
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 reliable event chairs with plenty of time and energy.
Suggestion:
Engage community leaders. Ask those passionate about your organization to take 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 advise."
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 cause. Get printing costs donated for invitations, etc.
4. **Issue:**
Feeling overwhelmed with the details of an event
Suggestion:
Plan early, stay 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 Duties:

- Oversee the event at-large
- Generate budget
- Appoint committee chairs
- Determine theme
- Maintain communication with staff or key member of the organization
- *Most of the detail work will stay with the specific committee chairs below*

Corporate Relations/Sponsorships - helps raise necessary seed money for early event expenses and help event tickets or tables to corporations

General Duties (Strong collaboration between Event Chair(s) on this):

- Identify potential sponsors/donors: corporate and individual
- Determine possible benefits for sponsors with the Event Chairs- (most sponsors will want something in return for their investment whether it's free tickets to the event or marketing and advertising for the company)
- Deliver the promised benefits to sponsors
- Identify potential sponsors for the event (*Be sure to consider pro bono sponsors which will help alleviate expenses*)
- Draft strategy for acquiring sponsors
- Understand what you need and what you plan to give back to the sponsor (benefits plan)
- Generate all necessary paperwork
- Understand the traditional giving cycle of your target sponsor—don't ask for money too late! Research your prospects.

Volunteer Coordinator Chair - recruits and energizes volunteers for all committees

General Duties:

- Identify volunteer needs for each committee
- Communicate regularly with volunteers on behalf of the Event Chair
- Recruit more volunteers as necessary
- Delegate tasks on the day of event

Media & Public Relations Chair - promotes the event

General Duties:

- Develop the language for promoting the event
- Identify media sponsors
- Work with Corporate Relations/Sponsorship Chair regarding press releases
- Communicate through various methods (TV, print, radio, web, email)

Other areas to consider once "core" committee members are determined and appointed.

(Details covered in timeline.)

- **Logistics Committee Chair** - oversees the details and the flow on the day of the event
- **Invitation Committee Chair** - oversees the designing and mailing the invitation
- **Decorations Committee Chair** - determines necessary decorations based on theme
- **Auction Committee Chair** - organizes all aspects of auction
- **Menu Committee Chair** - works with the caterer on food and drink choices
- **Entertainment/Program Committee Chair** - determines and contracts entertainment (bands)