Fundraising Best Practices: Funding a Regional Conference

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University of Florida SACNAS
Friday, October 23, 2020
2019-20 Conference Planning Committee

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Timeline to Planning Conference

- Scheduling a venue and date for the conference
- Contact potential keynote speakers
- Spread the word and request support
  - Colleges and universities at UF and across Southeast
  - Each member assigned two states/territories
  - SACNAS chapters; research and diversity offices
  - Local and national businesses (e.g. Raytheon Technologies and Visit Gainesville)
Keynotes

- Dr. Danielle Lee, Southern Illinois University
- Dr. Andre Cropper, Raytheon Technologies
- Dr. Anita Marshall, University of Florida
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# Sponsorship Packages

## GOLD SPONSOR

$600  
The gold sponsorship package includes the following branding opportunities and access:
- One sponsor presentation slide with logo/information
- 30-60 second video advertisement for sponsor
- Recognition on all major conference signage
- Recognition on conference website
- Exhibitor booth
- One conference registration

## SILVER SPONSOR

$500  
The silver sponsorship package includes the following branding opportunities and access:
- 1 out of 5 spots in a presentation slide for sponsors
- Recognition on all major conference signage
- Recognition on conference website
- Exhibitor booth
- One conference registration

## BRONZE SPONSOR

$425  
The silver sponsorship package includes the following branding opportunities and access:
- 1 out of 5 spots in a presentation slide for sponsors
- Recognition on conference website
- Exhibitor booth
- One conference registration
Total raised: $16,796
Sponsorships: $12,971
Booth purchases: $1,050
Registration: $2,775
Sponsors: 16
Additional Tasks

- Create accommodations grant (funded by Dr. Sixue Chen of UF)
- Organize meeting schedule
- Schedule workshops
- Recruit volunteers and judges
- Plan luncheons and dinners
- Design program and signage
- Purchase presentation awards
98 attendees
15 institutions
8 states and territories
42 student presentations
6 workshops
Was the conference cost affordable?

- It was too expensive: 11.1%
- It was the right price: 61.1%
- It was inexpensive: 27.8%
- My costs were covered by funding: 11.1%

Overall, how would you rate the conference?

- Excellent: 38.9%
- Very good: 11.1%
- Good: 50%
Potential Improvements

- **Timing**: Space out conference planning tasks over a longer time period and contact potential attendees sooner.
- **Advertising**: Advertise more to fellow chapters and at the national level.
- **Event Management**: Have a separate career expo from the poster session and invite more undergraduate attendees to visit graduate school booths.
- **Catering to the audience**: Include graduate student-oriented tables as well; potentially contact postdoctoral programs.
In the Midst of COVID-19....

URM COMMUNITY: FINDING SPACE AND PLACE AT UF

Thursday, September 24, 2020
5:00 - 6:00 pm EST
Hosted by Carmi Milagros Thompson,
Moderators Sarah Kurtis & Nathalie Alomar,
UF SACNAS

SACNAS
October events:

OCT 27 3-5PM: NSF GRANT WRITING WORKSHOP

OCT 28 6PM: AISES/SACNAS SOCIAL:
ONLINE ESCAPE ROOM