

Unforgettable Experiences Checklist

*The key to an **unforgettable** experience is that it is deeply infused with your mission. The more interactive, the more memorable it will be.*

- Use clear, bold messages
- Share at least one inspiring mission moment stories
- Share money story using “what it takes” language
- Share money story update on \$ raised to date
- What makes this “experience” memorable?
- Less than 30 minutes. Ideally 20 minutes.
- Welcome by a volunteer – 2 minutes
- Interactive questions/polls
- Use colorful graphics or images
- Include short video – 2 minutes or less
- Include live testimonial
- Paint a picture of a program or someone’s day
- Back up plans for tech issues
- One, non-speaking staff role to manage tech
- Do not ask for money
- Include date of upcoming fundraising event
- Send short follow-up thank you survey OR call to thank for attending & invite feedback.