



# STEP 1: NAME AND DESCRIBE YOUR ACTIVITY

TITLE

DESCRIPTION \_\_\_\_\_

## **STEP 2: DECIDE WHO YOUR AUDIENCE WILL BE**

(Examples: your neighborhood, families at your school, customers at the market, moms/dads you know, attendees at a sports game, etc.)



## STEP 3: CHOOSE YOUR ACTIVITY DATE AND TIME

(Be sure to think about availability of people who may be helping you, other planned community events, holidays, etc.)

DATE

TIME

## STEP 4: DECIDE WHERE YOU WILL HOST YOUR ACTIVITY

NAME OF FACILITY \_\_\_\_\_

ADDRESS

DO YOU NEED TO BOOK THIS FACILITY? YES NO HOW MUCH DOES IS COST? \$\_\_\_\_

WHO IS YOUR CONTACT?

WHAT AMENITIES ARE AVAILABLE? (WI-FI, KITCHEN, POWER, PARKING, ETC.)

IS THE SPACE LARGE ENOUGH? WHAT IS THE MAXIMUM OCCUPANCY?

ARE THERE ANY RULES YOU NEED TO BE AWARE OF? \_\_\_\_\_

## STEP 5: RECRUIT FRIENDS AND FAMILY TO HELP

List the people who will be helping you with your activity along with their skills, talents, any possible limitations, and whether they are available on your tentative activity date.

NAME	SKILLS/TALENT	POSSIBLE LIMITATIONS	AVAILABLE
			□ YES □ NO
			Yes Ino



## STEP 6: PLAN YOUR ADVERTISING

Follow our tips below to get more supporters at your activity.

### SOCIAL MEDIA

Think about how you can best advertise your activity to your friends and family using social media. Be sure to ask them to share

### FACEBOOK OR GOOGLE+

- 1. Set up an event and invite friends to join you
- Update status regularly with pictures and reminders promoting your activity

#### INSTAGRAM

- 1. Post a photo advertising your activity date and time
- 2. Post photos of your destination and tell supporters about your trip
- 3. Post photos/videos of the activity as it is happening

### YOUTUBE

 Make fun commercials for your activity and post them in your other social media accounts

#### TWITTER

- 1. Tweet your activity details regularly
- 2. Tweet updates about your trip and funding goals
- 3. Re-tweet your Facebook or Google+ events link

### SNAPCHAT

1. Send fun photos to your contacts counting down to your event

### **EMAIL**

Leading up to your activity, email friends, family and businesses an invitation to participate. Be sure to include important details and an explanation of why you are planning the event.

### PHONE/TEXT

Is there anyone you should call or text a personal message to?

### PRINTED MATERIALS

Consider printing advertising to hang around your school and community centers.

	QUANTITY	COST TO PRINT
Fliers		\$
Postcards		\$
Letters		\$
Posters		\$
		\$
		\$
		\$

### LOCAL MEDIA

Consider local media channels for gaining support. (Tell them why you are fundraising and see if you can get a discounted rate.)

### NEWSPAPER

Your daily, weekly, or school newspaper might have a community page. Consider posting an ad promoting or describing your activity.

### RADIO

Your local or school radio station might be willing to run an ad or have you talk about your trip.

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Your local or school TV station might be interested in featuring your activity or program in a news or community segment.

### EVENT PROGRAMS

If there's an upcoming school sports game, performance, or event, check out options for including an ad for your activity.

## STEP 7: MAKE YOUR SUPPLY LIST OR A TO-DO LIST

(Example: Paper, crafts, ingredients, rentals, tools. Or if you're planning an event, in addition to supplies, be sure to list the tasks that will need done, items to pick up, etc.)

ITEM/TO-DO	QUANTITY/WHEN	COST	
		\$	
		\$	
		\$	
		\$	
		\$	
		\$	
		\$	DONATED D FREE

## ACTIVITY PLANNING WORKSHEET

## SUPPLY LIST/TO-DO LIST CONTINUED

6

ITEM/TO-DO	QUANTITY/WHEN	COST	
		\$	_ DONATED GREE
		\$	_ DONATED DFREE
		\$	_ DONATED GREE
		\$	_ DONATED GREE
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## STEP 8: MAKE A BUDGET AND STICK TO IT

WHAT IS YOUR FUNDING GOAL FOR THIS ACTIVITY? WHAT ARE YOUR TOTAL EXPECTED EXPENSES?

\$\_\_\_\_\_

\$\_\_\_\_\_

# FILL OUT THIS SECTION AFTER YOU'VE COMPLETED YOUR ACTIVITY.

HOW MUCH DID YOUR ACTIVITY GENERATE? (GROSS PROFIT)	\$
WHAT WERE YOUR TOTAL ACTIVITY COSTS?	\$
WHAT IS YOUR TOTAL AFTER SUBTRACTING ACTIVITY COSTS FROM YOUR GROSS PROFIT? (NET PROFIT)	\$
DID YOU REACH YOUR FUNDING GOAL?	□YES □NO
WHAT IS THE DIFFERENCE BETWEEN YOUR FUNDING GOAL AND YOUR NET PROFIT?	\$

CONGRATULATIONS ON COMPLETING YOUR FUNDRAISING ACTIVITY!