

HOW TO INCORPORATE YOUR MISSION INTO YOUR DÉCOR

If you're throwing a fundraising event, you want your guests to have a good time, but not lose sight of why they are there to support you. Incorporating your organization narrative into your décor is a great way to keep your mission in the forefront without sacrificing any of the design aesthetics or thematic elements to your event.

These are some examples of ways to incorporate your message into the overall look and feel of your event.

VIDEO LOOPS

- If you have screens in your event space, create a power point presentation that can loop during the reception or between program elements in your main space. Create slides with informational facts about the organization, how support from guests help your mission, and show photos from your organization.
- Create a slide template that matches your overall event aesthetics and let these presentations be a dynamic piece of décor.

SIGNAGE

- Think creatively about where you can place signage. Is there space on your bars and table tops?
- Signs are a great way to bring in your message but by creating designs that match the color scheme and theme of your event, they can double as décor.
- If you have an auction table, consider creating small table-top signage that can be interspersed with your displayed auction items. This is a way to again bring in some decorative flair, but subtly reinforce your message while guests are shopping your auction tables.

CENTERPIECES

- If you are doing a seated dinner, your guests will be looking at your centerpieces for an extended period of time.
- Consider using photos as part of your centerpieces. This can be as fancy as a multi-sided photo box or as simple as a tent card with a photo and one of your message statements on a tent card next to some flowers.
- Do you have program participants that create artwork? Have them create your centerpieces and place a card at each table with the story of the artist.

THEMATIC ELEMENTS

- Are you a medical facility? Put your staff & volunteers in lab coats or serve your cocktails in test tubes.
- Are you an visual art organization? Let guests "paint" their own chocolate bars for a take home gift or help create a group art project that is displayed in the event space.
- Theater group? Bring in mannequins with costumes or props from your shows.