

ATTACHMENT 10: FUNDRAISING EVENT PLANNING TEMPLATE

JULY EVENT CONCEPT

Concept:

[What is your idea? Describe what you want to do. What is the unique selling point of your event? Include a draft event agenda/timeline.]

EVENT AGENDA/TIMELINE

[illegible]

Purpose:	[What is the purpose of this event?] For example, do you hope to achieve one of the following (or a combination): ✓ Appreciate your current supporters (donors, volunteers, staff, etc.) so that they will stay interested and motivated to continue their support. ✓ Raise awareness about the work you do and the impact it has on the community so more people are aware of the problem and can potentially help to rally towards your cause. ✓ Build your network; attract new supporters to your cause. ✓ Give your beneficiaries a chance to network with a certain group (e.g., potential employers). Other reason?
Target Audience:	[Describe who you want to come to your event? Where are they located? How many do you want to attend?] For example: Do you want current, past and/or prospective volunteers, donors, staff, or beneficiaries? How many of each? Do you want strategic partners to attend? Think about how each can add value and benefit from attending the event?
Location:	[Where should the event take place? Why would this be a good venue? Is there a rental fee or any restrictions? Are there any back-up/alternative venues?]
Date/Time:	[When is the best date/time of day to hold your event? Consider the needs of the target audience. Also consider competing events and weather.]

Supplies Needed:	[What will you need to organize this event? Would this involve any costs?] For example, staff, volunteers, food and beverages, posters, LCD, laptop, t-shirts, tickets, paper, other
Revenue Source:	[How will you cover the costs to organize the event?] For example, will you sell tickets to the event, sell raffle tickets, auction items, offer something to buy (paintings or cards), sponsorship, use current budget, and/or another idea?
Marketing Strategy:	[How will you promote this event? If you expect 60 people to attend, how many do you need to invite to attract that number of guests?] For example, will you send a mass email to people in your network and ask them to forward along, will you draft customized emails, snail mail, social media, door-to-door with a flyer, phone calls, posters, attend networking events, other ideas?