

Lincoln Center

EVENT BENEFIT STUDY

WHAT DO THESE DINNERS SEEK TO DO?

ENTERTAIN

THANK

SUPPORT

ENGAGE

PROMOTE

RETAIN

CULTIVATE

Seen it?

What did we ask?



1. How often do donors attend dinners to which they are invited?



2. Are dinners effective incentives for donor cultivation/ retention?

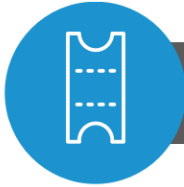


3. Are dinners as cost efficient as they possible?



4. How can we innovate to create more engaging experiences?

What did we do?



1. Analyze attendance correlative to donor level and renewal cycle



2. Interview development teams to better understand their needs



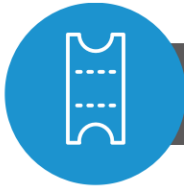
3. Review cost per person correlative to venue & performance



4. Researched competitors, spoke with vendors, brainstormed

RESULTS

What did we find?



1. Benefit Use and Primetime Programming



2. Channels for Engagement



3. Cost Cutting Priorities

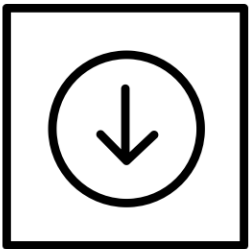


4. Innovate The Event Experience

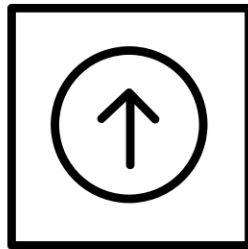
Seen it?

FUTURE

What will these changes do for us?



**REDUCE EVENT
COSTS**



**INCREASE
ATTENDANCE
& GIVING**



**BETTER ENGAGE
DONOR WITH
DEV TEAM**



**CELEBRATE LCPA IN
NEW WAYS**