

Fundraising Events Template

This document presents guidelines and suggestions for an ideal, large-scale fundraising event. The timeframe is approximately 12 months.

This template can be modified to work for a smaller event.

Approaching Your Project Sensibly

The credibility of your organization will be on the line in the eyes of the community. Considering all the potential challenges is very important. Consider these issues and suggested solutions:

1. **Issue:**
Finding suitable event dates with plenty of time and energy.
Suggestion:
Engage community leaders. Ask these professionals about your organization to talk on the task. If they decline, ask for their assistance in identifying an alternative candidate. People are flattered when you tell them you need their "expert advice."
2. **Issue:**
Covering event expenses prior to collecting revenue.
Suggestion:
Identify and solicit event sponsors immediately.
3. **Issue:**
Promoting your event within the community.
Suggestion:
"Partner" with the local media to promote your event and cover flat printing costs donated for invitations, etc.
4. **Issue:**
Finding involvement with the details of an event.
Suggestion:
Plan early, very organized and leverage key relationships with those that have resources and expertise.

Essential Volunteers/Committee Chairs

Event Chair(s) - oversees all activities relating to event from start to finish.

General Chair:

- Oversees the event at large
- Generates budget
- Appoints committee chairs
- Determines theme
- Maintains communication with staff or key members of the organization
- Most of the detail work will map with the specific committee chairs below