

Choosing the Perfect Day/Date for Your Event

Imagine spending six months planning a fundraising event only to discover that your ideal donors already had other commitments on the day you chose.

It happens more often than many organizations realize.

One of the most overlooked factors in fundraising success is timing. Yet the date you select can influence attendance, sponsorship participation, volunteer availability, donor engagement, and ultimately the amount of money raised.

Many organizations choose a date based on venue availability. Successful fundraising organizations start with a different question: "When are our donors most likely to show up and give?"

Traditionally, fundraisers were hosted on Fridays and Saturdays. However, with the proliferation of fundraisers being hosted these days, many organizations are looking at Thursday and Sundays to schedule their fundraising events. Booking a Thursday or Sunday event can result in a few advantages, such as less competition for your donors' time than a popular weekend event, and significant discounts and or incentives from your venue and contractors (auctioneers included)

Before finalizing a date, consider what may be competing for your audience's attention. Holidays, school breaks, local festivals, sporting events, community fundraisers, and seasonal travel patterns can all affect attendance. Sponsors may also have budget cycles that influence their ability to participate.

We've also seen organizations unintentionally schedule events close to other nonprofit fundraisers targeting the same donor base. The result is often reduced attendance and lower giving potential for everyone involved.

When evaluating potential dates, ask:

- Are key donors likely to be available?
- Are there competing events in the community?
- Does the timing align with sponsor budgeting cycles?
- Will volunteers be available to support the event?
- Does the season support your fundraising goals?

The strongest fundraising events don't happen on convenient dates. They happen on dates that give donors, sponsors, and supporters the best opportunity to participate.

Next month, we'll share additional event planning insights that can help maximize fundraising performance.

Not sure if you've chosen the best date for your next fundraiser?

Book a complimentary 30-minute call with **Ira Klein** to review your event plans and uncover valuable insights, scheduling strategies, and fundraising recommendations that can improve attendance, sponsorships, and overall event success.

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[Click here to book a 30 min consult with Ira.](https://calendly.com/iraklein82/30min?utm_source=newsletter3)

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