



plan and promote

The success of your fundraising event hinges on having a good plan. The following tips will help you plan your third party event.

Audience:

Who do you want at your event? How will you invite them and how will you get them excited about your event.

Build your team:

Work with friends, family, and colleagues on your event. Ensure that everyone knows and understands their role and responsibilities.

Set a goal:

Having a clear goal gives everyone something to get excited to work towards!

Keep costs low:

Keep expenses to a minimum! Know your limits and maintain a reasonable budget for your event.

Promote your event:

Using flyers, posters, social media, emails and reminders are all excellent ways to easily promote your event



event checklist



Pre-Event

- Finalize event idea
- Set date, time and location for event
- Draft a budget for my event
- Fill out and send third party application form (included in this toolkit)
- Identify target audience
- Set fundraising goal
- Develop a timeline
- Recruit volunteers



During Event

- Assign volunteers with specific tasks
- Collect funds from attendees and donors
- Publicly thank guests and volunteers at event
- HAVE FUN!



Post-Event

- Pay event expenses in full
- Submit proceeds and donation tracking sheet (included in this toolkit) for tax receipting purposes
- Share successes of even with attendees and volunteers
- Thank everyone personally
- CELEBRATE!