

Portfolio Sample: Immersive Fundraising Experience Design

Curator: Kerline Astre

Event: Victory Overflowing: The Offering Table

Target Segment: High Net Worth Individuals (HNWI)

Inspired by the proposal created for Ifetayo Cultural Arts Academy in 2024

S T A R Format Summary

Situation: A Brooklyn based Afro Diasporic arts and youth development organization sought a new approach for engaging high net worth donors beyond traditional galas or fundraising dinners. The moment called for a bold expression of cultural pride, community care, and donor activation.

Task: Innovate the donor journey into a dynamic, multisensory dining experience that deepens emotional investment, mirrors the organization's mission through ritual and storytelling, and positions giving as a natural outcome of connection and belonging.

Action: I designed a ceremonial culinary journey grounded in Afro Diasporic tradition, featuring:

- A narrative driven event arc that guided donors through moments of joy, history, and honor
- Artistic direction of food stations and storytelling activations
- Interactive elements that made nourishment a communal offering rather than service
- Creative partnership planning with performers, youth ambassadors, and chefs
- A giving experience embedded into the emotion and meaning of the evening

The central element, The Offering Table, transformed a harvest altar into a live plating platform where food and philanthropy became one shared act.

Result: The proposal was approved with enthusiasm and positioned as a flagship cultivation model for future major donor engagement. Although the organization's board postponed implementation due to timing readiness, leadership recognized the event's power to elevate donor relationships, reinforce impact, and serve as a signature philanthropic experience for years to come. The work also stands as a clear demonstration of my ability to merge cultural authenticity, hospitality design, and resource development strategy with a high taste factor.

What This Work Shows

I design fundraising experiences that:

- Turn culture into an immersive generosity engine
- Transform donors from observers into participants
- Position giving as a joyful ritual rather than a transactional ask
- Showcase the brilliance of Black life with beauty and reverence
- Drive major gifts while honoring the communities served
- This is not about events. It is about creating **belonging that moves money**.