VIP Workshop 2:

VERY IMPORTANT PROSPECTS
Cultivate VIPs

- Event Chair
- Major Donors
- Event Honorees

Very Important Prospects

Board Member

Corp. Chair

Volunteers Inspire Progress
Event Participant Cultivation

How does your market cultivate event participants before, during, and after events?

Pre-Event:
- What do you do before the event to prepare for effective cultivation?
- What changes/additions would you recommend for the Pre-Event section of the Plan?

On-Site:
- What has worked well for your Market for on-site cultivation of attendees?
- What changes/additions would you recommend to the On-Site section of the Plan?
- Is this the time to make the “ask”?

Post-Event:
- What does your market do after the event to cultivate attendees?
- What changes/additions would you recommend for the Post Event section of the Plan?
The Event VIP Cultivation Plan enables market volunteers to nurture and cultivate a stronger relationship with new volunteers attending Arthritis Foundation special events. While markets strive to connect with, and show appreciation for, all event participants, the Event VIP Cultivation Plan focuses on individuals who have potential for greater involvement in key roles with the local market.

VIP Cultivation Team
A VIP Cultivation Team comprised of key individuals – such as the market executive director, the staff member assigned to the event, the event chair, select event committee members and select local leadership board members – is organized for each event to plan and steer the cultivation process.

Pre-Event

1. **Researching the attendees/key questions**
   - Which attendees have affluence/influence resources that would enable them to provide greater support if they felt more connected to the Arthritis Foundation mission?
   - What is their history of participating or donating with Arthritis Foundation?
   - In reviewing the Market Volunteer Needs Assessment, what would be the best market opportunities for each targeted VIP? (Examples: Add or upgrade them to the event committee, become a sponsor or next year’s honoree or get involved in another market event)
   - How did each VIP become connected with this event? Who has an existing relationship with the VIP?
   - Who is/are the best market volunteer(s) to connect/cultivate each VIP during the event? (based on similarities: industry, interests, personality)
   - When are the best opportunities to connect with the VIPs during the event?

2. **Process/ Roles**
   - **Staff and the event chair** review event attendee lists to target those with potential for greater Arthritis Foundation involvement.
The VIP cultivation team meets to review/revise the target list, assign volunteers to connect/cultivate each targeted VIP at the event and discuss key messages.

Event On-Site

1. Assign volunteers/greeters to thank all attendees at key locations and at key times during the event.
   - All attendees should feel appreciated and any attendee can potentially do more for the Arthritis Foundation mission.
   - Opportunities to thank attendees at registration lines, VIP reception, cocktail hour, during pauses in the formal program of the event, at valet, among others.
   - It may be helpful to distribute business cards to your volunteers, as well as encourage them to take notes in the event program book after each conversation so that details are not lost.

2. For targeted VIP connections, think of cultivation as dating
   - We do not want to overwhelm the VIP or scare them away by being too aggressive.
   - The key is to ask them questions about themselves, truly listen and gauge the conversation and body language. You will be able to develop a relationship with them and take the temperature on how open they may be to getting involved.
   - We want them to feel appreciated, that their involvement made a difference and that the Arthritis Foundation makes an impact.

3. Key messages in talking with VIPs
   - Are they enjoying the event/what are their impressions?
   - How did they become involved with the event?
   - The Arthritis Foundation is a very effective organization and has made a true difference in the lives of those affected by Arthritis Foundation. Share the personal side of the AF.
   - The attendee’s involvement in the event has made a real difference and we greatly appreciate it.
We’re confident that the more they learn about Arthritis Foundation the more they will like what the organization does and we hope they will continue their involvement with us.

**Post Event**

1. **VIP Cultivation Team meets within three days after the event**
   - Discuss conversations/interactions that were held with the targeted VIPs. Talk about any other interesting discussions with other attendees.
   - Assign a team member to follow up with each targeted VIP. Assignments are based upon who has the best connection with the targeted VIP. Agree on specific messages/requests to be conveyed to each VIP.

2. **Key messages in follow-up contact to VIPs**
   - Enjoyed meeting them at the event.
   - Connect how the event helps the Arthritis Foundation fund its mission.
   - Appreciate how their support/involvement has made a difference and could make a big difference in the ongoing work of the Arthritis Foundation.
   - Would like to discuss other opportunities.

3. **Conference Call of VIP Cultivation Team**
   - Discuss results of the follow-up contact.
   - Plan next steps.
Volunteers Inspiring Progress

Event VIP Cultivation Action Plan

Market: ________________________________

Event: ___________________________ Event Date: _______________

VIP Cultivation Team: (List members of the cultivation team for this event.)

___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

Cultivation Action Plan Timeline:

Pre-Event Actions
Date: Action:

___ Staff and Event Chair:
   Complete attendee research (see key questions in process).
   Develop target list of VIPs and potential chapter opportunities for them.

___ VIP Cultivation Team meets to:
   Review/revise the target list.
   Assign volunteers to connect/cultivate each targeted VIP at the event.
   Discuss key messages to convey.

Event On-Site Actions:

___ Volunteers/greeters assigned to thank all attendees at key locations/key times during the event.

___ Targeted VIP cultivation assignments implemented.

Post-Event Actions:

___ VIP Cultivation Team meets to:
   Discuss conversations/interactions conducted with the targeted VIPs.
   Share any other interesting discussions with other attendees.
   Agree on specific messages/requests to be conveyed to each VIP.
   Assign team members to follow up with each targeted VIP, based upon who has the best connection to the targeted VIP.

___ VIP Cultivation Team Conference call to:
   Discuss results of follow-up contacts.
   Plan next steps.