



How To Succeed at Planning a Fundraising Event

In This Lesson

HOW TO PLAN A FUNDRAISING EVENT

- Why choose an event for fundraising?
- Defining your goals and desired outcomes
- Preparing your organization for success
- Event planning tasks





What I Love

Kristin Watkins

1. Connecting Communities to Causes
2. Planning Jaw Dropping Events
3. Exploring New Places, Cultures & Food

Why an Event?

- Bring your community together
- Educating about your organization or programs
- Attract media attention or create a buzz
- Demographics – what type of event?



Defining Your Goals and Outcomes

- Based on your why
- Fundraising Goals
- Attendance Goals
- Media/Publicity
- Guest Experience

Guest Experience

“Since you get more joy out of giving joy to others, you should put a good deal of thought into the happiness that you are able to give.”

-Eleanor Roosevelt





Preparing Your Organization for Success

- One point person
- Volunteers
- Accounting
- Marketing & Communications
- Emcee

Fundraising Event Volunteer Roles

- Event Set-up
- Auction Item Procurement
- Event Registration
- Silent Auction
- Live Auction
- Event Cleanup

Event Marketing Tasks

- Event Name, Event Logo
- Featured Image
- Social Media – Image and content for event and any sponsors
- Promotion on your web site
- Description and direct URL link for event sponsors to add to their web sites
- Press releases- Event Info, Sponsorships, Key speakers/performers
- Communicate event logistics to guests
- Post Event – distribute photos & sponsor wrap-up reports



Your Fundraising Event Planning Timeline

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Planning Timeline

6 months prior

6 months before event:

Set the date.

Decide on a budget

Decide on number of guests

Identify fundraising activities
for the event.

Choose a theme.

Choose a venue.

Hire entertainment.



Planning Timeline

5 months prior

5 months before event:

Compile a list of potential sponsors

Develop sponsorship packages.

Set table and ticket prices.

Select a caterer.

Develop marketing plan.

Design and distribute “save the dates”



Planning Timeline

4 months prior

4 months before event:

Finalize menus and floor plans.

Hire all vendors (A/V, security, rentals, décor, lighting, transportation).

Choose software for registration and auction management

Hire emcee/auctioneer and speakers

Solicit auction items

Hire a photographer/videographer

Reserve audio-visual equipment.



Planning Timeline

3 months prior

3 months before event:

Send invitations and add event to your web site.

Check in with sponsors and finalize fulfillment

Set up online payment.

Design the program book.

Design and print any signage.

Recruit volunteers and assign event day tasks



Planning Timeline

6-8 weeks prior

6-8 weeks before event:

Finalize program and video presentation.

Package auction items and set low/high bids



Planning Timeline

1 month prior

1 month before event:

Finalize the event day timeline.

Generate bid sheets for the auction items.

Follow up on outstanding invoices

Arrange transportation.

Finalize vendor timelines.



Planning Timeline

2 weeks prior

2 weeks before event:

Print the menu, program, and auction books.

Create seating assignments.

Send final headcount of guests to venue.

Finalize presentation elements.

Confirm all guest names



Planning Timeline

1 week prior

1 week before event:

Finalize table assignments.

Confirm the arrival times of vendors, speakers and VIPs.

Confirm volunteer arrival times and assigned duties.

Rehearse any presentations.

Test software and devices used for auction and registration at the event.

Prepare final payments for vendors.

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