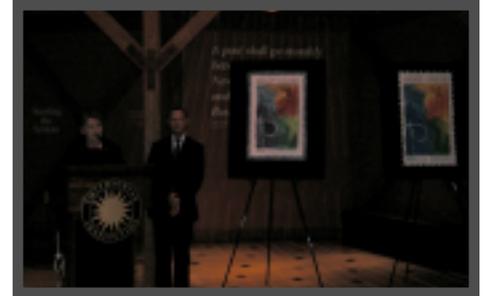
Throughout the Stitch to WIN Against Breast Cancer campaign, beginner needlearts kits, along with a quick lesson, were given away for a small donation. In addition, a "stitch an inch" campaign was launched, during which wall hangings depicting the Breast Cancer Research Stamp were recreated in each of



the five needlearts disciplines. Thanks to the Embroiderer's Guild of America, The American Needlepoint Guild, Todd Paschall of Atlanta GA, Linda Pratt of Westminster Fibers (NH), Carolyn Barrani (OR) and thousands of additional volunteers who "stitched an inch" in support of the campaign, the wall hangings were completed and presented to the Smithsonian National Postal Museum in October, 2006.

You might consider asking your customers to create small items for a raffle or chinese auction. It's a great way to use up stash and "do something good" at the same time.

Often your charitable partner will have additional promotional items available, as well. Living Beyond Breast Cancer, for example has a number of "pink" products available. (Visit LBBC.org for a more information). Contact your beneficiary well in advance to determine what they offer and if you need to pay in advance.



Please remember to place your order for any of your promotional materials or support at least 60 days in advance of your event to ensure on-time delivery.

Should you or your partners sell products at your charitable event?

It's best to agree that none of the partners engage in direct selling during a fundraising event (if a one day program). Keeping donated funds separate from purchase dollars can be a nightmare. It can also confuse your attendees and potentially cause issues among your partners.

3) Programming

A variety of activities at specific times during the day will draw attendees and create an atmosphere of excitement. These could include: special demonstrations, show & tell, fashion shows, NeedleArts "help" forums, children's projects or any variety of things. Let your imagination run wild!

Your event is a great reason to connect with local guilds. These organizations can help supply finished products and also provide valuable volunteer teachers.

Some ideas:

If planning a fashion show, be sure to prepare your script in advance and include information about how the product was made and the skill level required.

Do you have a celebrity stitcher at your store? Invite your celebrity to stop in participate in some stitching project. Many "stars" will offer their support if asked in the "right way."



Take pictures of your stitchers . . . those that are famous, as well all the others.

Keep a record of participants, along with any photos. Put them up in your store, and send copies to TNNA so we can include them in our media outreach.

Ask all participants to sign a board or poster . . . or leave a thumb or handprint on a large sign . . . to display later in your store. Create a board “In Honor of” or “In Memory of” for participants to write in names of loved ones.

Music and/or entertainment also enhances your event. This could be as simple as background music or as extreme as live performances.

Displays

This is your chance to show off your wares! Make sure you provide a space for your volunteers and other partners to show off as well.

B. Take care of logistics

If you’re holding an event in your store or managing a booth at a community event, logistics may not require much attention.

If you’ve chosen to do a “stand alone” event, you’ll also need to address:

- **size**

Your size requirements depend on the number of participants you anticipate. Start with the number of volunteers you expect and the number of people they can teach comfortably. Include space for table displays as well as seating for people to comfortably sit and stitch. If you’re planning a program of some sort, make sure there is enough space for staging.

- **access**

Your site should be easily accessible both by car as well as public transportation if possible. A location that has consistent foot traffic is also desirable. The availability of handicapped facilities is also important in determining your site.

- **parking availability and cost**

Even though your event may be free to the public, inadequate or expensive parking can deter people from participating.

- **security**

Many facilities have security services already under contract. If so, they may arrange for these officers to be on hand for your event. If not, it may be necessary to hire off-duty police officers or security personnel to ensure the safety of your visitors.

- **emergency plans**

In most instances, emergencies simply are not an issue. However, never say never! In the event of any unexpected and potentially problematic situation, keep a cool head, assess the circumstances, then contact the security officials, police or ambulance if necessary.

- **restroom facilities**

Be sure restroom facilities are available and handicapped accessible.

- **clean up/waste removal**

If you're holding an event in a community recreation facility or other similar site, there may be a special process for handling clean up and trash. Check with your city's officials for information and requirements. In any event, wherever you are, it's important to make sure you leave the facility as you found it.

- **special permits and insurance**

Depending on your circumstances, it may be necessary to apply for city permits and or special event insurance. Talk with your facility event coordinator or city officials. Private event sites will most likely provide you with a complete listing of necessary licenses or insurance. Sometimes, it takes a little "digging" to ensure that you have all the details.

