

Fundraising Event Plan

Name of event: [Insert Name]

Date: [Insert Date]

Time: [Insert Time]

1. Description:

2. Location/Address:

3. Fundraising Goal (\$):

4. How will you raise money at your event? Check all that apply:

- ☐ Ticket sales
- ☐ Online donations
- ☐ Physical donations
- ☐ Sponsorship
- ☐ Auction
- ☐ Raffle prizes or 50/50
- ☐ Selling merchandise

5. Event audience (Who is your target market?):

6. Marketing/Social Media– how will you be promoting your event?

- ☐ Instagram
- ☐ Facebook
- ☐ Twitter
- ☐ LinkedIn

Website: [insert URL]

Online Donation Page: [insert URL]

News Channels or Newspaper: [insert names of news channels]

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7. Sample Critical Path (expand this spreadsheet and edit to your liking- the actions can range from 12 months out to 1 week before, to day-of event tasks!)

Activity:	Lead Name:	Notes:	Task Deadline:
Create fundraising page	Ex. Jenna		
Create budget			
Develop invitation list			
Confirm venue			
Recruit volunteer committee			

8. Volunteers (expand this spreadsheet and edit to your liking!):

Volunteer Role:	Name:	Contact Information:	Roll Filled:

9. Cancellation/Contingency plan: What happens if it rains? Make sure to have a backup plan in place.

10. Thank you notes and/or feedback survey – Send thank you e-mails, cards, or make phone calls to those who supported your event in any capacity. Send feedback survey to hear from the attendees themselves to see what went well and how you can improve next year.

**If you'd like a fillable PDF template, please reach out to the events team.*