



## Strategically Thinking about Creating a Rural Philanthropy Day Event

### FIDUCIARY – *Why host a Rural Philanthropy Day?*

Why do you want to hold an RPD?

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What are your goals?

Why?

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How can RPD help meet those goals?

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What do nonprofits in your area want/need?

How do you know?

If you don't know, how will you find out?

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**STRATEGIC – What’s the plan?**

**How much time do you need to plan a conference?**

- 18 months                                       One year                                       9 months  
 Other: \_\_\_\_\_

**Geography**

What do the areas you are targeting have in common?	How are they different?	Do the similarities/differences affect any aspects of planning?

Are there any local dynamics that need to be considered in selecting a location?

**Staff**

How will you staff the organization/coordination effort? (program, coordination, both, outsource, in-house)	What are the expectations of each partner?	If using a partner(s), how will they be selected?

Will you need any startup funding for the organization/coordination effort?

**Funders**

What will funders (foundations, government agencies, etc.) gain from attending RPD?	How will you persuade funders to participate and attend the full conference?	How will you identify and funders you don't know personally or are located outside of your region?

Will you need funders to financially support the event from the outset? What's the case for this support?

**Nonprofits**

How will you identify the nonprofit organizations that might attend?

How will you promote the event?

- Printed invite or letter
- Website
- Social Media
- Print advertising
- Electronic invite
- Other: \_\_\_\_\_

**Conference Structure**

What does the schedule look like?	Does the programming help meet the goals?	Will there be separate programming for funders?

**Budgeting**

How much do you estimate it will cost to host an RPD in your region? (see SAMPLE BUDGET)

How will you cover expenses?	Pros	Cons
Registration fees		
Local donations/sponsorships		
Grants from funders		
In-kind donations		
Combination of above		
Other		

Who will be responsible for raising the necessary funds?

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**GENERATIVE** – *What are the key questions and what are the planned outcomes?*

What do you want to be different after RPD for each audience?

Nonprofits	Funders	Community/Region

How will you determine if your event made a difference?

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