

PHDC Incubator

Fundraising & Event Planning

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Conclusion of time in the incubator

Key Project

The Fundraising & Event Planning Key Projects

- Utilizing the sponsorship packet to obtain local companies support
- Raise awareness for the PHDC
- Spread the mission & Vision and initiative of the PHDC
- Obtain ticket sales for the Gala through direct outreach

PHDC Annual Fundraiser

- Biggest fundraiser event of the year with over 400 participants
- Marks the beginning of the fundraiser season for the PHDC

Sponsorship Tier	PLATINUM	GOLD	SILVER	BRONZE	FRIEND
	\$25,000 +	\$20,000 +	\$15,000 +	\$5,000	\$250-\$4,999
Company's live recognition from stage during event	✓	✓	✓	✓	✓
Logo on Electronic Collaterals (e.g. web, email, video)	✓	✓	✓	✓	✓
Information table	✓	✓	✓	✓	
Logo Print on Collaterals (e.g. flyers, banners, invitations) (if apply)	✓	✓	✓		
Live announcements during the opening & closing speech (if apply)	✓				
Keynote Speaker/Presenter Sponsor (Highest Sponsorship)	✓				

Tasks



Fundraising through reaching out to Pittsburgh Businesses for donations



Generate responses, build relationships, and overall generate revenue

Attempted to reach out to enough people in order to sell \$140 in ticket sales...



Selling Fundraiser Gala Tickets



Generate revenue, grow the community, and aid in the success of the event

It is estimated that as a collective, we reached out to around 50 organizations, businesses and individuals.

Demo Email

2024 Sponsorship Deck.pdf
7 MB

Hello,

My name is Stella Kaye and I am an intern with the Pittsburgh Hispanic Development Corporation.

The Pittsburgh Hispanic Development Corporation (PHDC) is a 501(c)(3) organization dedicated to promoting ethnic equity and enhancing the quality of life for Hispanics in the Pittsburgh metropolitan area. With a focus on fostering community growth, supporting Hispanic enterprises, and increasing investment, PHDC operates three main programs: The Incubator Program, the Housing Program, and the Employment Program.

The PHDC's Annual Fundraiser and Entrepreneurs' Graduation on November 14, 2024, is the organization's largest fundraising event, attracting over 400 participants to honor Latino entrepreneurs and their achievements. This event marks the start of the fundraising season, with sponsorship opportunities available to support PHDC's mission of promoting entrepreneurship, housing, employment, and education in the Latino community of Pittsburgh.

More information about the PHDC programs and fundraiser are attached! If you are interested in supporting the PHDC, please see the instructions in the attached file.

Thank you!
Stella Kaye

[Reply](#) [Forward](#)



Challenges

Challenges

- **Steep learning curve** in crafting sponsorship pitches with limited prior experience
- **Adapting to new fundraising strategies** when initial cold-emailing/calling approaches did not work as expected
 - **Sponsorship tiers**
 - **Gala tickets**
 - **On campus gala promotion**
- Navigating non-profit fundraising dynamics/PHDC environment as a **student intern**
- **Low engagement** from undergrad students for gala event tickets

Outcomes

Outcomes

- **Adaptability is Crucial:** Pivoting strategies, such as shifting from securing sponsorships to selling event tickets, underscored the importance of being flexible and resourceful in dynamic work environments.
- **Organizational Skills Drive Efficiency:** Tools like shared spreadsheets and group chats demonstrated the value of organization in managing tasks and ensuring productivity, especially in unstructured environments.
- **Strategic Thinking Enhances Impact:** Proposing clear goals, creating processes, and aligning tasks with organizational objectives are essential for meaningful contributions and long-term success.

Impact 1

\$1,000

Channel	Who	Description
Email	Duolingo	Duolingo Pittsburgh chose to donate \$1000 to the PHDC at the Friendship Level.

Impact 2

10 free meal cards

Channel	Who	Description
Email	Piada	Piada Kitchen chose to donate 10 free meal cards for any entrees to the PHDC for their raffle.

Reflection

Quality > Quantity

- ❑ Preparation from internship/job search.
- ❑ Narrow scope for outreach, who aligns w/PHDC more?
- ❑ Spend more time w/ those who seem more interested, who value your time & effort.

-(Improved Upon)-

Outreach

- ❑ Some preparation from internship/job search.
- ❑ Confidence and effort can't waver.
- ❑ Doesn't always work out.

Time Management

- ❑ Challenge of contribution and scholastic balance. Take advantage of "hotter" times that frequent more responses.
- ❑ Setting minor-goals for personal contribution.

-(Developed)-

Collaboration

- ❑ "Speaking up" and being a contributing member.
- ❑ Leave your comfort zone.
- ❑ Honesty, transparency.

Thanks!