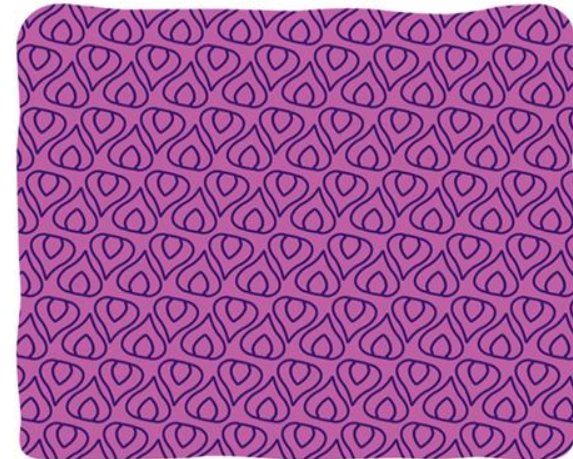


Developing the Most Effective and Efficient Fundraising Events



Megan Fine
Events and Logistics Manager



Denver Zoo's Events Team

Beginning of a New Process



Prior to 2006

- Multiple departments overseeing events at the Zoo
 - Marketing – 30 events
 - Development – 10 events, including fundraisers
 - Education – 10 events
 - Membership – 10 events
- Multiple teams not focusing on their specialties.
 - Creating events was taking more time
 - Primary focuses were not getting enough attention
 - Teams creating activities that were not under their department's umbrella or specialty

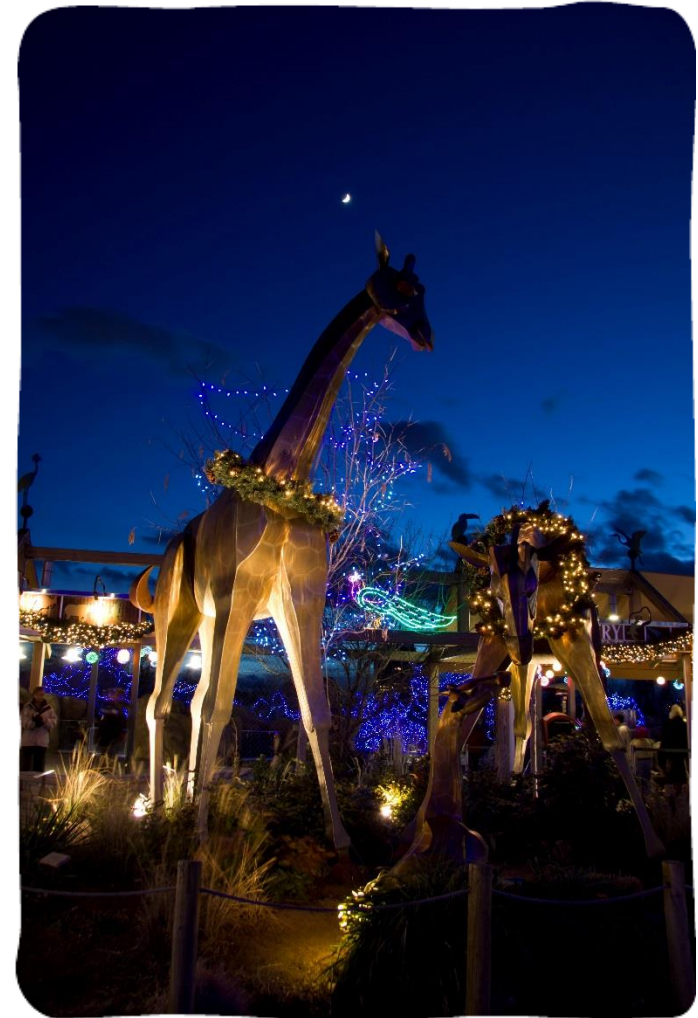


Denver Zoo's Events Team

Streamlining the Process



- Team of three event professionals
- (70) Events throughout the year
 - Public Events: Zoo Lights, Boo At The Zoo
 - Fundraiser Events: Do At The Zoo
 - Donor Events
- Setting deadlines, budgeting, fulfilling requests, vendor relations, event set up, day of event logistics and event tear down.
- Work with departments Zoo wide to plan events and help building programs.
- Overseeing post event evaluation with Zoo wide input.
- Assists with setting annual calendar of events, programs and Zoo wide activities.



