



## Event Planning Checklist

### SET A GOAL

- My organization plans to raise \$ \_\_\_\_\_ by this date \_\_\_\_\_.
- Establish a spending budget for prizes, advertising, and products; create incentives to encourage participation.

### DECIDE ON A DATE, LOCATION, & EVENT TYPE

My event will be held on:

Date: \_\_\_\_\_  
Day of the Week: \_\_\_\_\_  
Time: \_\_\_\_\_  
Location: \_\_\_\_\_  
My Event Type will be: \_\_\_\_\_

### PREPARE FOR SUCCESS

- Create a committee; identify key people to involve in organizing the event.
- Have each participant create at least a 20 person contact list to invite.
- Distribute marketing and promotional material (flyers, posters, table tents, emails, etc.) See the purpose kit online for downloadable materials and posters.
- Contact local businesses that may be interested in the **Pink on Purpose** cause. Ask them to sponsor you.
- Organize your volunteer staff and designate responsibilities.
- Gather all necessary supplies (which could include: Tables, chairs, cash box with change, drinks and snacks, decorations, etc).

### FOLLOW UP

- Send thank yous to your supporters and volunteers.
- Evaluate how it went and what might be improved upon next year.
- Contact AICR with a summary and photos for the website.
- Set a date for your Pink on Purpose Fundraising Event for next year!

### TIPS FOR A SUCCESSFUL EVENT

- Make it personal. Explain why **Pink on Purpose** is important to your organization.
- Have fun! Keep energy levels high and participants enthusiastic.
- Award prizes to those who raise the most money or bring the most attendees.
- Celebrate your success!!



Thank you for **getting pink!**