

Fundraising Event Checklist

6-8 Months Ahead of Event

- Recruit a committee
- Establish event goals
- Select date
- Establish a budget
- Identify venue
- Develop a schedule of events
- Identify promotional opportunities (local media, social media, newspaper listing, etc.)
- Identify potential sponsors
- Design event logo

4-6 Months Ahead of Event

- Delegate tasks to committee members
 - Finances
 - Promotions
 - Sponsors
 - Volunteers
 - Logistics
- Collect t-shirt sizes
- Establish admission fee
- Set up online fundraising page
- Create a Facebook event page
- Investigate need for any permits, licenses, insurance, etc.
- Identify needed equipment (i.e. A/V equipment)
- Develop promotional/communication pieces (i.e. social media posts, emails, flyers, newspaper articles, etc.)
- Develop programs, invitations, tickets, etc.
- Solicit sponsors and donations

2-4 Months Ahead of Event

- Request a speaker from ABTA (*The ABTA cannot guarantee the attendance of a speaker*)
- Request ABTA materials
- Order materials for event: goodie bags, awards
- Develop a master plan for the day of
- Develop any scripts needed
- Order t-shirts

1 Month Ahead of Event

- Arrange any necessary details such as: seating arrangements, place cards, etc.
- Finalize script
- Develop back-up plan

1-2 Week(s) Ahead of Event

- Run of show
- Assign duties to committee members/volunteers
- Pull final numbers of attendees/participants
- Organize goodie bags/awards for attendees/participants

1-2 Day(s) Ahead of Event

- Set-up tables, chairs, start/finish lines, etc.
- Make sure signage is in place
- Make copies of event tasks, registration lists, speeches, etc.
- Check-in with committee members to ensure they are prepared

Event Day

- Arrive early to ensure time to prepare and everyone is in their places
- HAVE FUN!

Following Event

- Gather financial data: donations, final registration
- Post event pictures and details on social media
- Meet with your committee to discuss what worked and where to improve
- Send thank you letters to:
 - Sponsors
 - Volunteers
 - Speakers/presenters
 - Donors
 - Participants

In your thank-you notes, be sure to remind the recipients of the event's success – and how they contributed (e.g., dollars raised, awareness - number of participants, etc.).