

Take Your Top Fundraiser Breakfast from Basic to Brilliant

We've hosted our fair share of top fundraiser breakfasts for multiple clients and along the way we've learned a few tricks to take yours from basic to brilliant. Here are some of our top tips for making sure your breakfast layout lets your top fundraisers know just how thankful you are for their time, energy, and effort.



MAKE IT PERSONAL

It's important to send a personal invitation to your top fundraisers. We typically do this via email and ask for an RSVP. We do find that follow-up phone calls can be helpful too, as many folks overlook emails.



ASK THEM TO BRING A FRIEND

We've found this to be an important piece of our plan. You want your top fundraisers to be there. If they are part of a team or participating with a friend, they may not want to leave them behind to join your breakfast. Make it clear in your invitation that they can bring a guest and be sure that your volunteers are aware of this policy as well.



MAKE IT SPECIAL

Remember that you are creating an experience. The area where your breakfast is being hosted should feel special. Depending on the rest of your event and your budget, this may be as simple as a neat presentation of the food and tablecloths on every table.



PROVIDE OPTIONS

If you have food and snacks on your event, it's important that your top fundraiser breakfast stands out. This means that your breakfast spread should feature elements other than the bananas and granola bars available to other participants. (Although you can—and should—include those in your spread as well.) Variety is key.



MAKE SURE TO SAY, "THANK YOU"

One of the greatest benefits of this type of face-to-face recognition is the opportunity to personally thank your top fundraisers. Don't forget to take advantage of this! Make sure someone from your organization is available to welcome each person as they come in, introduce themselves, and thank them for being there.