

VISION DINNER

PLANNING GUIDE

FUNDING THE DREAM

A Vision Dinner is a powerful way to kick off fundraising for a building capital campaign. The key is to celebrate, inspire, and inform your guests, creating an environment that fosters generosity and engagement with your mission. This guide will help you plan a successful event that not only meets your immediate fundraising goals but also lays the groundwork for future giving.

Celebrate, Inspire & Inform



Purpose: Provide your guests with a clear understanding of the impact their donations will have. The more informed they are, the more compelled they will feel to give.

Execution: Share success stories, testimonials, and future plans. Use visuals and narratives that show how contributions translate into tangible results.

Create an Atmosphere of Generosity



Environment: Cultivate a luxuriously inviting and generous atmosphere where guests feel honored and inspired to contribute.

Ambiance: Pay attention to decor, lighting, and seating arrangements to make the environment feel warm and luxurious. Think thru details such as personalized place cards, programs, signage, music, elegant table settings and decor.

Giving + Impact Levels

Alignment: Offer giving levels that are directly aligned with specific projects or milestones within your campaign.

Examples: Break down contributions into meaningful impacts, e.g., "\$5,000 will furnish a classroom" or "\$10,000 will fund the construction of a community room." This helps donors see the direct impact of their generosity.

Donor + Guest Experience



Luxury Environment: Create a high-end experience where guests feel valued and motivated to give. Every detail should convey respect and appreciation for their support.

Theme & Decor: Choose a cohesive theme, from floral arrangements to music, that enhances the overall experience. Consider Instagrammable moments like a champagne wall or a themed photo booth.

Details Matter: Ensure that every aspect, from valet service to personalized place cards, is thoughtfully planned to make guests feel special.

FOMO: Create a sense of urgency and excitement about returning next year by focusing on unique, memorable details.

Event Timeline: Establish a detailed event timeline to keep everything running smoothly. Include key milestones such as guest arrivals, speeches, and auctions.

Planning Timeline: Start planning early, allowing ample time for adjustments and unforeseen challenges.

Budgeting: Focus spending on elements that will yield the best return on investment. Always overestimate expenses and underestimate income to avoid budget shortfalls.

Timelines + Budgets



Gathering Reception



Beverage Options: Offer a variety of welcoming drinks, such as Italian sodas, flavored coffees, or hot cider, to set the tone for the evening.

Vision + Impact Displays: Use signage and monitors displaying animated previews & renderings or impact levels of projects & milestones.

Auction Preview: Showcase silent and live auction items.

Photo Opportunities: Set up a red-carpet moment with a professional photographer to capture and share memories.

VISION TO REALITY

We are passionate about helping you bring your project to life. We are happy to offer guidance needed to move your project forward.

We're here to assist you at every step. Let's schedule a call to discuss how we can support you further.

We would love to share valuable insight and effective strategies for raising funds

creating
MEANINGFUL
SPACES
for people who serve people

Social Media Plan



Pre-Event Promotion: Use social media to build excitement by previewing event elements, auction items, and giving levels.

Acknowledge Donors: Publicly thank donors and sponsors before, during, and after the event.

Guest Information: Distribute a "Know Before You Go" guide that includes details on dress code, parking, and check-in procedures.

Contact us for more info

LIVEdesigngroup.com 205.870.3090