

START WITH **WHY**



“The Only Difference Between You and a Cave Dweller Is the Car You Drive”

Simon Sinek – “Start with Why”

I spend a lot of time reading books, blogs, posts, etc. about leadership and how we apply the concepts of leadership to everything that we do. One of my favorite experts on the topic is Simon Sinek, and if you have not read his books, let me encourage you to do so. “Start With Why” is one of my favorites and it is directly applicable to the festivals and events industry. Although this quotation does not seem to make any sense at first glance, Sinek goes on to explain that the reason that human beings continue to survive is that we are the only species that has the ability to form cultures. We in the festivals and events industry are all about preserving and promoting cultural experiences around the world. The premier organization behind these efforts is the IFEA, and like any entity, we need fuel to survive, and our fuel is your continued financial support.

As we approach the IFEA Annual Convention & Expo presented by atVenu to be held at the Wyndham Grand Pittsburgh Downtown in Pittsburgh, Pennsylvania, U.S.A. from

September 29 - October 1, 2024, it is time to reflect on the many giving opportunities that this Convention provides for us. However, before we look at how to give, we want to look at why we give and what our contributions do. As Simon Sinek says, start with the why, followed by the what and the how. According to Gemini AI, here is an abridged definition of all three terms:

Why: This word inquires about the cause, reason, or purpose behind something. It’s used to understand the motivation or justification for an action, event, or situation.

What: This word asks about the nature, identity, or kind of something. It seeks to identify the subject or topic at hand.

How: This word focuses on the method, manner, or process by which something is done or achieved. It seeks to understand the steps or techniques involved.

Simply put, the why defines our reason for being. Asking “why” at the outset of a project is crucial for several reasons:

1. Clarity of Purpose.
2. Prioritization and Resource Allocation
3. Innovation and Creativity
4. Motivation and Buy-in.
5. Flexibility and Adaptability

In essence, starting with “why” lays a strong foundation for your project, increasing the likelihood of it achieving its goals.

So as an IFEA member, why should I care and why should I be

involved in the fundraising efforts? Have you ever participated in a Webinar or an Affinity Group? Have you ever read the weekly Event Insider? Have you ever asked a question of another member that they were able to help you with? Have you ever used any member resource, hired an Expo vendor, attended a Convention, connected with another member? If your answer to any of these is “yes”, you should get the why of the Foundation and the “why” of giving. Clearly without financial fuel, IFEA cannot move forward, and we will never be able move beyond the why.

Now that we have covered the why, here is the what. Any money raised by the IFEA Foundation at the Convention and throughout the year goes directly to support the mission of the IFEA and its efforts in a number of areas. These include:

- Legacy Scholarships
- Certified Festival & Event Executive (CFEE and CFEA) Program
- Funding of top quality speakers
- Educational publications
- Technology and electronic training services
- Translation services and more

Since its inception in 1993, the IFEA Foundation has been a primary partner of the IFEA, working together to continue raising the level of professionalism in our industry, along with the level of recognition and awareness for the industry and those who work in it, by the media and the general public.

And last, but not least, the “how”. How do we generate the revenue to support the why and the what?

Although our fundraising is a year round effort, the bulk of our focus is on activities surrounding the annual international convention.

If you are able to attend the Convention in person, we do lots of on-site fundraising including a 50-50 raffle, the proceeds of which go directly to a travel stipend to support our scholarship recipients. Stay tuned for further opportunities.

Whether you are able to attend in person or not, there are ample ways to contribute and to bid on great auction items. One of the highlights of the auction is the chance to buy a ticket for The Ultimate Experience, a collection of once-in-a lifetime trips and experiences. There are only 300 of these tickets sold for \$100 each. Details of this will be posted soon. Also, for our Convention attendees, Ultimate Experience packages will also be available as live auction items during our exciting Irish-themed Foundation night on Monday, September 30th.

Donating an item or package to one of the IFEA Foundation's most anticipated fundraising events of the year - our online silent auction - is one of the simplest ways you can help us succeed in 2024!

Upcoming Deadlines:

- Auction Donation Deadline: September 3, 2024
- Auction Opens: September 9, 2024
- Auction Closes: September 30, 2024

To read more about donating an auction item click here: <https://conta.cc/3LhVh9W> and click here to learn more about the IFEA Annual Auction: www.ifea.com/p/foundation/annualauction

If you're interested in donating an Auction Item click here: www.ifea.com/f/289

Additionally, if you are interested in contributing to our "Fund for the Future" at any time, click here: www.ifea.com/p/foundation/waystogive/fundforthefuture

Now that you understand our why, our what and our how, please take a few minutes (and a few dollars!) to invest in your future and ours. Help us to continue to live our vision of being the premier association supporting and enabling festival and event professionals worldwide.

If you have questions at any time about the work of the IFEA Foundation, please reach out to me at irarosen1011@gmail.com
Hope to see you in Pittsburgh!

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