

# NO SHOW FUNDRAISING

STAY HOME, SIP  
TEA, AND GIVE



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# A Gift Without the Gala

## How-To Guide



## How to Host a No-Show Fundraising Event That Boosts Donations and Donor Goodwill

*(Perfect for Small Shops, Big Hearts, and Packed Event Calendars)*

### Why a No-Show Event?

In a community full of fundraisers, sometimes the best way to stand out... is to stay in. A no-show event is a simple, low-cost, high-impact way to invite giving—without the stress (or overhead) of a traditional gala. You don't need a venue, caterer, or centerpieces. Just a creative invitation, a warm message, and a clear call to action.

### Step-by-Step Guide

#### 1. Pick Your Purpose + Timing

Choose a time of year when donor calendars aren't already packed—like early fall.

Define a clear purpose: is this unrestricted support? A program-specific push?

*Try mid-September or early-October to avoid competition with year-end appeals.*

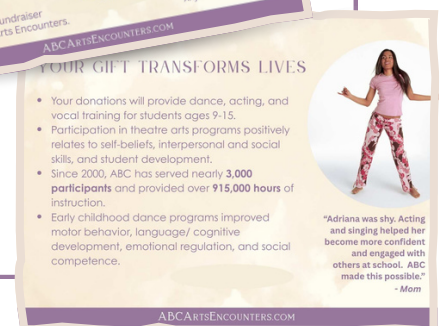
#### 2. Craft a Clever Invitation

Create a printed postcard that feels personal, playful, and inviting. Include:

- A friendly message of thanks and support
- A free bag of tea (tucked in the envelope!)
- A QR code to donate online
- Your mailing address for checks
- A touch of humor:

*“Stay Home, Sip Tea (on Us), and Give Online”*

*Black Tie Optional.*



### **3. Build a Giving Page**

Match your printed invitation with a clean online donation page. Include the same theme, tone, and message—make it easy to say yes.

*Direct link, simple ask, and mobile-friendly format.*

### **4. Secure a Sponsor**

Ask a local business or donor to underwrite:

- Postcard printing
- Tea bag purchase
- Envelopes

*With a sponsor, your only cost may be postage—making your ROI sky-high.*

### **5. Engage Your Inner Circle**

Invite every board member and volunteer to text or invite five people to participate.

*Zero event to attend = easier, YES. This expands your reach without overwhelming your team.*

### **6. Send + Share**

- Mail the invitations to your donor list
- Send a matching email blast
- Share on social media
- Ask a local paper or radio station to run a quick feature

*"No event, just impact." Let your message travel across multiple platforms.*

### **7. Make It Personal**

If you're a one-person shop, add your special touch: Hand-stuff the envelopes. Write a few personal notes. Let donors know this is a labor of love.

## 8. Track the Results

Keep a simple spreadsheet of:

- Donations received
- Notes or feedback from donors
- Cost vs. return

*Compare your outcomes to traditional events—and adjust next year's strategy accordingly.*

## Bonus Tips

### Messaging Matters

- Keep it short and heartfelt
- Talk like a person, not a form letter
- Express gratitude before making the ask

### Your Secret Weapon: Delight

- Donors love surprise and simplicity
- A tea bag in the mail is unexpected—and memorable

### Signature Move

Invite your board/volunteers to do one simple thing: invite 5 people. That clarity turns passive support into action.

### Recap Checklist

- Theme + date selected
- Giving page created
- Printed invitation + tea secured
- Sponsors confirmed, including their logos
- Social Media Sponsor recognition posts
- Mail + digital promotions sent
- Board/volunteer outreach
- Results tracked
- Thank-you notes sent

### Final Thought

You don't need an event space, tables, or decorations to raise money. Just a clear ask, a little charm, and a reason to give.

This is fundraising with heart—and no dress code required.

## Notes

### **Want Help Creating Your Own No-Show Event?**

I'd love to help you shape messaging, design materials, or coach your team through it.

Email: [Angie@AngieThompsonConsulting.com](mailto:Angie@AngieThompsonConsulting.com)



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