

How to Plan a Successful Fundraiser: Fundraising Event Checklist

Before the Event

4-6 months before the event

- Set your goals, e.g. an amount of money raised or a number of new donors.
- Decide roughly how much you can spend — this will help you focus on event ideas that are on a suitable scale.
- Choose the audience your event will be targeting.
- Pick a season to hold your event in .
- Pool your ideas and discuss them with your committee.
- Take a poll amongst your members on the type of event they would prefer.
- Pick your event!
- Build your event planning team.



2-4 months before the event

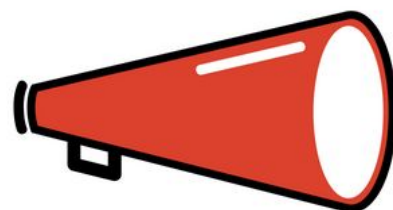
- Set out a detailed budget for your event.

- Research restrictions and legality around running events in your area.
- Draw up a schedule for the day itself.
- Confirm a date for your event.
- Find and book a venue.
- Recruit sponsors and partners.
- Book your entertainment — music, speakers, celebrities, activities, etc.
- Book your catering, set your menus and arrange serving staff if needed.
- Plan for any health and safety requirements, e.g. first aid, security, crowd barriers, information stands.



1-2 months before the event

- Launch your marketing campaign — consider digital, print and in-person marketing.
- Set up your registration system.
- Start selling tickets.
- Arrange the creation or purchase of any crafts or products you're planning to sell and have them delivered in advance of the day.



Sign up volunteers.

During the Event

Before the event starts

Arrange the venue according to your floor plan, add decorations, and set up any audio visual equipment.

Check in with partners and contractors to make sure they have everything they need.

Brief your volunteers on roles, FAQs, break times, and any perks.

Throughout the event

Promote the ongoing event on social media and in your local area.

Check in regularly with attendees and volunteers to identify any issues.

Record the event with photos and videos.

At the end of the event

Clean up the venue and return any borrowed or hired items.

THANK
YOU

After the Event

- Post about some of the event highlights on social media.
- Send thank you emails to everyone involved.
- Count and record your takings.
- Publish a post on your blog letting people know how the event went.
- Create a slideshow of images from the event.
- Update your website to show your success.
- Assess whether you managed to achieve your objectives.
- Conduct a feedback survey of committee members and attendees, and make a list of ways you can learn from this feedback for future events.