

CASE STUDY: Driving Growth Through Event Innovation for a Mission-Driven Organization

Client: Mid-sized nonprofit

Industry: Nonprofit / Fundraising / Community Engagement

Services Provided: Event strategy, sponsorship development, fundraising marketing, donor experience design

Engagement Type: Multi-year partnership focused on strategic growth

THE CHALLENGE

A well-established nonprofit organization sought to evolve its signature fundraising events to increase revenue, deepen donor engagement, and enhance brand visibility. While the organization had strong donor relationships, its existing event model had plateaued and needed a refreshed, more immersive experience to meet its long-term goals.

OUR APPROACH

B&L Consulting worked closely with internal development and marketing teams to reimagine the organization's events with a focus on storytelling, donor experience, and revenue diversification:

- Strategic Event Expansion: Transformed the annual gala into a multi-day donor engagement experience, including curated receptions, experiential touchpoints, and targeted audience tracks
- Sponsorship Optimization: Revamped sponsorship packages to align with partner goals and event visibility, resulting in stronger year-over-year retention
- Entertainment & Program Design: Curated a mix of high-profile entertainment and mission moments to increase emotional resonance and draw
- Comprehensive Planning & Promotion: Managed all logistics, vendor coordination, and promotional strategy to ensure a seamless donor experience

WHY IT MATTERS

This project demonstrates the power of thoughtful, donor-centric event design. With the right strategy and execution, organizations can significantly increase fundraising revenue while strengthening relationships with both new and long-time supporters. B&L Consulting helped this nonprofit scale its events into a mission-forward, multi-sensory experience that continues to drive lasting results.

