catersource® + THE SPECIAL EVENT®

Inside the World of Charitable Events

AJ Williams

Fundraising Strategist + Event Producer

AJ Events

"Life's most persistent and urgent question is,

'What are YOU doing for others?'

-Martin Luther King, Jr.

Top Takeaways:

- Change Your Mindset about Nonprofit Events
- Grow Your Brand with this Strategy
- How to Monetize and how to Implement Immediately

My Fundraising Story

Cory

JOIN US
FOR A WELCOME RECEPTION AT
THE SANCTUARY
IN CELEBRATION OF
Lisa and Michael
FRIDAY, SEPTEMBER 17, 2021
SIX THIRTY IN THE EVENING
COCKTAILS & DINNER
HOSTED BY MARTIN AND BARBARA NISLICK
FOUR SEASONS HOTEL
200 BOYLSTON STREET
BOSTON, MASSACHUSETTS 02116
SUGGESTED
ACCOMMODATIONS
FOUR SEASONS HOTEL BOSTON
200 BOYLSTON STREET
BOSTON, MA 02116
617-338-4400 • CODE 210918ARV
Please make reservations by the first of August.
LOWES BOSTON HOTEL
154 BERKELEY STREET
BOSTON, MA 02116
617-266-7200 • CODE ARVINE/NISLICK
Please make reservations by the first of August.
FOR MORE INFORMATION VISIT
LISA-AND-MIKE-2021.COM
Kindly Reply
BY AUGUST 18
M
ACCEPTS WITH PLEASURE
Please let us know where you will be staying:
DECLINES WITH REGRET

Sherry

Happy Birthday Sherry
FABULOUS AT 50
EXIT

SCHOOL
THE WORLD
@schooltheworld
#schooltheworld

abood
ANNUAL GALA
NOVEMBER 07, 2014
DANNY GLOVER
THE ROOTS

AJ-EVENTS

AJ-EVENTS

ry Partner
YAHOO!
AJ-EVENTS

African Meeting House
www.maah.org
Museum of
African A
History

The Strategy

ENGAGEMENT is KEY to Fundraising

The Experience

THE AUDIENCE is KEY to Fundraising and Growth

I/WE SUPPORT COREY'S KIDS
100%
of your donation fuels our mission to fundamentally change at-risk children's lives.
39

It takes this
U.S. student
7 minutes to
get to school

KING LEGACY NIGHT 2018
KING Boston
KING Boston

AJ-EVENTS

The Gill Family
Corey C. Griffin Foundation
McLAUGHLIN FAMILY
Rob & Cathy Griffin
ONYX PARTNERS LTD
ALEXANDRIA
Building the Future of Life-Changing Innovation

Donation Strategy

- They will experience your brand
- How to monitize your assets
- How this will increase dollars

BOSTON
WINTER BALL

Event Partnership

- Connect with development
- Donate or discount service/product
- Leverage the audience
- Target the event to benefit your brand

RENITA PATEL Photography

Make your donation Count!

- Secure concessions as an event partner
- Market your service or product
- Put your best foor forward and showcase what you do

IT'S UP TO YOU
TO ILLUMINTATE
THE WORLD