



RECOMMENDED ACTIONS ITEMS & TIMELINE TEMPLATE

Use the template and suggested action items below to help you create the timeline for your fundraiser. Reference the **Flow Chart** for detailed explanations of the action items.

PHASE 1 - PLANNING

DATES _____ - _____ *(recommended 1-2 weeks to complete the action items below)*

RECOMMENDED ACTION ITEMS:

- Put together your team
- Identify the type of fundraiser you will plan (**see Fundraiser Ideas for inspiration*)
- Set your fundraising goal
- Set a start and end date for your fundraiser
 - Start Date: The day you send the first piece of communication to your contacts and potential donors
 - End Date: The day you plan to have your goal amount of money raised
 - We recommend an average of 4-6 weeks for the length of your fundraiser – this does NOT include the Planning and Prep stages

PHASE 2 - PREP

DATES _____ - _____ *(recommended 1-2 weeks to complete the action items below)*

RECOMMENDED ACTION ITEMS:

- Create a collaborative contact list (**see Contact List Template*)
- Outline your communications plan (**see the Communications Plan Example and Blank Templates*)
- Fill out the Timeline template and identify your action items (*i.e. this document*)
- Create Collateral Materials
 - Use The Betsy Project logo and design templates provided to create, distribute and sell
 - T-shirts, Yard signs, Posters, Bumper Stickers
 - We encourage you to use the tagline “**Cure Sarcoma Now**” in all communication materials

PHASE 3 - EXECUTE

DATES _____ - _____ *(recommended 4-6 weeks to complete the action items below)*

RECOMMENDED ACTION ITEMS:

- Start your fundraiser using your communications plan as your guide
- Organize your system for collecting and documenting donations (**the Contact List Template can help you do this*)
- Follow Up and Thank Yous – make sure you are conducting all follow up and thank you communications in a timely manner