Farm to Table Dinner
A Case Study on Adding a Big Event to Your Fundraising Plans
Welcome

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We'll Cover:
- Our event model
- Year-by-year event evolution
- Key lessons we've learned
- Your questions
Rate Your Planning Experience

1 = Never planned an event
2 = I have planned casual events or friend/family gatherings
3 = I have planned small formal events
4 = I have planned large formal events (over 50 people)
5 = I have professional experience in planning formal events
How did we get here?
Year One
Year Two
Year Three
Year Four
Year Six
So, what have we learned?
Lesson 1: Many hands make light work.

Our last event required 35 volunteer staff members for dinner service alone.

But you'll also need volunteers for set up, clean up, planning, & thanking.
Lesson #2: Balance expenses with sponsorship.
Lesson 3: Find the right partners.

Partners include:
- Location hosts
- Equipment-lenders
- Chefs
- Wineries/Breweries
- Sponsors
Lesson 4: Be clear with your expectations & your budget.

If you're asking for a donation, whether it's time, money, supplies or food, call it a donation.
Lesson 5: Start earlier.
This applies to both planning & set up.
Lesson 6: Diversify your event income.
Start with your basic plan, then add an auction, a raffle or an ask!
Lesson 7: Celebrate, appreciate and document.
Questions?
Thank You!

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