Brew At The Zoo

By The Numbers



- General Admission - \$85
- Preview Admission - \$100
- Designated Driver - \$30
- Attendance: 3,566

Net proceeds from Brew At The Zoo will benefit the Denver Zoo Scholarship Fund, which makes it possible for all individuals – no matter their economic circumstances – to discover the wonders of animals through participation in Denver Zoo education programs.

Event Admission Included:

- (40) Breweries
- (20) Restaurants
- (5) Mocktail Stations
- (5) Stages of entertainment
- Unlimited 4oz samples
- Unlimited food samples
- After hours access to the Zoo
- Up close animal encounters
- 4oz sampler mug
- 16oz souvenir mug
- Complimentary carousel rides

Do At The Zoo

By The Numbers



- VIP Ticket - \$300
- General Admission - \$175
- Attendance – 2,308

Net proceeds from Do At The Zoo historically have gone to programs based on the most current needs – capital campaigns, sustainability initiatives, conservation funding, etc.

Event Admission Includes:

- (60) Restaurants
- (5) Full Service Bars
- (7) Specialty Liquor Booths
- (5) Stages
- VIP Party
- After hours access to the Zoo
- Up close animal encounters

Brew At The Zoo

A Bad Fit and a Lack of a Plan



- Event didn't match Denver Zoo's mission –
 - Secure a better world for animals through human understanding.*
 - Unable to share Denver Zoo's story during the event
 - Viewed as a great event, not a fundraiser
- Brew At The Zoo did not have a five year strategic plan –
 - No life span plan
 - No exit strategy
 - No plan to handle competition
 - No plan to make it unique
 - No pricing plan
 - Never thought about event capacity or price cap

Brew At The Zoo

Additional Challenges



- Price Point
 - Great American Beer Festival costs \$80 with more than 3,000 beers to sample
- Community Events
 - Beer tasting events occur weekly in Denver
- Presenting Sponsor
 - Challenging to find a sponsor wanting to lend its name to a beer event - \$ 30,000 value
- Limited Space
 - What is a safe attendance number for an after hours event
 - True capacity for vendors
- Hard Costs of the Event
 - Cost of booths vs benefit of increase number of available tickets

Do vs. Brew

Money Talks



Do At The Zoo

- Ticket Revenue - \$199,250
- Sponsorship Revenue - \$446,125
- Expenses - \$127,132
- Additional Contributions - \$1,685
- Net Revenue - \$519,132
- Staffing Costs for Planning
 - 257 hours (\$5,621)
- Expense Percentage: 20.5%

Brew At the Zoo

- Ticket Revenue - \$166,720
- Sponsorship Revenue - \$36,000
- Expenses - \$86,607
- Net Revenue - \$116,112
- Staffing Costs for Planning
 - 191 hours (\$4,169)
- Expense Percentage: 53.3%

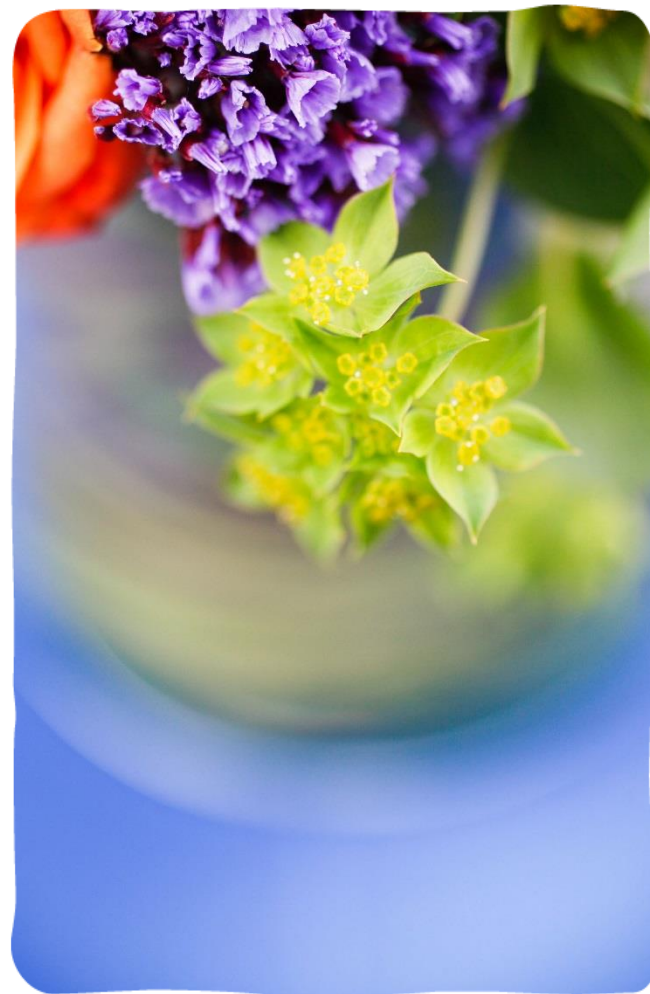
* Denver Zoo Events Team Expense Percentage Goal: 30%