If holding a giveaway or prize raffle, check with a professional advisor (lawyer or accountant) to ensure that your contest complies with any applicable laws.

- **signage**

Attractive posters in high visibility areas are imperative for directing your attendees through your event. Note any signage requirements, such as size, placement, free standing or mounted or table top placement. Don't assume you can stick things to a wall . . . usually you can't.

On-site signs placed in appropriate locations make visitors feel welcome and enable them to easily participate in your event activities.

If you plan to raise funds, be sure to make the "Donations Accepted Here" signs stand out. Decide what you want your minimum donation to be. This will depend on many aspects including, but not limited to, where you're holding the event and what people receive for their donation. You also need to decide who will be responsible for taking money, where it will be stored during the event, and whether you need to have receipts available. (If donations are under \$5, people often don't request receipts.)

- **refreshments**

Be sure there is adequate water for volunteers as well as visitors. You may consider selling food and drinks or providing limited refreshments at no charge to participants. If you plan to serve a more extensive menu, you might consider charging a nominal fee for all attendees.

- **special equipment**

Depending on the types of activities planned, you may need additional

equipment such as: audio systems (microphones and speakers), video projectors, lighting, staging (platforms or risers), easels, tables, skirting, chairs.

- **instruction sites**

Whether teaching NeedleArts basics to new consumers or special techniques to more advanced stitchers, comfortable areas for stitching are imperative. Make sure you have enough supplies on hand for your projects. You might consider stocking additional merchandise as well as “How To” books for your event.

- **volunteer support and recognition**

Create a way for volunteers to be recognized both during the event and after. Name tags, badges or buttons are great ways to identify your team. Aprons or t-shirts also make nice “thank-you” gifts. Consider gift certificates from your store or from one of your partner’s businesses.

On-site Volunteers

The number of volunteers you need depends on the type of event you’re planning and the programs included.

If you’re teaching new stitchers, one teacher can easily demonstrate stitching to several “students” at once.

If you’re managing an area at a community event, one person should always be greeting passers-by to:

- explain the program
- encourage them to stop, make a donation, and stitch.
- provide information on finding retailers in their areas

You really can’t have too many volunteers for the day of the event. Each volunteer helps decrease the workload on everyone, enabling you to teach more attendees. They also help promote your event by drawing in their own circles of friends.

Set up a schedule for the day of the event. Create a layout and assign specific locations, roles and time periods for volunteers to be on-site. Be sure everyone feels “needed” and “useful”!

Don’t forget to get contact information from all your volunteers so you can thank them for their involvement . . . and invite them to participate next time!

4. Estimating Budgets

Much of what you need may be supplied by your partners and sponsors. You would be surprised what people will offer if only asked. However, some expenses simply can’t be handled in this way. Estimate your out-of-pocket expenses related to: site, equipment, personnel, refreshments, marketing (printing, mailing), volunteer recognition and other miscellaneous needs.

5. Marketing your Event

Your marketing plan should be co-ordinated and cohesive. Remember, you have to tell people over, and over, and over, and over, and over, and over again . . . and then once more!

There are a variety of methods for letting your audience know about your event:

Print

- unique invitations
- posters (in store, in community, in partner sites)
- postcards (direct mail to all partner lists)
- flyers (placed in appropriate locations)
- advertising in community newspapers, partner publications, etc.
- highlight in your own store newsletter

Internet

- Yarn Group members may post their events on Yarngroup.org
- TNNA members may send a press release to TNNA.org@offinger.com to be posted on TNNA.org
- your own store web site
- broadcast email
- internet radio

In-store

- merchandise displays
- posters

TV/radio/newspaper (perhaps supplied by a media sponsor)

- radio PSA's
- TV PSA's
- PBS
- cable TV

Media communications

- press releases to TV/radio
- press releases to all community partners
- press releases to all print publications, local as well as national

Community

- special proclamations: local Mayoral proclamations in honor of your event
- announcements in community events calendars and local business calendars

6. Scheduling

Download TNNA Cares Charitable Event Scheduling Guide. Refer to the following information when developing your checklist.

Begin at the end

Once your date is set, work backwards to determine your schedule.

Before the event:

- Design your site taking into consideration your theme, as well as logistical requirements.
For an in store event, this means making a list of all the displays, posters, signage and decorations that will show off your special theme.

