

FOR IMMEDIATE RELEASE  
Oct. 5, 2016

FOR MORE INFORMATION CONTACT:  
Palmer Holt @ 704-663-3303  
[pholt@paragoncommunications.net](mailto:pholt@paragoncommunications.net)

## **Westfall Group Fundraising Events Yield 5-to-1 Return on Investment for Clients**

*Average Gift per Donor Increases 64 percent since 2013, as Company Refines Model*

**ATLANTA, Ga.** -- Successful major donor fundraising events in the first half of 2016 brought clients of the Westfall Group ([www.westfallgroup.net](http://www.westfallgroup.net)) an average return on investment (ROI) of 5 to 1 -- a figure that has caught the attention of nonprofit organizations around the country. Since 2013, the average gift per family received at Westfall events has risen 64 percent, to \$86,800 to date in 2016, up from \$53,000.

During the first half of 2016, Westfall's fundraising totaled almost \$50 million, pushing its cumulative fundraising total to more than \$530 million since the company's inception. Seventy-three percent of attendees at a Westfall event committed to donate to the non-profit organization. Donations per event averaged \$2.59 million.

"Some organizations are initially hesitant to hold a major fundraising event, because it is a big undertaking," said CEO Bob Westfall. "But once they see that our events increase the giving inclination of high-capacity donors in just three and a half days, they're eager to get onboard."

According to Westfall, fundraising success depends on careful planning and execution -- and the expertise that comes with years of experience.

"We use all our resources to make our major donor event weekends an unforgettable bonding experience between the organization and attendees, as well as among the attendees themselves," he said. "The people who attend don't just give. They become passionate advocates for our clients. And that type of relationship that has long-term value."

"It's all about connecting with donors emotionally, as well as intellectually," said Westfall Chief Creative Director Alan Gold. Westfall's creative division produces videos, print material, scripts and other collateral that give Westfall's major donor event weekends their lasting impact.

"To turn prospects into donors, you have to reach them on every level -- from the images in the videos, to the words on the page, to the smiles on the faces of the presenters," said Gold. "It all combines to give attendees a feeling of intense involvement. And that's what makes them not just major donors, but zealous ambassadors for an organization."

Selecting the right donors -- and convincing them to attend -- is also critical, according to Lisa Wolf, Westfall's vice president of consulting.

"We're very excited about the new approaches to wealth analytics that help us identify the right people to invite to our client's events," she said. "These innovative tools make fundraising much more efficient and will enable us to keep increasing the average gift per donor."

Good logistics are also essential for a successful event.

“There are hundreds of activities that go into producing a fundraising event,” said Wolf. “And each one of them must be executed skillfully to give donors a fantastic experience. Our seasoned event management team’s deep relationships with top five-star resorts around the country give us leverage to secure the best service and terms, and that enables us to pass on excellent value to our clients.”

###

### **About Westfall Group**

*The Westfall Group is the nation’s leading innovator and implementer of major donor events, with a track record acquired through more than 350 events that have generated more than half a billion dollars for nonprofit clients. Westfall’s event weekends bond major donors to organizations’ missions by condensing a year’s worth of cultivation into one extraordinary, transformational experience. The company is headquartered in the Atlanta, Ga., area. For more information, visit [www.westfallgroup.net](http://www.westfallgroup.net).*

### **PHOTO CUTLINE:**

Westfall Group major donor events, held at some of the finest five-star resorts in the country, yield a 5-to-1 return on investment for clients. Average gift per donor has increased 64 percent since 2013.



### **Media Contact**

Palmer Holt @ 704-663-3303

[pholt@paragoncommunications.net](mailto:pholt@paragoncommunications.net)