



Hustle For Humanity

Fundraising Event Action Plan

Planning Phase:

During this phase you will be heavily engaged in goal setting and team building activities. Choose a date far enough in advance to give you ample time to prepare. Be aware of conflicting local and/or national events, as well as holidays. Use this time to build your committee for the event, including (co-) chair positions. As part of your fundraising efforts, your event will most likely have a “host committee” and one or more “host committee chairpersons.” These people are responsible for contributing substantial amounts to the event and encouraging others to do the same. The host committee is generally composed individuals with strong voices in the peace movement who have connections within the community. (This helps with advertising the event and building local support.) The host committee and chairpersons are not responsible for actually running the event, but are integral to ensuring that you reach your fundraising goals. Depending on the size and type of the event, this phase can last from one year to six months before the event.

| <u>Task</u> | <u>Due Date</u> | <u>Status</u> |
|--|-----------------|---------------|
| Identify purpose: fundraising, cultivation, recognition, education ,other | | |
| Select type of event and theme | | |
| Identify audience | | |
| Secure buy-in from your volunteer leaders | | |
| Set initial goals: net profit, expenses | | |
| Identify additional sources of revenue | | |
| Research and determine date | | |
| Identify location and check availability | | |
| Identify and recruit chairs and co-chairs | | |
| Draft chair and committee chairs, job descriptions and recruit volunteers for committees | | |
| Prepare activity timetable | | |
| Other | | |



Activity Phase:

Continue team building and begin logistics and marketing activities. Start pursuing sponsors, advertisers and gifts-in-kind. You need to convince your supporters that your organization and event are worthy of their time and money. Draw up an entire marketing plan for the event. Possible methods of “getting the word out” include: using your non-profit’s fundraising network, mailed invitations, direct mail, social media, phone banks, word of mouth and the event host committee. This phase should last from six months to three months before the event.

| <u>Task</u> | <u>Due Date</u> | <u>Status</u> |
|--|-----------------|---------------|
| Determine volunteer responsibilities and number of volunteers needed | | |
| Begin meetings with chairs and co-chairs | | |
| Chairs and co-chairs recruit additional volunteers | | |
| Invite special guests or celebrities | | |
| Establish cost to event participants | | |
| Secure location | | |
| Develop sponsor goals and packages | | |
| Prepare marketing and PR plans | | |
| Identify printing needs and prepare printing timeline | | |
| Draft invitation and response package | | |
| Compile invitation lists | | |
| Secure sponsors and solicit in-kind donations | | |
| Send out “Save-the-date” notices | | |
| Secure catering bids | | |
| Secure musicians and entertainment | | |
| Secure media coverage | | |
| Solicit in-kind donations | | |
| Tour site | | |
| Review volunteer needs and continue to draft more if needed | | |
| Continue to add names to invitation list | | |
| Secure permits and insurance | | |
| Make preliminary layout and decoration plans | | |
| Print tickets | | |
| Other | | |



Execution Phase:

This is the time to finalize logistics and do heavy marketing. Get seed money. Ask businesses, from mom-and-pop to big corporations, to underwrite certain aspects of the event, such as the venue rental, advertisements, programs, invitations and music. Request in-kind donations of food and drink in exchange for a listing in the ad or program. Your success in pursuing sponsors and donors will depend upon good planning. This phase will last approximately 3 months to one week before the event.

| <u>Task</u> | <u>Due Date</u> | <u>Status</u> |
|--|-----------------|---------------|
| Send out "save the date" notices and invitations | | |
| Perform menu tastings | | |
| Sign contracts with venue, caterer, entertainment, etc. | | |
| Reconfirm all speakers, performers, celebrities and find out their special needs | | |
| Draft program | | |
| Draft site layout | | |
| Finalize menu and floor plan | | |
| Monitor underwriting, sponsorships and program ads | | |
| Record invitation responses and issue tickets | | |
| Collect in-kind donations | | |
| Send out press releases and calendar notices | | |
| Prepare and print programs | | |

Event Week

Assign and provide job descriptions to volunteers for the day of event. While you probably won't need a full run-through of your event, it is essential that everyone who is working the event know, ahead of time, what their responsibilities are, where they should be during the event, and how the event is going to "flow." If you are having a large or unusual event, the key event staff may want to have a practice run to make sure that your operation is running smoothly. Follow up with all sponsors/donations for day of event and verify pick up and drop off times for donated items.

| <u>Task</u> | <u>Due Date</u> | <u>Status</u> |
|---|-----------------|---------------|
| Arrange deliveries for the day of the event | | |
| Give caterer head count | | |
| Prepare necessary signage | | |
| Prepare nametags and labels | | |
| Meet with security people | | |
| Deliver scripts/recognition lists to chairperson/master of ceremonies | | |
| Have necessary checks cut | | |
| Determine and prepare petty-cash needs for tips, etc. | | |
| Make follow-up calls to media contacts | | |



Event Day

Arrive very early and come prepared with emergency phone numbers, first aid kit, office supplies, insurance paperwork and contract confirmations, guest lists and extra copies of scripts and volunteer instructions. Be sure to allow plenty of time for set-up. Brief all event volunteers, ensuring that individuals are in the proper “stations” and ready for the event crowd. The key to a successful volunteer management program is the way that you execute the three R’s – recruiting, retaining and recognizing volunteers.

| <u>Task</u> | <u>Due Date</u> | <u>Status</u> |
|--|-----------------|---------------|
| Do site walkthrough | | |
| Perform equipment check | | |
| Place signage | | |
| Check restrooms and grounds | | |
| Layout registration tables and materials | | |
| Brief volunteers | | |
| Station yourself where you can be seen if needed | | |
| Pay vendors | | |
| Mix and mingle and have fun! | | |

Recap Phase: After the event

Communicate with everyone involved in the event. Begin building next year's team. Make sure that the chapter takes the time to send thank-you notes to everyone who is involved in your event, including contributors, volunteers, staff and vendors. Don't forget to send thank you letters to all sponsors. In addition, provide detailed event recap reports that outline the success of the event including: event attendance, money raised, press coverage, sample ads, event photos, etc.

| <u>Task</u> | <u>Due Date</u> | <u>Status</u> |
|--|-----------------|---------------|
| Thank volunteers, sponsors and donors appropriately | | |
| Tally expenses and income | | |
| Prepare final report and share with volunteers and key players | | |
| Review all aspects of event with volunteers for use next year | | |
| Publicize success | | |
| Return borrowed or rented equipment | | |
| Other | | |