SMIF COMMUNITY AFFILIATE TRAINING SERIES

Module 2: Events That Build Community & Capital

Companion Worksheet

Southern Minnesota Initiative Foundation

A | Personal Reflection

Take a few minutes to think about these questions on your own before discussing as a group.

1. The video reframes events as more than fundraisers — they build momentum and community pride. How does your fund currently think about events? Did anything shift for you after watching?

2. Think about an event your fund has hosted. Was it primarily a Celebration, Educational, or Hybrid event? Did it build community, raise capital, or both?

The event:	What it built / raised:

B | Board Discussion Questions

Use these prompts to lead a conversation at your next board meeting. You don't need to cover all of them — choose what's most relevant for your fund right now.

1. What events does your fund currently host? Do they tend to build relationships, raise dollars, or both? Are there any you'd reconsider or reimagine?

2. The video introduces three event types: Celebration, Educational, and Hybrid. Which do you use most? Is there a type you haven't tried that might work well for your community?

3. What does your follow-up process look like after events? (Personal thank-yous, social media, next steps for attendees.) What's one thing you could strengthen?

4. If you could plan one intentional event this year — rooted in your mission and ending with a clear ask — what would it look like?

C | Action Planning

Based on what you learned and discussed, identify 1–3 concrete next steps your fund will take. Assign a lead and a target date to keep things moving.

Action / Next Step	Who will lead it?	Target Date

D | Notes & Questions

Anything else to remember — or questions to bring to SMIF.