



Strategic Event Planning Resource – Special Offer for Nonprofit Westchester Members!

From galas to golf outings, nonprofit events raise awareness of your mission, establish your unique value proposition, and provide critical revenue to support programs, capital projects and staffing. At the same time, these events present challenges, as they place considerable pressure on the time and resources needed to plan a successful program. Does your organization have a sound plan and team in place to achieve your event goals for this year?

Do You Need An Event Audit?

Event “audits” offer a chance to review your approach, evaluate your strategy, and adjust your “game plan” to increase awareness and generate revenue. Here are some questions to ask as you evaluate your plans for 2020 and beyond:

- ✓ **Have you been running the same event for years and started to question if it still delivers on your goals?**
- ✓ **Have you seen a decline in attendance at your signature event?**
- ✓ **Do you need to engage new audiences with a data-driven approach to donor cultivation?**
- ✓ **Have you lost a key celebrity or major donor who have been key to your success?**
- ✓ **Are your major donors and sponsors “maxed out” in their support for your agency?**
- ✓ **Does your event plan and sponsorship align with your mission?**

If you answered yes to any of these questions, it may be time to consider an event audit with an experienced consulting team. Hospitality Resource Group’s Event Solutions has developed, planned and managed successful nonprofit events for over 20 years, earning a reputation for quality, attention to detail, and commitment to success.



“ I was intrigued when I learned about HRG’s Event Audit, as we needed to ramp up for our YWCA 90th Anniversary Celebration, and it turned out to be just what we needed! HRG’s Event Solutions team worked closely with us to develop a strategy, improve our focus and direction, and help with our execution. I would highly recommend HRG to any organization looking for a partner to help improve their events. ”

Maria Imperial, CEO, YWCA White Plains & Central Westchester

Exclusive No Cost/No Commitment Strategic Event Audit Offer for Nonprofit Westchester Members



The HRG’s Event Solutions team is prepared to offer your organization a customized, comprehensive event audit and evaluation – at no cost or commitment. The Strategic Event Audit includes a review and analysis of your event plan, P&L, communication, marketing and messaging activities, venue selection, logistics, staffing, sponsorship, and contact database.

For more information about this special offer, call NPW (914) 332-6679 or email jfisher@npwestchester.org