

## FOR IMMEDIATE RELEASE

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# ART of the GALA

## 3RD ANNUAL ART OF THE GALA GOING TO NEW HEIGHTS BRINGING THE MOST EXPERIENCED IN EVENT PLANNING TO THE EVENT

*Combining Events And Fundraising Strategies Into The Overall Success Of An Organization*

**AUSTIN, TX (AUGUST 14, 2018)** - The 3rd annual Art of the Gala returns on **Tuesday, October 23, 2018**, at the JW Marriott. The Art of the Gala is a full-day event to empower area nonprofit organizations, their leadership and investors with the knowledge and tools to succeed in a crowded market. Innovation, new ideas and an entrepreneurial approach are the foundation for creating successful events to build your brand and better the community. Network and learn from event planners, fundraising experts, individual and corporate philanthropists.

New this year is the addition of JHL Company who is joining forces with GivingCity Austin. Jennifer Stevens and JHL bring extensive experience in event production with an expertise in the nonprofit sector. Art of the Gala 2018 will offer attendees more content from a variety of experts in fundraising, event planning, donor engagement strategies and how to incorporate events into the overall success of an organization. With a focus on thinking like a for-profit, Art of the Gala will teach attendees how to leave donors feeling excited to be involved in their organization and ready to return again and again.

“The Art of the Gala is a terrific resource for nonprofits – their leadership and staff as well as the corporate community affairs officers. Adding JHL to the mix takes this event to the next level. JHL brings creativity, practical donor recruitment and retention strategies and a focus on integrating major events into overall strategic plans and marketing goals of an organization,” said Phyllis Snodgrass, CEO of Austin Habitat for Humanity.

Attendees will be able to choose from these topics that interest them the most:

- Sponsorships
- Day-of Fundraising
- Event Planning & Execution
- Working With Vendors
- Making The Event Magical
- Expanding the Audience
- Donor Retention
- Non-Event Revenue

“We believe the Art of the Gala and opportunities to advance the mission of our non-profit partners will help bring the community together around key civic issues in a more cohesive way,” said Yvette Ruiz, JPMorgan Chase Vice President of Corporate Responsibility. “Together we can create dynamic and memorable events, helping more people and build a better Austin for all communities.”

Last year, more than 150 attendees from across Texas representing 100 local nonprofits heard from 20+ speakers on how to produce more effective fundraising events. This unique event planning expo involves a day where volunteer fundraising event planners learn about best practices for fundraising as well as new methods and strategies from nonprofit experts and professionals.

The 2018 Art of the Gala will be held on **Tuesday, October 23, 2018**, at the JW Marriot. Tickets are available for purchase at <https://www.betterunite.com/JHLCompany-artofthegala>. For more information on Art of the Gala, please visit <http://www.theartofthegala.org>.

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#### **ABOUT GIVINGCITY AUSTIN**

GivingCity Austin is the only online media organization that helps you support the causes you care about. Through news, features and events, we work with media and community partners to help you have a better understanding of your place in a local giving community.

<http://www.givingcityaustin.com>

#### **ABOUT JHL**

In an era of heightened awareness of expectations, JHL works with leaders in high trust situation. We excel at the crossroads of high visibility and reputation enhancement in public policy, events and first impressions. <https://jhlcompany.com>