

# Fundraising Event Plan

**Name of event:**

**Date:**

**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
- ☐ In-person 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
- ☐ X
- ☐ LinkedIn

Website:

Online Donation Page:

News Channels or Newspaper:

# Fundraising Event Plan

## 7. Sample Critical Path

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 | e.g. Jenna |       |               |
| Create budget           |            |       |               |
| Develop invitation list |            |       |               |
| Confirm venue           |            |       |               |
|                         |            |       |               |

## 8. Sample Volunteer List

| Name | Contact Information | Role |
|------|---------------------|------|
|      |                     |      |
|      |                     |      |
|      |                     |      |

**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 a feedback survey to hear from attendees about what went well and how you can improve next year.