

The Visualist Fundraiser Roadmap

Date: December 3, 2026 (Giving Thursday)

Timeframe: Launch October 13

Location: TBD

Theme: Bake Sale

Goal Raise: \$25,000

Supporting Documents/Materials:

- Fundraiser Goals and Event Description
- [List of Venues to contact](#)
- [Event Schedule/Logistics](#)
- Marketing Packet

PHASE ONE: DECISIONS AND GOALS

Deadline	Task	Assigned to:	Notes
7/26	Confirm format of fundraiser		(how are we raising money? Sales, donations, etc?)
7/26	Confirm goals of fundraiser		25,000
8/9	Create Letter of Request for venues		
8/9	Venue outreach		
End of August	Confirm Venue		Siecrst Beach

PHASE TWO: ANNOUNCEMENT/MARKETING & OUTREACH

Timeline: 10-6 weeks out

Deadline	Task	Assigned to:	Notes
End of August	Create Marketing Packet as well as confirm list of corporate asks		includes graphics, newsletter copy, social media copy, flyers,
Late August/Late September	Confirm partners and create marketing plan		Via newsletter, social media, direct outreach
Late September	Create volunteer roles		

PHASE Three: FUNDRAISER PREP and EXECUTE FUNDRAISER

Timeline: 6-0 weeks out

Deadline	Task	Assigned to:	Notes
Early October	Begin ticket sales		
Early October	Recruit volunteers		
October 13- December 3	Enact Marketing plan and push donations and ticket sales		
November 15	Send Assignment emails to all support		
November 15	Confirm day of schedule and support		
November 15	Create day-of checklist with duties		
November 15	Assign day-of point person		
December 3	Set up Venue		
December 3	Event Day		

PHASE four: POST FUNDRAISER HOUSEKEEPING

Timeline: 2 weeks post

Deadline	Task	Assigned to:	Notes
December 10	Thank you to donors via socials, newsletter, cards		