If having an event in the community, create a layout of the physical site, specifying tables, signage and staging (including dressing areas for models if necessary).
- Contact city government.
Invite city officials to participate. This is a great media opportunity for them, as well. Request a special city proclamation for the day. Call the office of your mayor or governor as soon as possible to give them time to respond to your request.
- Organize your volunteers.
Identify all volunteers and create schedules for the day of the event. Don't forget set up, clean up, and follow-up.
- Order your materials from your beneficiary agency and/or other partners
- Customize all print materials and promotional items
Proof carefully, and be sure to get approval on all your materials from participating partners.
- Post your information on the web
Add your information to your web site, as well as other partner web sites. Send a press release to TNNA for posting on TNNA.org.
- Print all communication materials
If you're making your own black and white copies, this shouldn't take much time at all. If you're having your pieces printed, allow adequate time for your printer to complete the job. This may take up to 3 weeks in some cases so plan accordingly.

- Send out information to potential audience
via partner network

Check with all your community partners in advance to determine their needs and schedules (press releases, ads for newsletters, electronic links to their web sites). Press releases to media partners should reach them prior to your print advertising.

snail mail

Begin your direct consumer communications at least one month before the date of your event. Third class mailings take quite a long time in some areas. These should be mailed at least 4 weeks in advance.

internet

This is obviously a more immediate form of communication. It doesn't hurt to send out announcements and reminders throughout the month before your event . . . with a special invitation the week before.

print ads

The publication advertising department will help you determine the best time to place your ads or announcements. Make sure you ask for submission dates.

radio/TV PSA's

This should be the last pitch to your audience, running no more than a week before your event.

- Set up in-store display.

Create a spot in your store to highlight the upcoming event. Utilize posters provided as well as representative samples of your fundraising project.

Put up any signage and displays both in-store, as well as in partner locations at least 3 weeks in advance of your event. Let your customers know what's going on in any way you can.

- Check all equipment to ensure it's in proper working order.

If possible, have a run through of all programming a week prior to your event.

- If time simply doesn't permit, at least check out all electrical equipment to make sure it's in proper working order.
- Make sure any staging or tables are safe and in good condition.

Day of Event

- Set up your space.
Set up as much as possible in advance. Just like having a dinner party, you don't want to leave everything to the last minute . . . leaving you exhausted rather than exhilarated. Make sure your signage is clear and visible.

Give yourself adequate time to get organized before you expect arrivals in order to keep the stress down and the enjoyment up.
- Create your welcome area.
This is a very important part of your event. It's often the "first impression" so make sure it's easy to navigate and welcoming. This is also your opportunity to acquire valuable information . . . names and contact information . . . Set up adequate space for both volunteers and participants to check in.
 - volunteers
Provide a simple layout so they can direct attendees.
Identify them with special name tags, t-shirts, aprons, etc.
 - attendees
Hand out evaluation sheets at sign in and show them where to leave them. (Set up drop off boxes for evaluations.)
- Keep your program moving.
Staged programming should move quickly from "act" to "act" in order to keep your attendees interested and involved. Keep your schedule flexible to some extent, however . . . If something "good" is happening, let your participants enjoy.
- Take good care of your volunteers.
Schedule your volunteers so that everyone has the opportunity to take breaks, eat and re-energize.
- Record your event for publicity and posterity.
- Clean up!

After the Event

- Send follow up thank-yous and information to all media, staff, volunteers, customers, any new customers
- Send a follow up press release and photos to your partners, volunteers, sponsors, and to TNNA!
- Measure sales and store traffic
- Assess media impressions
- Send donations to your beneficiary agency
- Review all facets of your event, answering questions with an eye for the future:
Did we fulfill our goals and objectives? What worked, what didn't?
What would we the next time? What wasn't on the checklists?
- Celebrate your success!

Commit to the next event!

Notes of interest:

1999 Millennium Poll on Corporate Social Responsibility reported that 2/3 citizens wanted companies to contribute to broader societal goals.

1999 U.S.-based Cone/Roper CRM Trends Report determined a company's support of social issues could impact consumers' purchase decisions. When price and quality were equal, 2/3 of consumers would be likely to switch brands or retailers to one associated with a good cause. In a related teen survey, 9/10 respondents were likely to switch brands and 85% would be likely to switch retailers based on their "social" involvement.

2000 Cone/Roper Executive Study surveyed over 200 U.S. marketing, foundation and corporate giving directors, determining that 91% believe cause related marketing can enhance company and brand reputations.

2000 CSR Europe surveyed 12,000 consumers, determining 2/5 consumers bought a product because of its link with good causes. Twenty percent would pay more for such products.

2007 TNNA State of the Specialty NeedleArts 2007, by Hart Business Research, it was noted that retailers found charitable activities and programs to be a successful marketing tool.

Developed for The National NeedleArts Association by
Sherry Mulne, Business Directions inc