

# Giving Back

to Your  
Best Clients

Say thanks to  
your top clients  
with an event  
that's healthy,  
safe and fun!

# What is a Client Appreciation Party?

A client appreciation party is a way to say thanks to your relationships for supporting you with their business and referrals! Whether you invite your A+ clients to a catered barbeque outdoors or a virtual happy hour, the point of a client party is to show appreciation for the people you love to serve.

**These events are special! They should be reserved for clients who have referred you or who are willing to refer you to their friends and family, so you can show them some gratitude.**

Host a Client Party To:



**Appreciate your top-referring clients.**



**Strengthen client relationships.**



**Transform your database into a community.**



**Generate Referrals!**



# Getting Started: Set Your Budget

Decide how much you would like to spend before securing your idea. Not all client parties need to be extravagant — you can host a small event or activity and still get the job done! Create a spreadsheet and include spaces for things like catering, giveaways, decorations, etc.

## Estimate Your ROI

Most client parties generate multiple referrals that end up closing a few months later. The commission from those deals often exceeds the cost of the event, leaving you with excellent ROI!

Whatever budget you set, the goal is to make that money back by generating referrals and closing on them in the months ahead.



### \$ | Affordable Fun

- ▷ Drive-up “reverse Pop-By”
- ▷ Virtual game night
- ▷ Host an online workshop



### \$\$ | Middle of the Road

- ▷ Golfing with your best
- ▷ Outdoor fitness class
- ▷ Apple picking



### \$\$\$ | Big Ticket Parties

- ▷ Neighborhood scavenger hunt
- ▷ A day at the local zoo
- ▷ Game day tailgate

Write it out to formulate the perfect party!

## Picking Your Party: Make It Personal

Match the theme to your brand by asking yourself the following questions:

1. What's around me?
2. What am I interested in?
3. Who or what do I care about?

## Celebrate the Season

If there's a holiday coming up, consider celebrating with your clients! Here are a few ideas to get you started. These can be held online, in-person and outdoors.



### Pro Tip

Make sure to send invites at least one month prior to the event. Consider a private Facebook event to post real-time updates about the party plans!



**New Year's Eve/Day**  
Vision board workshop



**Easter**  
Easter basket giveaway and outdoor brunch



**Back to School**  
Drive-up "back-to-school" gift basket



**Halloween**  
Virtual pumpkin carving party



**Thanksgiving**  
Drive-up pie giveaway



**Hanukkah**  
Menorah lighting, dreidel games and latkes



**Christmas**  
Holiday cookie delivery

# Are You Ready To Party?

Once you've decided on the budget, theme, location and invites, it's time to party! Enjoy the fruits of your labor and celebrate your top people for a few hours.

**Keep the Momentum** — After the party, send a personal note to all attendees as well as those who couldn't attend.

**Don't forget** to update your database with any new leads or information gathered from the event! **Keep in mind**, if you're hosting a drive-up event or online party, you'll get less face-to-face time with clients, which makes the follow up even more important when it comes to potential referrals.

**One2One**  
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Ready to party, but not sure how? **Buffini & Company One2One Coaching** offers a system for keeping track of all client activities. Coaches also offer accountability, support and guidance for all of your lead generation efforts. Sign up for a free business consultation: [buffiniandcompany.com/bc](https://buffiniandcompany.com/bc) to learn what coaching can do for you!