Last Call

A Decision Is Made



- Events focused committee was formed made up of trustees and executive staff.
- All information gathered was shared with the committee.
- Committee decided Zoo resources would be better spent towards other fund raising efforts.



Start Spreading The News

Effective Communication



- Communicated to staff and volunteers
- Evite sent to 2014 Brew At The Zoo guests

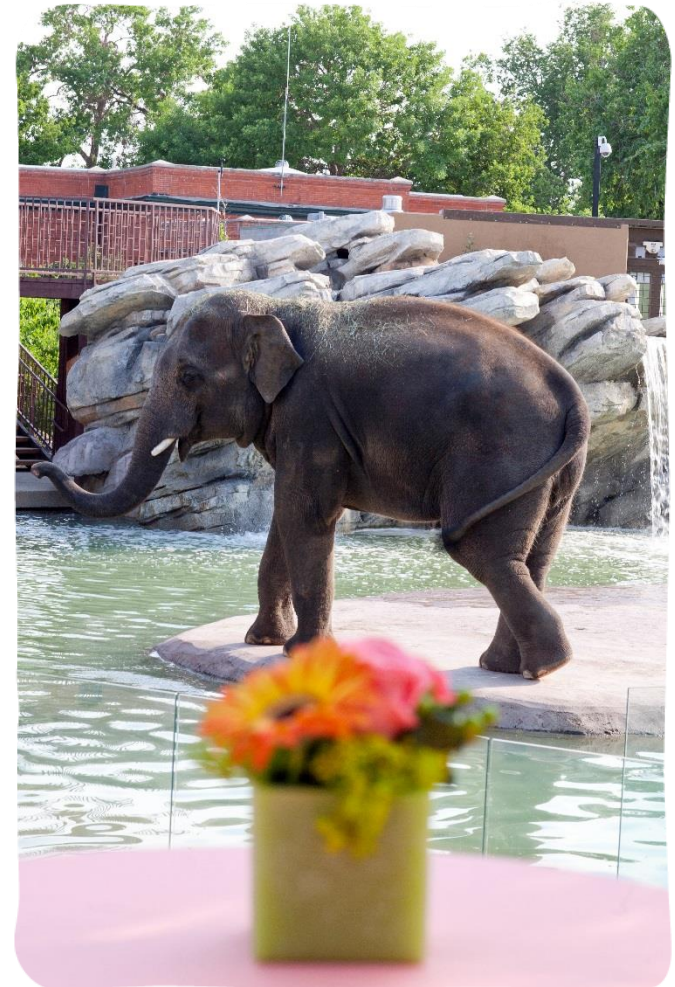


Next Steps

Now What Do We Do?



- New event to raise \$60,000 net revenue, while increase net revenue from other fundraising activities.
- 2015 Do At The Zoo net proceeds benefit the Zoo's education initiatives, such as classes, camps and outreach programs to bring informal science education to life.
- Incorporating (20) breweries into this year's Do At The Zoo
- Creating new events to engage adult demographic to come to the Zoo



Food for Thought

Take Homes



- Do you have a five year plan?
- Is it okay to host events that don't directly tie with your organizations mission?
- What is your organizations event philosophy?
 - If it makes money do you continue to do it?
 - Is your organization willing to invest in resources for non-mission driven event programming?
- What is your organizations bottom line financially?
 - Minimum revenue
 - Set expense to revenue percentage
- Are you tracking staff resources and taking the cost into consideration when doing events and programming?



Questions and Conversation



Megan Fine
mfine@denverzoo.org

2015's Do At The Zoo
Thursday, June 18
7 – 10 p.m.
Tickets start at \$175

