



Background. As we look to build back our event strategy and individual, corporate, and foundation engagement following the COVID-19 pandemic closures, we are also designing an event strategy that will culminate in our 20th Anniversary celebration and will help support the potential need for a capital campaign.

Timing	Details	
Fall 2022	Target Date	Early December
	Target Audience	Families
	Potential Location:	Restaurant
	Goal	\$5,000 - \$7,500
	Notes	Small casual function, designed to engage families and kick-start EOY giving campaign. Framed as a community building event.
Spring 2023	Target Date	May 2023
	Target Audience	25-50
	Potential Location:	Private Residence or Restaurant Room
	Goal	N/A
	Notes	Small cultivation event with “ask” around a targeted strategic plan priority
Fall 2023	Event #1 Target Date	September 15 - October 15
	Target Audience	Families
	Potential Location:	TBD
	Goal	\$5,000 - \$7,5000
	Notes	Host a family event “Loteria” as a way to engage families in an event that is not just a cocktail party function.
	Event # 2 Target Date	October / November 2023
	Target Audience	200-250
	Potential Location:	Longview Gallery / Similar
	Goal	\$150,000



E.L. HAYNES PUBLIC CHARTER SCHOOL
Three Year Event Strategy
FY23 - FY 25

	Notes	“Homecoming” - Major Event
Spring 2024	Target Date	April 2024
	Target Audience	25-50
	Potential Location:	Private Residence or Restaurant Room
	Goal	Engaging major donors -Pledges for Anniversary Event
	Notes	Small Cultivation Event
Fall 2024		E.L. Haynes 20th Anniversary Event
	Target Date	Late October / Early November 2024
	Target Audience	400-500 (including comping whole staff)
	Potential Location:	Large Venue (i.e. National Museum for Women in the Arts)
	Goal	\$250,000-\$300,000
	Notes	